

# Empowering Flagstaff: Elevating Progress through Digital Transformation with InvoiceCloud

Flagstaff's digital transformation goals center around enhancing operational efficiency, providing exemplary customer service levels, and strengthening financial management within the Municipal Services department. Building on current achievements such as swift customer service response times, 50% e-statement delivery enrollment, and effective delinquent revenue recovery procedures, the city is poised to invest in best-of-breed technology to optimize revenue collections even more. This strategic move aims to further reduce hold times, expand electronic communications to streamline collections for delinquent revenue, and elevate the overall user experience. The introduction of InvoiceCloud aligns with the city's commitment to continuous improvement and positions Flagstaff for a transformative phase, ensuring a seamless and innovative approach to municipal services and financial operations. Below are key City achievements and goals InvoiceCloud stands to assist Flagstaff within its mission of continuous improvement.

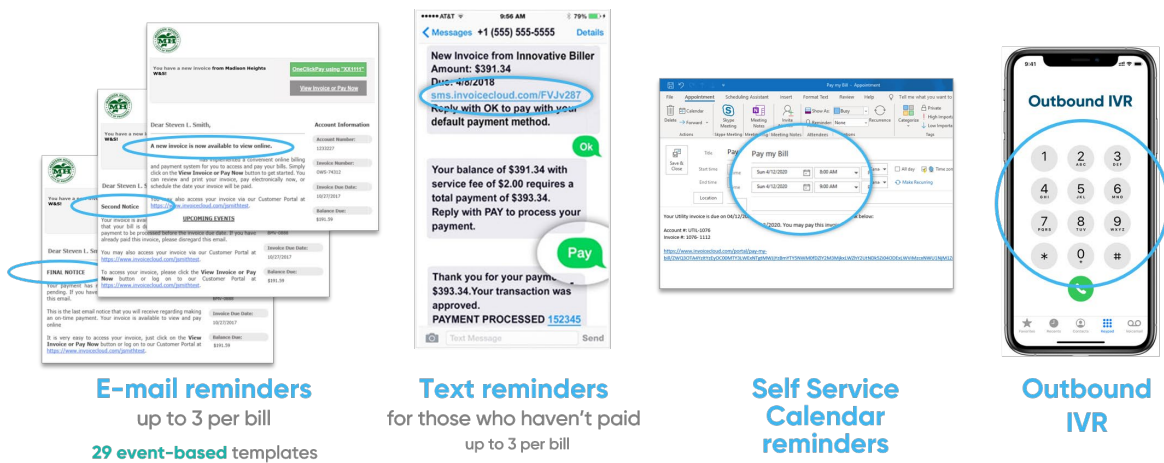
1. **Reducing Hold Times:** Municipal Services has demonstrated efficiency in customer service by achieving an impressive response time for over 21,000 inbound calls last year, with an average 10 second hold time. As part of Flagstaff's commitment to continuous improvement, there's an opportunity to further enhance this aspect and provide an even more seamless experience for our residents.
2. **E-Statement Delivery:** In line with the commitment to environmental stewardship, the Municipal Services department has successfully transitioned a significant portion of municipal statements and MAR billings to e-statements, with 52% and 21%, respectively. While this is a commendable step forward, there's room to expand this initiative and maximize the benefits of electronic communication for increased cost savings and sustainability goals met.
3. **Collections for Delinquent Revenue through the Postcard Process:** The postcard/disconnect process has proven effective in managing delinquent revenue, with over \$2,953,719 collected in FY 2022-2023. To build on this success, implementing InvoiceCloud will further streamline and enhance Flagstaff's revenue recovery processes.

## Opportunities for Improvement with InvoiceCloud:

InvoiceCloud presents a golden opportunity to address these areas for improvement. By leveraging advanced features and key design elements of our software, Flagstaff commits to exceeding goals of further reduced hold times, increased paperless billing enrollments, optimized collections for delinquent revenue, and elevating the overall user experience. This proactive approach positions the City for a transformative phase, setting the stage for continued excellence in customer-service and efficiency.

