

How IT Saved the Business Money, the story of :



InvoiceCloud® +



Our Presenters



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What's most important to Utility IT Leaders?

Chat GPT says:

1. Cybersecurity and critical infrastructure protection
2. Digital transformation and legacy system modernization
3. Grid modernization and resilience
4. Data management and analytics
5. Enhanced customer experience
6. Workforce development and talent management
- 7. Come budgeting time...More Money for 'IT Toys'**

InvoiceCloud has impacted almost all of these areas for CDE Lightband

1. Cybersecurity and critical infrastructure protection
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7. Come budgeting time...More Money for 'IT Toys'



by the numbers

42nd

According to the American Public Power Association, CDE Lightband is proud to hold the spot as the 42nd largest public power utility in the nation.


200+
Employees



124% Paperless Increase

Efforts to educate customers on the benefits of paperless billing have lead to an incredible 124% increase in paperless enrollment.

Broadband Growth

Since its inception in 2008, our broadband customer base has grown to almost 27,000.

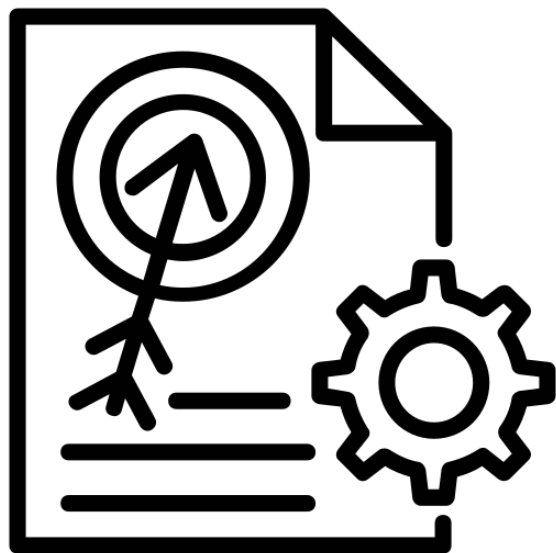


4.3 CSAT Rating

With a solid CSAT rating and a resolution time under 1 hour on broadband interruptions, the broadband technical support team continues to prove that customer support is tantamount to success.



In 2020, CDE Lightband set a goal...

