

Peninsula Light Company Decreases Shutoffs with Reliable Online Payments

Peninsula Light Company (PenLight) serves over 30,000 member homes and businesses with electrical services and 3,000 member homes with water services. After a frustrating experience with its previous online payment solution, PenLight worked with Invoice Cloud to achieve:

- Decreased service shutoffs
- Increased on-time payments and more reliable collections
- Decreased payment-related call volumes




"We were impressed with the ease of use that Invoice Cloud delivered to employees and customers. The platform's simplicity increased on-time payments while reducing shutoffs, saving us the time and resources needed to focus on other pressing needs."


Jaci Williams
Supervisor Member Services
Peninsula Light Company


BY THE NUMBERS:

Peninsula Light Company saw:


73%
increase in e- payments


188%
increase in paperless enrollment


72%
decrease in shutoffs


29%
decrease in mailed checks to the office

1-THE CHALLENGE

PenLight's previous online payment platform could not provide a reliable solution and was unwilling to commit to the unique needs of the cooperative utility provider. Other challenges with PenLight's existing online payment system included:

- Payments not being processed in real time
- Inconsistent processing for AutoPay payments
- Duplicate withdrawals from member accounts
- Inadequate response rate to the PenLight team's customer service calls

2-THE SOLUTION

After a frustrating experience with their original online payment provider, PenLight was ready for a change. Ultimately, the utility provider chose Invoice Cloud as their next EBPP provider. The Invoice Cloud platform offered everything the organization was looking for, including:

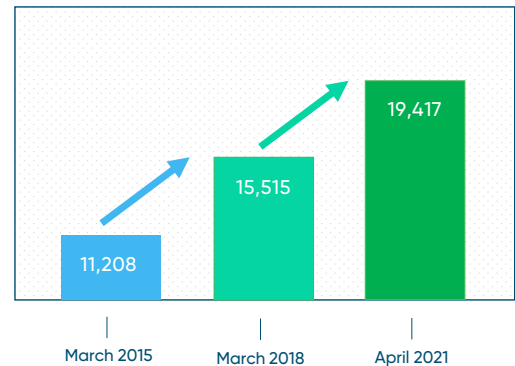
- Easy customer enrollment for AutoPay, paperless billing, and more
- An easy-to-use payment interface, for both employees and members
- A seamless implementation
- A responsive customer service staff

3-THE RESULTS

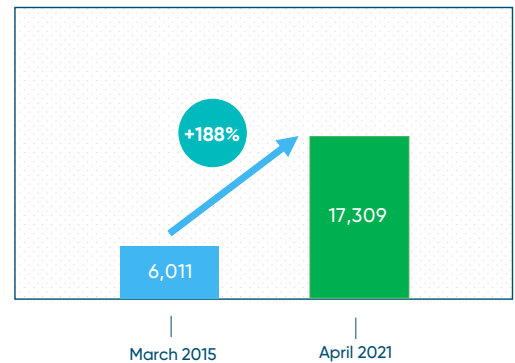
Since implementing Invoice Cloud, PenLight has seen a number of improvements including:

- **Reduced volumes of payment-related phone calls, walk-in payments, and lobby traffic**, due to an easy-to-navigate online payment interface
- **Increased on-time payments** and smoother internal collections
- **Fewer service shutoffs**, from an increase in AutoPay and paperless billing
- **More responsive, detail-oriented** implementation support team

E-Payment adoption has grown to an all-time high



Paperless adoption has grown 188%



Peninsula Light Co.
a mutual corporation · since 1925

ABOUT PENINSULA LIGHT COMPANY

Founded in July of 1925, Peninsula Light Company is a member-owned, non-profit utility cooperative. PenLight serves over 30,000 member homes and businesses with electrical services, covering 112 square miles throughout Gig Harbor, the Key Peninsulas, and Fox Island, and provides water services to over 3,000 members.

ABOUT INVOICE CLOUD

Invoice Cloud® provides trusted, secure e-payments and the highest adopting Electronic Bill Presentment and Payment (EBPP) solution.

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