

# DRIVING AN IMMEDIATE SURGE IN AUTOPAY ADOPTION

INDUSTRY:  
UTILITY (WATER)

BILLS:  
~21,000/MO.

## THE CHALLENGE

For residents and staff of the Village of Wellington, the limitations offered by the legacy billing and payment provider impacted everything from satisfaction to efficiency. Under the old system, it often took 13 clicks to make a payment online, while staff were unable to track AutoPay users and payments.

The Village of Wellington turned to Paymentus to help transform its capabilities and deliver a best-in-class experience for all. However, the dire need for a rapid implementation necessitated both close collaboration and marketing support to ensure the immediate adoption of Wellington's new payment methods and channels.

## THE SOLUTION

In a matter of months, Paymentus implemented the new Village of Wellington billing and payment platform, in spite of Hurricane Milton. The platform drastically reduced the clicks needed to make an online payment and introduced new payment methods that included PayPal, PayPal Credit, Venmo, Apple Pay, and Google Pay digital wallets, as well as Visa, Mastercard, Discover, and American Express, 24-hour interactive voice response, AutoPay, and Pay-by-Text.

While a tight implementation window and hurricane presented major hurdles for both teams, driving immediate usage of the new platform was the final barrier to success for both Wellington and Paymentus. AutoPay was particularly important. Due to its legacy provider, Wellington was unable to migrate its customer data, meaning all AutoPay users had to re-enroll within the new system. To prevent this from becoming an issue, Wellington tapped the Paymentus Client Adoption Success Team (CAST).

# 34%

Increase in Digital and IVR  
Transactions in First Four  
Months with Paymentus

# 256%

Increase in Scheduled  
Payments

# 213%

Increase in SMS Payments

## THE RESULTS

CAST produced a pair of omnichannel campaigns—one “coming soon” and one “now live”—to ensure all customers were educated on the launch of the new platform, what it offered, and the actions necessary to enjoy a seamless transition. This was also accomplished within a shortened timeline, as coming soon materials were launched one month prior to implementation.

This meant that all materials (bill inserts, web materials, lobby posters, social posts, etc.) needed to be created, approved, and produced in a matter of weeks. Additionally, the teams had to contend with both Hurricane Milton and the national election drawing the attention of Wellington’s residents.



The results show the effectiveness of each campaign. In the first three months since launch, scheduled payments experienced a 256% increase, effectively recapturing all existing AutoPay users while converting many others. Payment channels offered through Paymentus (digital, IVR) also experienced a 34% increase during this time, showcasing the growing comfort residents quickly felt in using this new system. And SMS (text) payments, one of the newest payment channels offered by Wellington, grew 213% in the first months after go-live.

# 34%

Increase in Digital  
and IVR Transactions

# 256%

Increase in  
Scheduled Payments  
Since Go-Live

# 49%

Payments Made Through  
Cost-Effective Customer  
Portal and One-Time  
Guest Pay



**CAST WAS INCREDIBLE. ANYTHING WE ASKED FOR, THEY DID. PARTICULARLY FOR AUTOPAY, WE HAD SO MANY PEOPLE SIGN UP DUE TO THE MESSAGING ITSELF. AND IT WAS ALL JUST SO EFFORTLESS. OUR CUSTOMERS WERE SO WELL EDUCATED, AND THAT REALLY BEARS OUT IN THE NUMBERS. THIS SUPPORT WAS INVALUABLE.”**

**MINDI LOCKHART**

Customer Service Manager  
Village of Wellington

# Paymentus

For more information, please visit [www.paymentus.com/contact](https://www.paymentus.com/contact)

Or contact our sales team directly via

**phone:** 855-838-1886

**email:** [sales@paymentus.com](mailto:sales@paymentus.com)