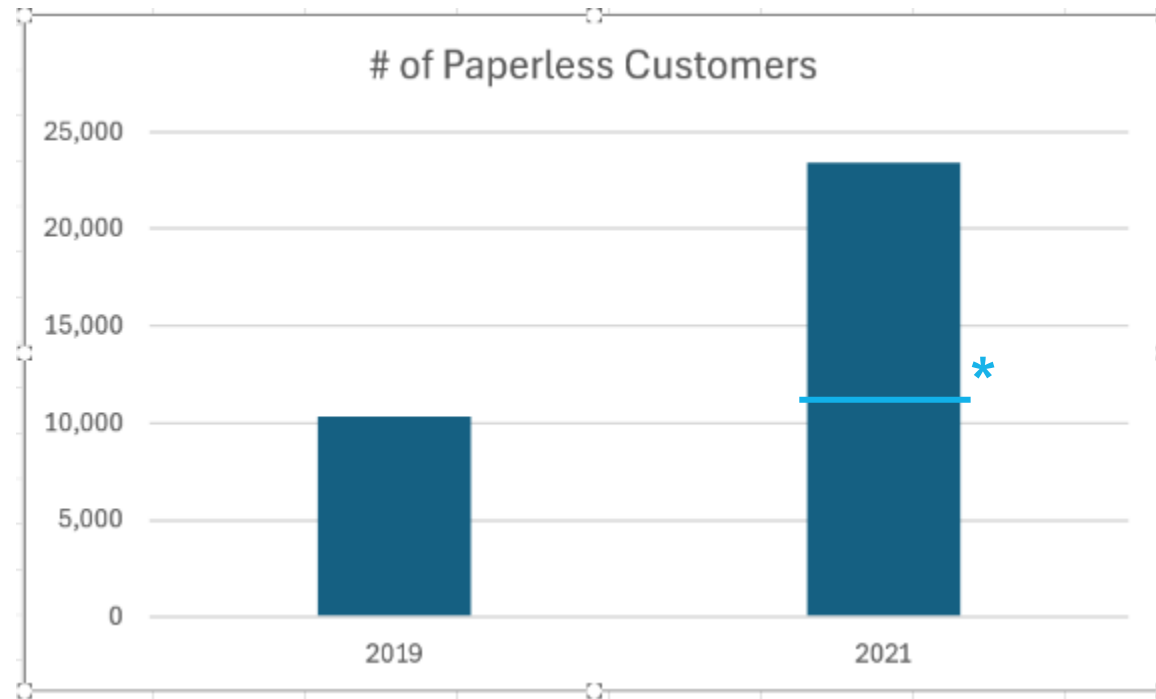


**to increase paperless bill
enrollment by 10%**

By the end of the '21 FY, CDE Lightband had...

Increased their paperless e-bill
enrollments by well over 50%

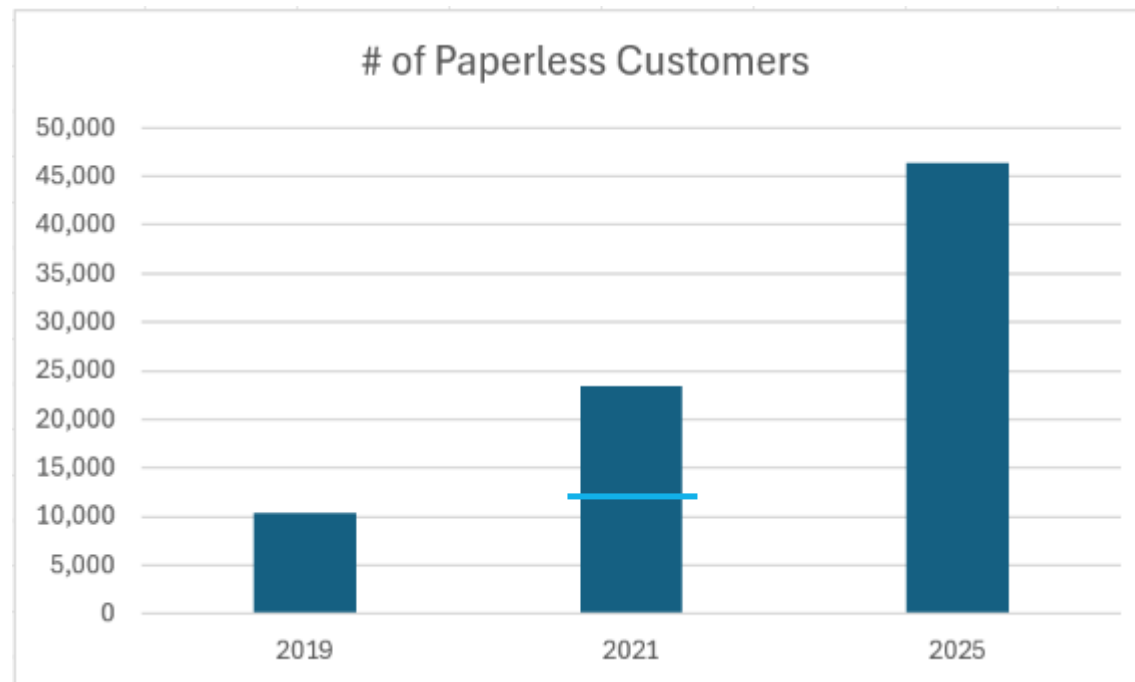
(Drumroll please....)



*The blue line indicates CDE's original goal for paperless enrollments, this was achieved within the first 3 mos. on InvoiceCloud

And where are they today?

