



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



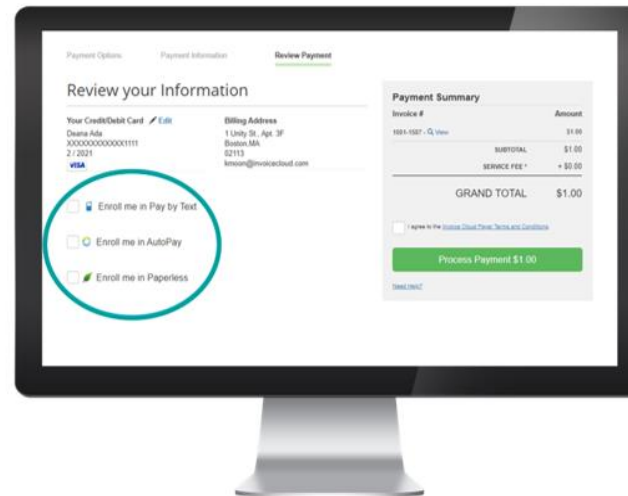
- **Easy access to bill**

- **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**

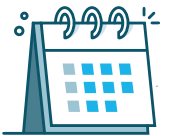
- On average, InvoiceCloud increases paperless enrollments by **104% in Year 1**.

- **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%) + 1.91% 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