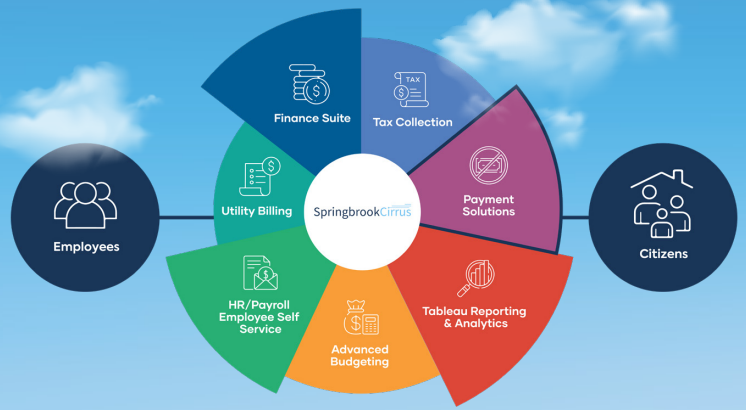




# Eagle Mountain City, Utah



## Population

- 63,000



## Challenges

- Offer top-notch self-service as city grows.
- Integration & real-time posting.
- Simplify customer service.

## Solution

- Xpress Bill Pay

## Benefits

- Utility customers configure their own payment accounts.
- Real-time posting means not having to compare screens from two systems.
- XBP Customer Service handles customer issues.
- Payment link inside text notifications.

## “Xpress Bill Pay is Very Proactive When It Comes To Adding Features”



Eagle Mountain City is a fast-growing city, incorporated in December 1996 with just 250 residents, is now home to 63,000. It is also a long-time Springbrook and Xpress Bill Pay customer.

“We started in the early 2000s, so about 20 years,” says Kimberly Ruesch, who serves as both Administrative Services Director and Finance Director of the master-planned community, encompassing more than 50 square miles of Utah’s Cedar Valley.

Known for outdoor recreation, parks and open trails, Eagle Mountain is a young city with a young population — the medium age is just 22 — with high home ownership, at about 80 percent.

These young home-owners, many with young families, “in general want everything online,” says Ruesch, who oversees utility billing. “We don’t get many visits to the City Hall,” she adds, noting that more than half of the city’s 15,000 monthly utility bills are paperless. “The bulk of our payment processing happens through Xpress Bill Pay,” she says. “We don’t receive many utility payments in the mail.”

Fortunately, XBP offers these customers every payment option imaginable: email, phone, mobile app, and even pay-by-text. For credit card payments, 100 percent run through XBP.

"Even if they walk into our office, our staff is processing those payments via XBP," Ruesch says.

In fact, this long-time XBP customer was a beta site for XBP's real-time integration in December, 2023. The Real-Time Display immediately updates any payments and adjustments for customers to view. Before, there could be a lag in the account between when a payment or adjustment had been made and it was visible to the customer, since statements were only refreshed every 30 days.

The real-time connection has been valuable for city staff, too. "Before, if [a customer] called the city office to ask us a question about their account, we'd have to compare two screens, Springbrook and Xpress Bill Pay," explains Ruesch. "Now, particularly on disconnect and shutoff days, we know immediately when a customer has paid." Before, a staffer would have to be assigned to periodically run down a list and look for posted payments.

While real-time integration hasn't dramatically changed Eagle Mountain's workflow or resulted in staffing reductions, it does let it operate efficiently with just two full-time and three part-time utility billing staff, as the city continues to grow.

"Our familiarity with Springbrook and XBP means we can work quickly," Ruesch says, adding "our staff has never used anything different."

Another way Eagle Mountain keeps its operations lean is by having XBP Customer Service handle questions about accounts, including autopay set-up or notification settings. "These resources are available [to customers], and many do it on their own. But if they have questions, they work directly with Xpress Bill Pay, not us." XBP offers agencies the capability to take on this customer-service role,

"but our organization chooses not to," Ruesch says.

One popular new feature, Ruesch says, is a payment link embedded in a text notification. "When they receive a notification saying the bill's available, there's actually a link now that they can click in and make their payment right away, without having to log into the system if they don't want to."

## "Xpress Bill Pay is Very Proactive When It Comes To Adding Features," Ruesch Volunteers.

While the bulk of Eagle Mountain's payments through XBP involve utility bills, the city is also using XBP's Forms Builder for business licensing and payments. "We're also using it for certain builder deposits," Ruesch says, and goes on to say she is confident about XBP future enhancements and features, which should let the city use the platform for general account receivables, such as special assessments and payment plans.

"This is stuff I know they are working on actively," Ruesch says.