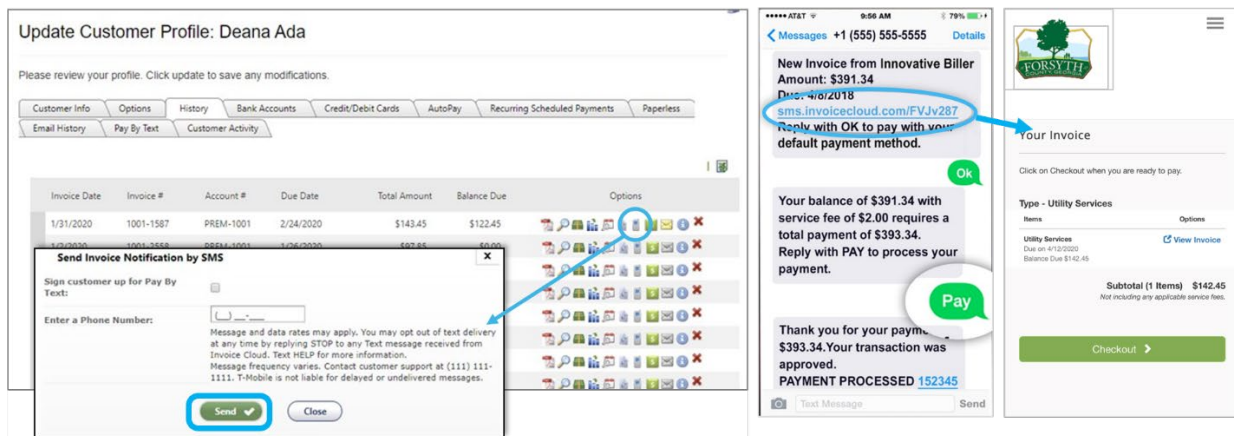
# Empowering Flagstaff: Reducing Hold Times through InvoiceCloud

Proactively communicate with customers digitally to prevent unnecessary customer-service inquiries through InvoiceCloud's simple, consistent interface and communications: The effectiveness of automated communications with payers determines if a digital engagement platform drives more self-service and decreases customer phone calls. InvoiceCloud reduces operational costs and customer calls through our consistent customer experience across our omnichannel features (Figure 1). We engage more customers through targeted, automated messaging and self-service so that they help themselves, paying their bills on time without calling or walking into your office.



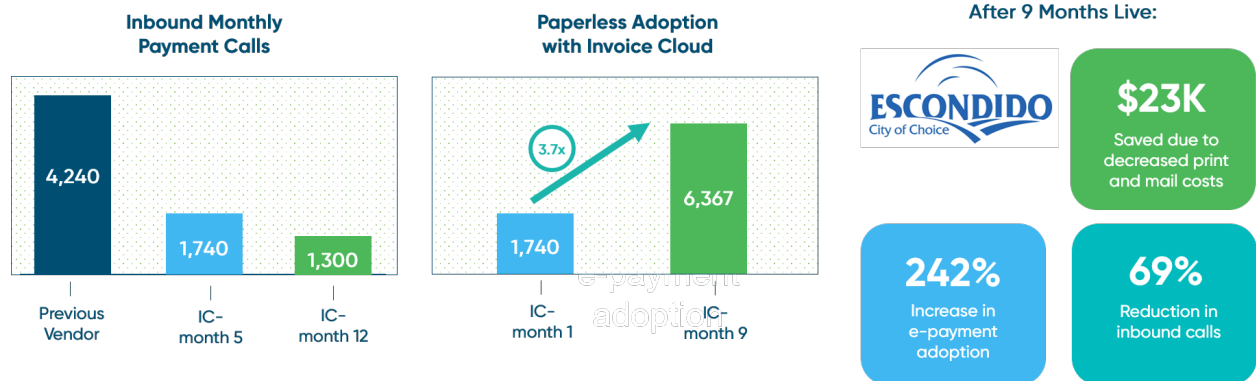
**Figure 1. InvoiceCloud's Customer Engagement Platform Options.** We help billers more effectively engage payers through the communications channels that customers prefer.

One of the leading reasons customers call the office to make a payment, despite having an IVR solution, is that they don't know how to access their bill digitally in the first place. InvoiceCloud launched CSR Text Reminders so that Flagstaff's staff can send a text with a direct link to their bill in seconds (Figure 2). The customer can now see how easy it is to pay in our mobile site.



**Figure 2. Send a Text Message with a Direct Link to a Customer's Payment from the Biller Portal.** Staff can now help mobile-using customers more easily find their bill and enroll in Pay by Text.

**Don't just take our word for it.** The City of Escondido experienced significant challenges with its previous online payments vendor. Their most significant challenge was related to high volumes of customer-service inquiries resulting in clogged phone lines, long hold times, and disgruntled customers. After an extensive evaluation process, they selected InvoiceCloud as they recognized our convenient payment options, real-time integrations, and unique platform design to specifically address reducing these unwanted phone calls. After switching to InvoiceCloud, Escondido has achieved almost a 70% reduction in inbound calls and increased e-adoption (**Figure 3**). On average, InvoiceCloud reduces preventable customer-service calls by 39% in one year for our municipal partners.



**Figure 3. City of Escondido's Savings in Time and Money through InvoiceCloud's Customer Engagement.** In only 9 months, the City increased e-adoption by more than 200% and more than tripled their paperless enrollments. More than half of all City bills are paid electronically with a 69% elimination of inbound phone calls.

