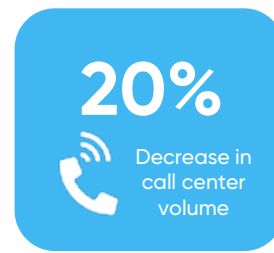# InvoiceCloud® CASE STUDY

City of Roseville Receives Highest Customer Satisfaction Scores Ever with Enhanced Customer Experience

In the first 11 months, City of Roseville saw:

139% E-payment growth

62% Increase in customer self-service enrollment

24% Of customers enrolled in paperless billing

20% Signed up for AutoPay

20% Decrease in call center volume

The City of Roseville implemented a new Customer Information System (CIS) and was in search of an Electronic Bill Presentment and Payment (EBPP) platform that could seamlessly integrate with its customer self-service portal. They needed a solution that could simplify payments, increase customer self-service, and increase adoption to paperless billing.

After implementing InvoiceCloud, Roseville has seen several benefits, including:

- Increased self-service and electronic payment adoption
- Higher customer satisfaction rates
- Reduced call center volume and wait times
- Improved operational efficiencies and paper bill cost savings

96% Satisfaction

"Since implementing the InvoiceCloud platform, we've received our highest customer satisfaction scores ever."

CITY OF ROSEVILLE CALIFORNIA

Andrea Blomquist
City of Roseville, California
Utility Billing Services Manager

The Challenge

Due to a high volume of utility bills, Roseville needed an EBPP platform that would easily integrate with their self-service portal and accelerate collections to reduce call center volume. Other challenges included:

- Outdated user experience led to low online adoption rates and customer satisfaction

- Lack of self-service functionality increased call volume for CSRs and call wait times

- Limited customer communication tools caused slower and later payments

- High costs associated with printing and mailing paper bills and outsourced lockbox services

The Solution

Roseville needed an EBPP provider with a history of successful integrations that could also help them quickly overcome their current obstacles. They chose InvoiceCloud as it provided everything they needed to:

- Simplify enrollment and provide a better user experience to drive more digital payments

- Increase customer self-service payment options to reduce calls and improve staffing efficiencies

- Improve customer engagement and self-service registration with intelligent communications

- Decrease print and mail costs

The Results

Since implementing InvoiceCloud Roseville has realized numerous benefits, including:

- Increased self-service and highest customer satisfaction due to superior user experience and expanded payment options

- Improved operations efficiencies due to 20% reduction in call center inbound payments

- Brought Lockbox payment processing in-house due to significant reduction of checks by mail

- Mindful marketing practices helped Roseville target smaller groups of customers to increase enrollment in paperless and AutoPay

- Roseville is able to use our frequent SaaS updates to promote new features to it's customer base—more mindful touchpoints with customers promoting the benefit to the customer (save time, ease of use, security)

About The City of Roseville

The city of Roseville is in California and is the largest city in Placer County with a population of 140,000. Its community-owned utility office processes payments for more than 70,000 electric, water, waste water, and solid waste customers.

About InvoiceCloud

InvoiceCloud® provides trusted, secure e-payments and the highest adopting Electronic Bill Presentment and Payment solutions. To learn more, visit invoicecloud.com

InvoiceCloud®