InvoiceCloud®

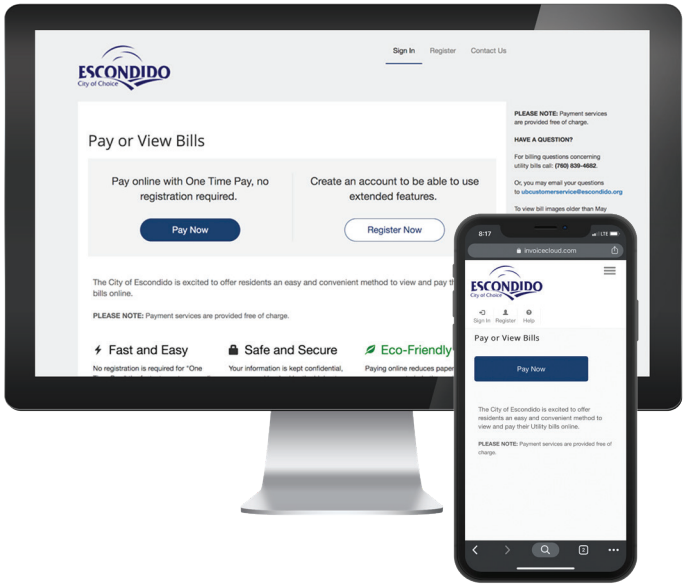
CASE STUDY

City of Escondido Improves Collections and Reduces Staff Workload with Superior UX

In order to meet its PCI compliance requirements, the City of Escondido decided to move its online payment processing to a third-party vendor. Unfortunately, the system that was implemented created challenges for the city and its citizens through a difficult user experience, lack of convenient payment options and lack of real-time integration, among other issues.

After switching to Invoice Cloud, Escondido has seen several benefits, including:

- Increased self-service and paperless adoption
- Higher customer satisfaction and staff morale
- Reduced staff workloads and manual labor
- Decreased print and mail costs
- PCI Level 1 Compliant security



The City of Escondido chose Invoice Cloud based on a proven ability to simplify enrollment and provide a better user experience in order to drive more digital payments.

BY THE NUMBERS
After 9 months live, the City of Escondido saw:

242% increase in self-service e-payment adoption

52% overall electronic payment adoption

21% of customers enrolled in paperless billing

1—The Challenge

Escondido's previous online payment processing vendor caused challenges for both the city and its citizens. A difficult user experience spiked call center volume, as customers needed assistance completing basic tasks such as registration. In addition:

- Lack of convenient payment and reporting functions increased manual workload for CSRs and staff
- Lack of real-time integration slowed collections
- No paperless billing program existed to reduce expenses for the city

2—The Solution

Escondido needed an electronic bill presentment and payment provider that could help quickly remove current obstacles. They chose Invoice Cloud based on a proven track record and the ability to help:

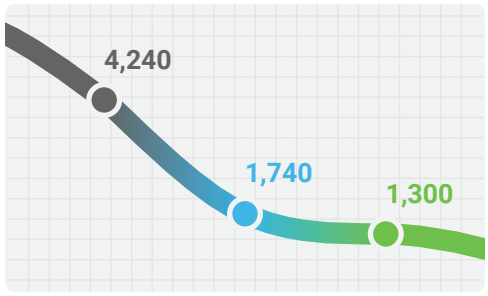
- Simplify enrollment to provide a better user experience and drive more digital payments
- Increase customer self-service payment options to reduce calls and improve staffing efficiencies
- Simplify collections with real-time integrations
- Decrease print and mail costs

3—The Results

Since implementing Invoice Cloud, Escondido has realized significant benefits, including:

- **Increased self-service and higher customer and staff satisfaction** due to an enhanced user experience, expanded payment options, and easier enrollment process
- **Improved efficiencies** that enable staff to shift focus to higher priority items
- **No lost data and reduced manual labor** with real-time software integration
- **Lower print and mail costs** due to higher paperless adoption
- **PCI Level 1 security** to protect sensitive data

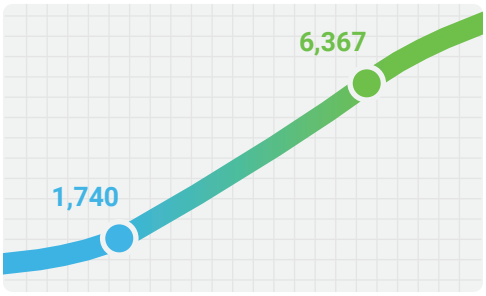
INBOUND CALLS REDUCED BY 69%



Monthly payment related calls

Previous vendor · IC—month 5 · IC—month 9

$23,000 SAVED IN 9 MONTHS



Paperless adoption with Invoice Cloud

IC—month 1 · IC—month 9

About The City of Escondido

The City of Escondido is located in Southern California, just 30 miles northeast of San Diego. Its Utility Billing office, which is a division of the Finance Department, processes payments for Escondido's over 30,000 utility customers.

About Invoice Cloud

Invoice Cloud® provides trusted, secure e-payments and the highest adopting Electronic Bill Presentment and Payment (EBPP) solution. To learn more, visit www.invoicecloud.com