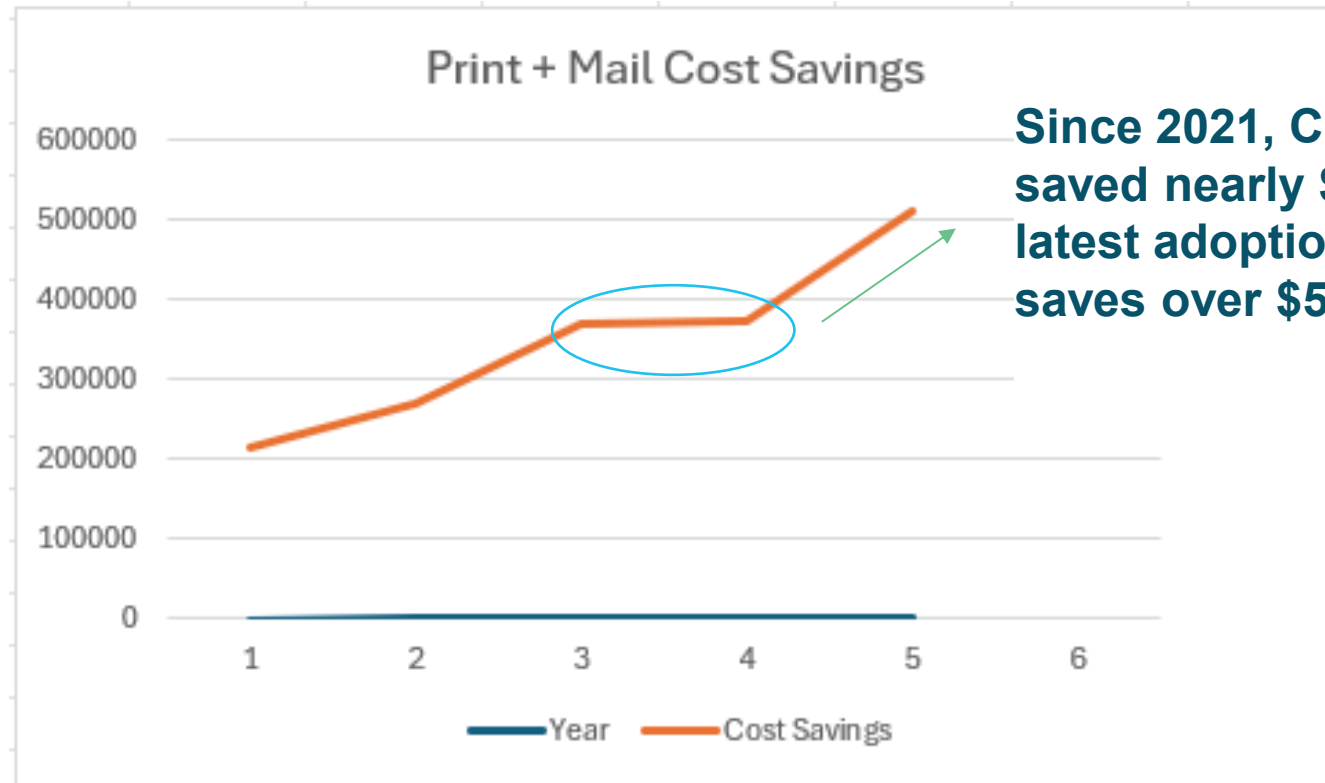
By the close of CDE's FY 2025



The Utility has grown to over 86K meters and almost 60% of their customers are enrolled in paperless e-bill delivery

What does that mean in dollars and cents?

a story of continuous improvement + continuous partnership



Since 2021, CDE Lightband has saved nearly \$2M, and with the latest adoption campaigns, now saves over \$500K annually

At the end of FY 2025, CDE calculated the annual cost to mail paper bills was \$10.98.

What other impacts have you seen since starting on InvoiceCloud?

