

Montgomery Water Works and CityBase: Serving 100% of Walk-In Customers With Payment Kiosks

Montgomery Water Works (MWW) partnered with CityBase to provide a new channel for in-person payments. They reached full adoption in one year, streamlining operations and maintaining excellent customer service.

■ Introducing the Kiosk Payment Channel to Staff and Customers

CityBase and MWW started our partnership by implementing a single indoor kiosk. CityBase supported MWW's customer education program where cashiers and greeters helped customers become familiar with the technology by walking them through payments and answering questions. This ensured that cashiers were fully engaged with the new service offering and customers felt comfortable with the new kiosk channel as a payment option.

■ Adding 24/7 Outdoor Kiosk and Enhanced Features

After four successful months, MWW and CityBase implemented an outdoor kiosk to handle payments 24/7, meeting demand outside of normal business hours. Overall kiosk usage grew steadily to 8,000 transactions per month.

Still, CityBase identified a group of cash customers that continued to select cashier over kiosk. With MWW, we determined that this subset of customers were driven by the need to budget carefully. To address their needs, we introduced a kiosk equipped to make change, and saw an immediate spike in adoption. The Outdoor Kiosks soon accounted for 54% of all transactions.

VENDOR PROFILES



The **Montgomery Water Works and Sanitary Sewer Board** was formed in 1949. The Board serves the citizens of Montgomery and several surrounding rural utilities with approximately 80,000 water and sewer service connections. Prior to implementation, MWW maintained two cashiering facilities and employed 8 cashiers. MWW engaged CityBase and provided an automated payment option to its customers via kiosk.

CITYBASE

CityBase is the leading provider of payment kiosks for agencies and utilities across the US, operating in more than 40 markets. Our kiosks make it faster and easier for customers to pay, and streamline back office processes. This accelerates the cost of revenue collection for our clients, and reduces their staff and overhead costs. CityBase provides all hardware, technology, maintenance, and support through our service.

■ Improving Customer Service By Reducing Long Lines and Wait Times

MWW provided its customers faster service, with an average transaction time of under 1 minute; more convenience, with the option to make in-person payments at all hours; and shorter wait times because foot traffic was now distributed throughout the entire day.

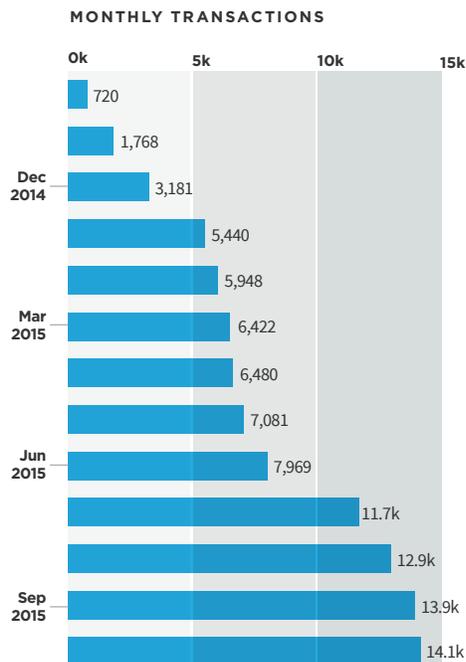
This initial indoor kiosk was quickly adopted by customer groups including credit card payers and customers during peak periods. Boosted by the ongoing customer education process, the outdoor kiosk was immediately adopted by a significant and incremental user group. After launching a kiosk with the change making feature, cash payments via kiosk increased 75% from the previous month in just three weeks.

■ Gaining 100% Adoption Through Data-Driven Consultation

Within one year, MWW customers made all in-person payments via kiosk. MWW incrementally reassigned its cashier staff to other customer service roles, and closed and sold one of two payment centers for \$500,000. As part of the kiosk service, CityBase provided ongoing analysis and enhancement of the platform to drive adoption and accomplish client objectives.

Through advanced analytics provided through the CityBase dashboard, the company can analyze customer behaviors at each stage of the implementation, identifying and converting incremental groups of customers organized by their behaviors and preferences.

In one year, 100 percent of MWW customers adopted the kiosk channel.



SAVING COSTS

- Saving more than \$650,000* per year by automating payments
- Sold 1 of 2 payment center facilities for \$500,000

**Based on estimated \$4 savings on kiosk transactions versus cashier transaction*

STREAMLINING OPERATIONS

- Automating all walk-in payments
- Reassigning staff
- Reducing facilities management
- Reducing human error

IMPROVING CUSTOMER SERVICE

- Shorter lines and wait times
- Faster transactions
- 24/7 customer service