

City of Soda Springs, Idaho

Transforming Back Office Operations with a Thorough Customer Adoption Plan

Located in southeastern Idaho, historic Soda Springs needed to modernize their billing and payment system for nearly 1,500 utility customers. The City uniquely provides its citizens with almost all necessary utilities, such as electricity, water, sewer, and garbage.

Improving Back Office Efficiency Within Three Months

Going live with PSN in January of 2024, the team immediately leveraged the customer adoption materials and best practices provided in PSN's Marketing Resource Center. Their comprehensive outreach included informative mailers with QR codes, statement stuffers, emails, QR codes on bills, informative handouts, and more.

The robust customer adoption strategy worked. Within three months, over 300 customers were making payments through PSN's multiple digital payment methods. "Our customers appreciate the email reminders for their payments," noted Celeste, "It helped jump-start adoption right off the bat." The rapid adoption also saw impressive percentages of customers sign up for due-date **auto-pay and paperless billing** soon after launch.

"Normally, the 10th of the month is crazy for us," said Celeste, "That's the due date, but things were unusually quiet and we thought something was wrong. So we looked at the system and it turned out a lot of payments were coming through PSN." On average, the back office efficiencies of PSN have helped the Soda Springs staff **save an average of 1 to 1.5 hours a day**.

With impressive early adoption numbers in the initial months, Soda Springs anticipates further increases in their back-office productivity as a growing number of residents pay electronically, decreasing the time and materials cost of printing, stuffing, and mailing monthly bills.



In just a few short months,
Soda Springs improved
back-office efficiency and
increased customer satisfaction.

"We're getting great feedback from our customers, especially with the ability to pay by credit card online or with auto-pay. They love that they get bonus miles or cash back when paying their utility bill."

- Celeste Billman
City of Soda Springs

Upgrade Your Back Office

Our core value to billers is how we transform your back office. Consolidated daily deposits from multiple payment sources saves you time and resources. Smooth integration with all your other vendors and data sources eliminates headaches. And by diverting billing-related calls to our professional contact center staff, your team has more time for high-value customer interactions.

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