- Reduced delinquencies
- Operational Efficiencies, incl. Automatic Shut-offs + Restarts
- Increased opportunity for employee development



by the numbers



\$26B

Payment
Volume



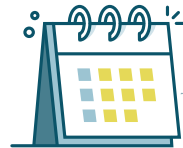
2,200+

Utility
Customers



400+

Employees



400+

New Utilities in
Last 24 Months

Key Differentiators

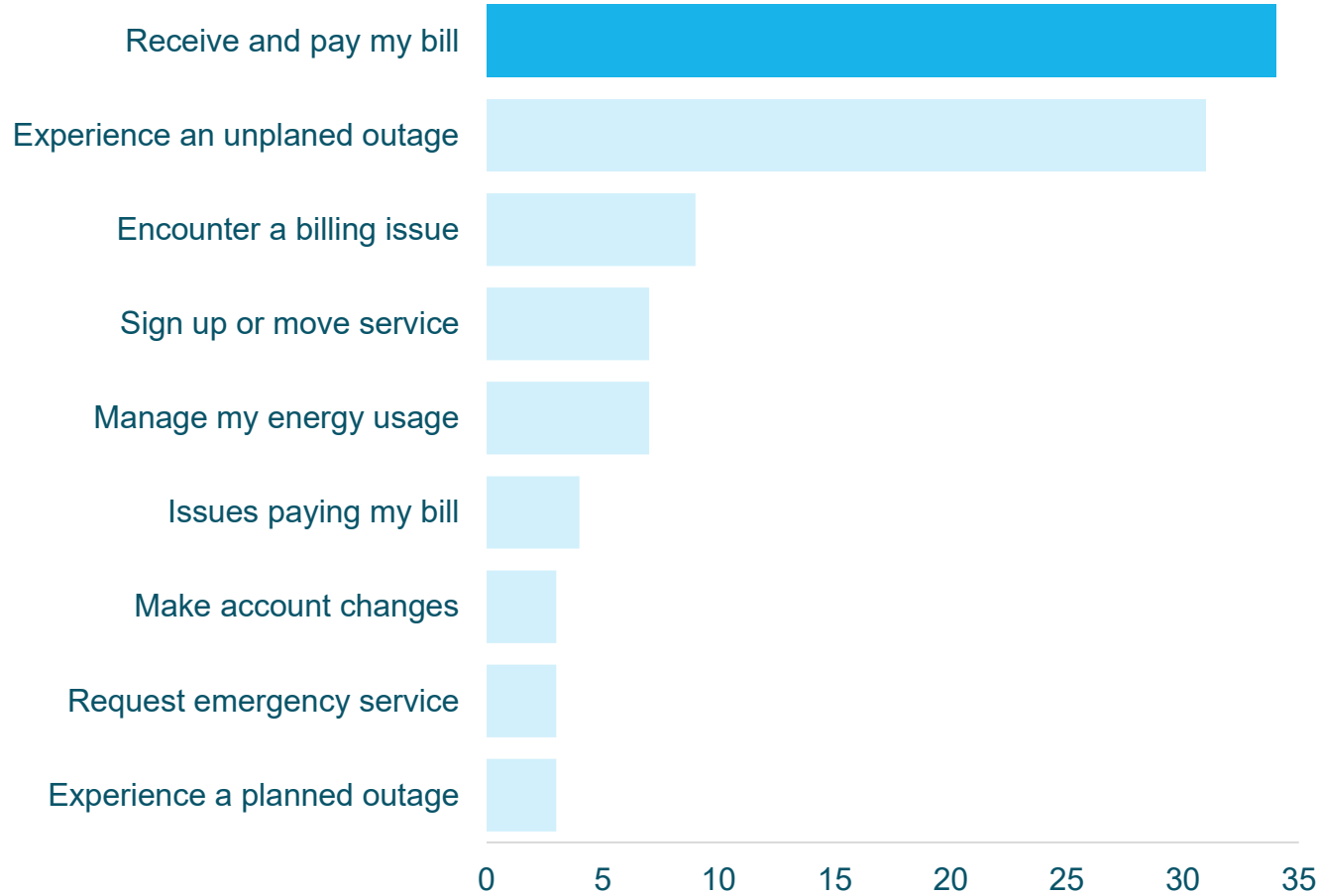
- Customer-Focused Experience
- Omni-Channel
- Intelligent Communications
- Native SaaS
- CIS Integration-Centric

So much depends upon...



