

## Ease of Use is a Major Benefit of Point & Pay for a Service-Driven City Government.

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**WHY DID YOU CHOOSE POINT & PAY FOR E-PAYMENTS?** “As a City, we are very service-driven, and we wanted to accommodate our customers with easier payment solutions. We wanted to make it easy for them to make their payments when and how they wanted to, instead of forcing them to come to our office to make their payment.”

“When we first saw the Point & Pay solution, right away we liked the user-friendliness of the product. The training seemed to be minimal, and the product appeared to be easy to learn. In the end, our first impressions were right — we got up and running even more quickly than we thought!”

**WHAT DO YOU LIKE BEST ABOUT IT NOW?** “As we have gotten into using the system, we have found the reporting process to be easy to customize to our needs. We are also able to add new cashiers and passwords easily. Some of the reports we use most often include payment verification, monthly volume, and returned checks reports.”

“Next, we really like that credit card transactions for one day are deposited in one identifiable amount, within just a few days. It is easy to balance the credit card transactions on a daily basis.”

“From a time-savings perspective, payments made through the Point & Pay online or IVR system are automatically posted to our utility billing system through the interface developed by our software company and Point & Pay.”

**WHAT WOULD YOU ADVISE OTHERS SEEKING E-PAYMENT SOLUTIONS?**

“When we first saw a demonstration on the Point & Pay system, we knew it would be simple to learn and easy to use, which is just what we were looking for. There is no software to install, and the training and set-up of new users is quick and painless.”

“Point & Pay offers our customers additional options in making a payment, the convenience of making payments 24/7 without ever leaving your home, IVR, and in person at the counter. Very few customers have been discouraged from making a payment due to the convenience fee charged for the service.”

### CUSTOMER City of Auburndale Administration

Population: 11,032

Households: 4,119

Source: U.S. Census Bureau, 2000

#### Point & Pay Services

Launch Date: 6/14/2004

#### Utility Payments

- Online
- Phone

#### City Obligations & Recreation Fees

- Office



Shirley Lowrance  
Finance Director/City Clerk



Learn more at our website. Request an online demo.

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