# Empowering Flagstaff: Fulfilling Environmental Stewardship by Increasing Paperless Billing and Autopay levels through InvoiceCloud

InvoiceCloud provides the most robust one-time payment system in the industry. Registered and unregistered customers can fill a shopping cart with related payments and pay in three or fewer steps, during which we provide multiple unique opportunities and incentives to register, link a phone number or email address to their accounts for text and email notifications, go paperless, or enroll in AutoPay.

InvoiceCloud makes it easy for customers to pay their bills, whether registered or not, through our platform. Customers make one-time payments without logging in to our Customer Portal, which they can access directly from

email or text notifications or through your web site. Once the user adds the invoice to their cart (**Figure 4**). They can also view an exact PDF of their invoice, set calendar reminders, and build a shopping cart to pay for any invoice types offered by the biller. On average, InvoiceCloud improves paperless billing and autopay enrollments by 59% and 10%, respectively, within one year.

## Higher E-adoption through One-Time Payments

41% of online payers use one-time payment channels.

Most of these customers do not go online with the intent of signing up for these additional services.

InvoiceCloud maximizes enrollment (and, thus, print/mail cost savings) by presenting enrollment options as part of the one-time payment process. **As a result, 57% of paperless enrollments and 27% of autopay enrollments occur through our one-time payment functionality.**

Payment Options    Payment Information    **Review Payment**

### Review your Information

<b>Your Credit/Debit Card</b> <a href="#">Edit</a>	<b>Billing Address</b>
John Q. Customer XXXXXXXXXXXX1111 12 / 2019 	1 North Main St. Memphis, TN 38103 training@invoicecloud.com

I would like to signup for AutoPay

Save trees, checks, stamps, and time. Sign up for AutoPay and pay statements automatically on their AutoPay collection date. AutoPay will automatically pay invoices on their due date using your default payment method. AutoPay will send you an email confirmation of your transaction as each statement is paid, automatically.

Your Credit/Debit Card ending in 1111 will be used to pay your invoices via AutoPay.

Policy	Email Address	Go AutoPay?
ZHANG AI H	<input type="text" value="training@invoicecloud.com"/>	<input checked="" type="checkbox"/> Testing mv

Send me Pay by Text messages for future invoices

I would like to sign up for Paperless

#### Payment Summary

Policy #	Amount
2018030055522-1 - <a href="#">View</a>	\$186.07
2018030055523-1 - <a href="#">View</a>	\$234.43
2018030055524-1 - <a href="#">View</a>	\$265.89
2018030055525-1 - <a href="#">View</a>	\$295.49
<b>SUBTOTAL</b>	<b>\$981.88</b>
<b>SERVICE FEE *</b>	<b>+ \$1.00</b>
<b>GRAND TOTAL</b>	<b>\$982.88</b>

[Process Payment \\$982.88](#)

Payer agrees to the Invoice Cloud Payer Terms and Conditions [View](#)

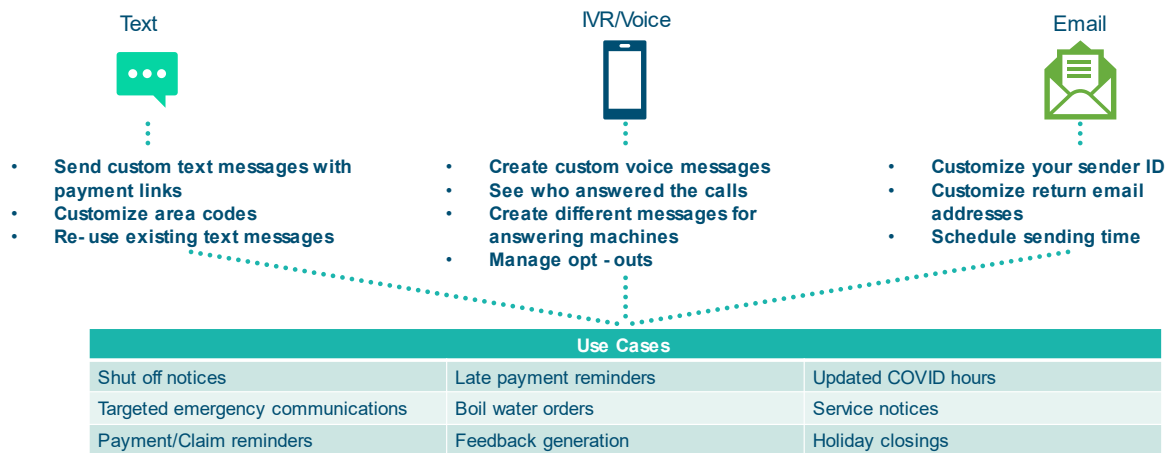
\* If you have a question on the bill, please contact us at (360) 538-6393.  
Service fees are non-refundable. If you think there is an error on the Credit/Debit Card, ACH or Service Fee charge, please contact Invoice Cloud Customer Service at 877-256-8330, Option 2.