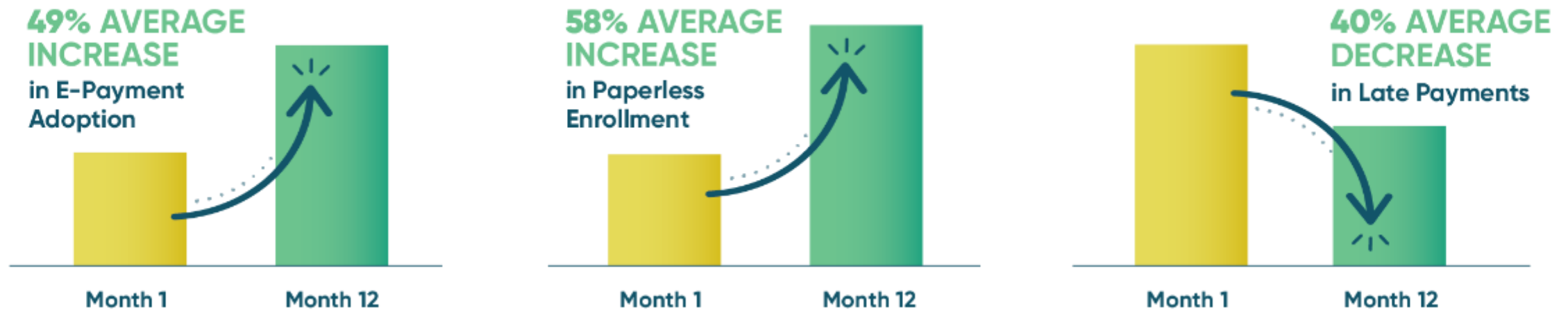
Optimizing the 6 to 7 seconds your customer spends paying their bill each month.

The Most Important Moment: Billing & Payments



- Utilities have **one chance per month** to change customer behavior
- Changing behavior requires maximizing every touchpoint

Fully Leverage That Pivotal Moment to Elevate the Customer Experience



The Impact InvoiceCloud Delivers in Year One

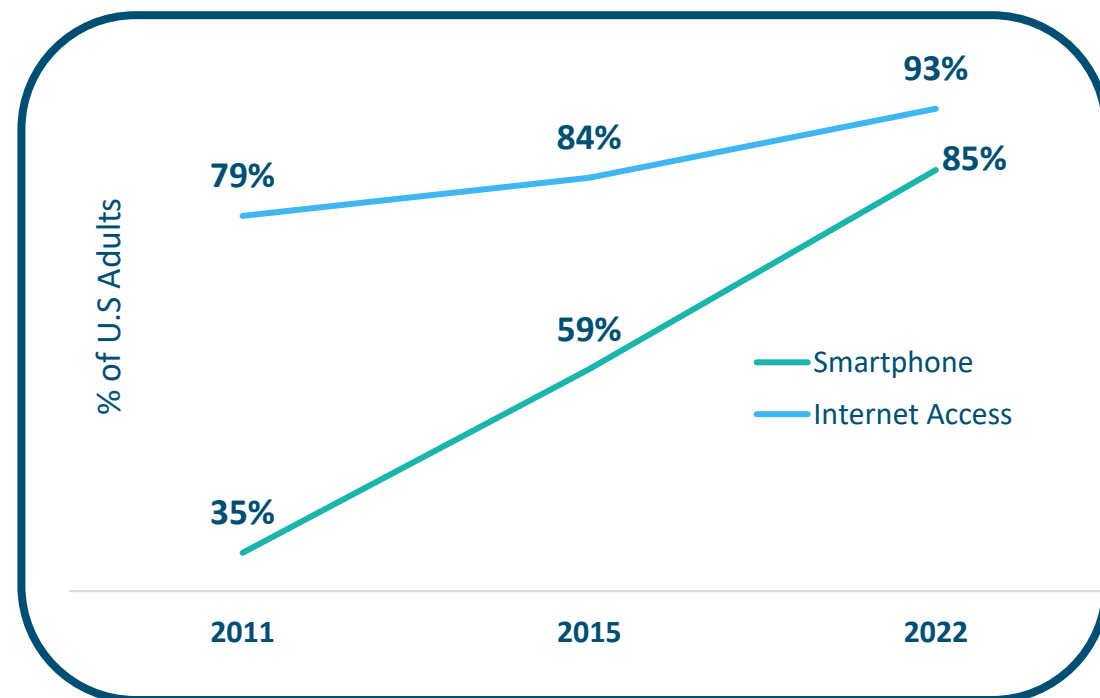
Customer Preferences and Expectations Have Changed

