



CITY OF
FORTUNA CA

InvoiceCloud + City of Fortuna, CA

September 26, 2024

Improvement: User-friendly Guest Checkout

- Barriers to access

- Login requires last payment amount
- No self-service enrollments
- Requires calls to office

- Easy access to bill

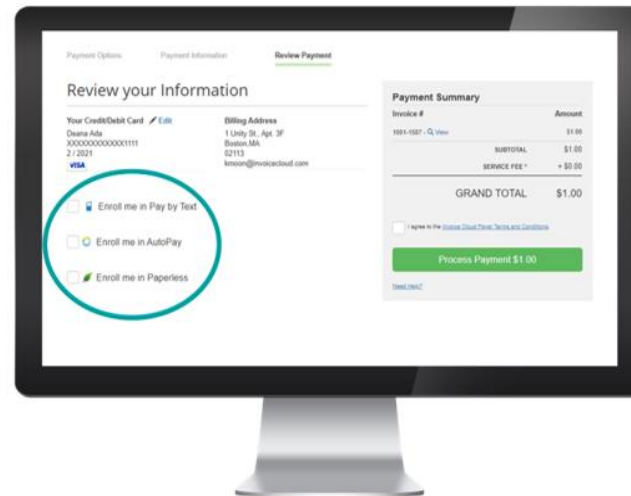
- One-click enrollments in payment route

- Paperless
- AutoPay
- Pay-by-Text



AutoPay Enrollments:

- Unregistered/Guest Payment Route: 27%
- Registered Payment Route: 5%
- Registered Portal: 68%



Improvement: More Paperless Billing & Communications

- **Today, staff must facilitate all paperless billing enrollments**

- Resulting in low paperless adoption
- High reliance on postal system

- **No effective reminders**

- More printing and mailing
- Hours of manual outreach
- Late payments and shutoffs



- **InvoiceCloud will allow residents to sign up for paperless billing with a check of a box**

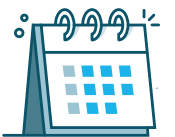
- On average, InvoiceCloud increases paperless enrollments by **104% in Year 1**.

- **InvoiceCloud will send up to 3 reminders before the due date.**

- Projected 24% reduction in late payments in Year 1

- **InvoiceCloud will provide access to our self-service Outbound Campaign platform**

- Mass notifications/alerts can be sent anytime via voice, text, or email with actionable links



Improvement: More Self-service



- PDFs in e-bill
- Login barriers (Last payment amount)
- Limited payment options
 - No e-check, Pay-by-Text, Digital wallets
- Limitations of help from office staff



- Intelligent links that drop residents into the last page of the payment route
- Proactive monitoring of credit card expirations
- Screen mirroring and on-demand actionable texts/emails allowing the team to help customers help themselves

More Improvements



More Time

- Less payment related calls
- Less manual processes
- More face-to-face time with walk-in residents
- Availability to cross train team



More Payment Options

- GooglePay, ApplePay, PayPal, Venmo, Pay-by-Text
- Optimized for mobile phones
- Landlord ability to link accounts and pay multiple bills at once



Smooth Implementation

- Dedicated On-boarding Team
- Ongoing Customer Service
- Training
- Adoption Growth Services
- [Launching Your Payment Portal Microsite \(seismic.com\)](https://seismic.com)

InvoiceCloud Pricing – Absorbed Model

| Service Description | InvoiceCloud Fee |
|---|--|
| Integration, Deployment, & Training <ul style="list-style-type: none"> Includes integration to existing billing system | \$5,000 \$0.00 |
| Account Access and Outbound Campaign Access <ul style="list-style-type: none"> Monthly access to branded customer and biller portals, with one (1) administrator user and unlimited additional users HelpDesk Support & Marketing <ul style="list-style-type: none"> Access to InvoiceCloud’s HelpDesk, Client Services team, and Marketing support to help drive the highest online payment and paperless adoption | \$250/month |
| Electronic Payment Fees | |
| Residential Credit & Debit Cards <ul style="list-style-type: none"> Visa, MasterCard, Discover, PayPal, Venmo, and American Express | Interchange Fees (~1.09%) + 4.94%-1.69% of transaction = 2.78% |
| E-Check & ACH | \$1.95–\$1.55 |
| Miscellaneous Fees | |
| Paperless Billing (Only when a paper invoice is eliminated) | \$.20–\$0 |
| Outbound Campaigns (Voice/Text/Email) | \$.15/\$.10/\$.10 per message |
| Bank Check Intercept | \$0.50 |
| IVR Payment | \$0.95 |
| Credit Card Chargebacks/ ACH Rejects | \$10.00 |

Initial Cost Savings Achieved by InvoiceCloud

Previous

| InvoiceCloud Savings | |
|--------------------------------------|-------------|
| Monthly Savings 20% paperless | Annual |
| \$640.00 | \$7,680.00 |
| Monthly Savings 20% E-Check Adoption | Annual |
| \$751.00 | \$9,016.00 |
| Monthly Savings | Annual |
| \$1,391.00 | \$16,692.00 |
| Monthly Net Savings | Annual |
| \$1,141.00 | \$13,692.00 |

Updated 10/3/2024

| InvoiceCloud Savings | |
|--|-------------|
| Monthly Savings 20% paperless | Annual |
| \$640.00 | \$7,680.00 |
| Monthly Savings 20% E-Check Adoption | Annual |
| \$934.01 | \$11,208.12 |
| Monthly Savings - Reduced Processing Fee | Annual |
| \$1,067.17 | \$12,806.04 |
| Monthly Savings | Annual |
| \$2,641.18 | \$31,694.16 |
| Monthly Net Savings | Annual |
| \$2,391.18 | \$28,694.16 |

Updated 10/8/2024

| InvoiceCloud Savings | |
|--|-------------|
| Monthly Savings 20% paperless | Annual |
| \$800.00 | \$9,600.00 |
| Monthly Savings 20% E-Check Adoption | Annual |
| \$934.01 | \$11,208.12 |
| Monthly Savings - Reduced Processing Fee | Annual |
| \$1,067.17 | \$12,806.04 |
| Monthly Savings | Annual |
| \$2,801.18 | \$33,614.16 |
| Monthly Net Savings | Annual |
| \$2,551.18 | \$30,614.16 |