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**Figure 4. Review Payment.** *One-time payers can forgo traditional registration while opting into paperless billing by email or text or even AutoPay. This is how we achieve our e-adoption rates.*

# Empowering Flagstaff: Digitizing the Delinquency Outreach Process to Further Digital Transformation Initiatives

InvoiceCloud offers Outbound Campaigns, a way for Flagstaff to send customized email, voice, and text communications to its customers, like delinquency notices, emergency communications, and any other reason to reach out to payers outside of our current email communications. We provide robust customization and scheduling options for all communication options, as well as reporting on how many customers each channel reached. Flagstaff can create and save target user groups, and customers can opt out of these notifications without affecting their paperless or Pay by Text enrollments (**Figure 5**). On average, InvoiceCloud helps to reduce delinquencies by 15% within one year for our municipal partners.



**Figure 5. Outbound Campaigns’ Text, Email, and Voice Options.** Flagstaff can reach out to customers with a multi-channel experience.

Many of our 2,000+ local government partners are leveraging this functionality today to meet their customers where they are to digitize and influence timely collections without incurring significant costs to do so (Figure 6).

## The Challenge

Newnan Utilities needed a better way to communicate with customers on past due bills. Their current communication system was one-dimensional and offered no customization or tracking capability.

## The Solution

They implemented Outbound Campaigns as it enabled them to utilize existing customer information to send targeted, customized messages with late payment reminders to increase collections.



*“Outbound Campaigns has provided more effective and efficient communications for past due notices, leading to a reduction in calls to the office. With the time saved we’ve been able to shift our focus to other areas of need.”*

**Brian Kilby**  
Technology Services Manager  
Newnan Utilities

**Figure 6. Newnan Utilities' Outbound Campaigns Case Study.** *Newnan Utilities reduces customer calls with custom automated outbound IVR late payment reminders.*

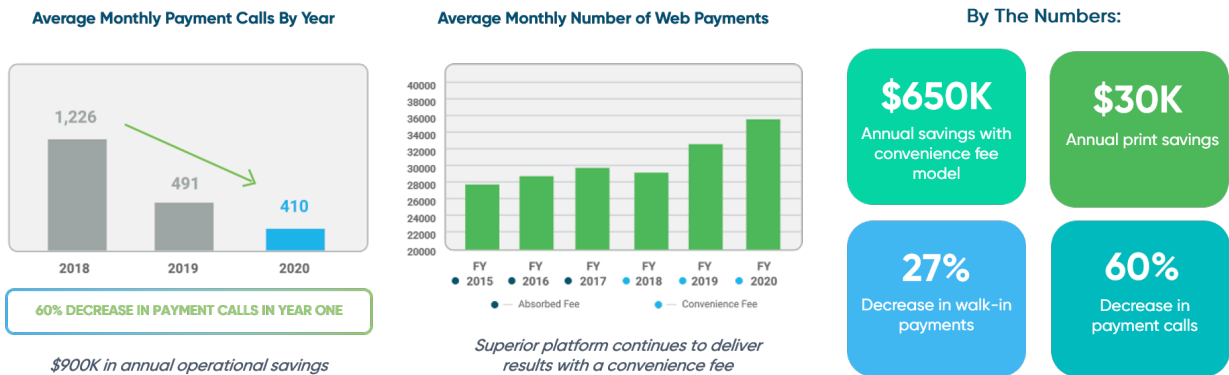
# Smart Revenue Strategy: An InvoiceCloud Success Story in Cutting Costs while Creating Efficiency Through the Switch to Convenience Fees

As Flagstaff prepares for payment processing fee model changes, it's important to note that InvoiceCloud has a proven track record of facilitating this type of transition with outstanding results. Arlington Utilities located in Texas found itself in a bind with increasing water rates, causing concern among customers. In response, they took a pragmatic approach, seeking ways to cut costs and boost revenue without resorting to rate hikes. Dealing with challenges like rising credit card fees and print expenses, they made a smart move to InvoiceCloud. The result? Increased revenue and reduced costs through more customers opting for electronic payments through our frictionless online engagement platform. Figure 7 illustrates the tangible savings in time and money, highlighting the success of fostering greater customer engagement. Even with convenience fees implemented, more Arlington residents are choosing electronic payments each year, proving the effectiveness of this practical shift.

"We feared a major reduction in digital payments due to implementing a convenience fee. We were pleased to see, despite adding the fee, with the InvoiceCloud platform, we reached our previous adoption levels in less than three months and continue to see growth in adoption well above previous levels."

**Matt Peters**

*Water Utilities Department, City of Arlington*



**Figure 7. The City of Arlington's Savings in Time and Money by Increasing Customer Engagement through InvoiceCloud.** More City customers use InvoiceCloud to pay electronically every year rather than pay through the mail or over the phone, even with new convenience fees.