New Digital World:

- 2023: McKinsey reported that more than 91% of U.S. adults are using digital payments.*
- Consumers expect a frictionless, intuitive digital experience, as simple as Amazon.com, or paying bills with American Express and AT&T.
- 89% of **senior payers (60+)** reported paying a bill online in the last 12 months!

The Villages
Community Development Districts

77% e-payment adoption
for The Villages, an age 55+ adult
retirement community



Source: Pew Research Center

*McKinsey, "New Trends in US Consumer Digital Payments", October 2023.
InvoiceCloud, [State of online payments 2023](#); InvoiceCloud client data 2022- 2023.

Provide Accessible Payment Options for All

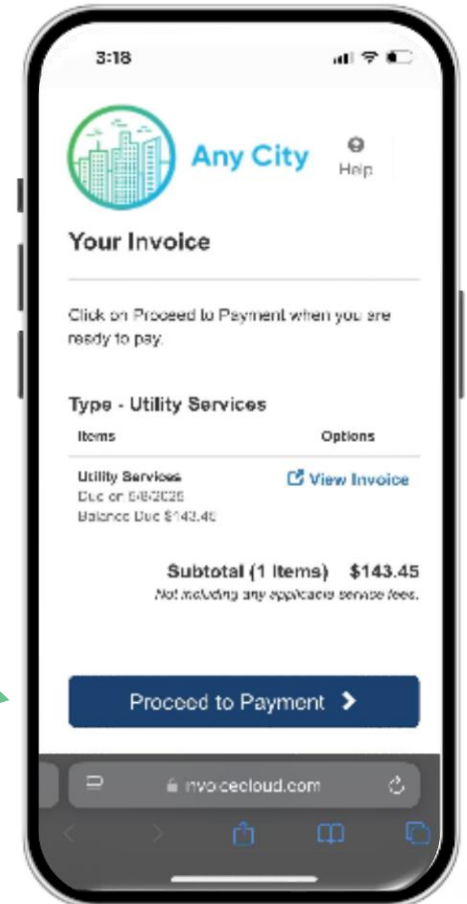
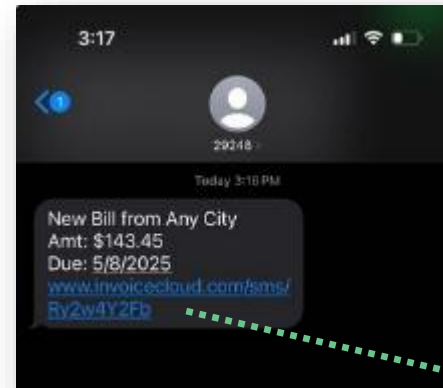
Make your customer your best employee

Make it easy for customers to pay without a computer by offering:

- Mobile wallets
- Online portals with optimized mobile experience
- Automated phone payments (IVR)
- Options to pay in cash at retailers



97%
of Americans
have a mobile
phone



Evolve with Peace of Mind

Pro Tip: Leverage True SaaS



Continuously meet customer expectations with latest innovations.



Futureproof operations by removing the burden of upgrades and technology shifts.



Focus on other high priority projects with resources saved.



Thank you

For more information, contact us at:
<https://invoicecloud.net/contact-us>