



Cocoa, FL stays out of hot water with utility customers, thanks to Paya partnership

OVERVIEW

The regional water utility in Cocoa, Florida serves and bills the city's customers as well as those of six neighboring public utilities. By multiple measures, the utility has a significant number of monthly interactions. For example, it serves more than 90,000 water customers, answers more than 12,000 calls each month on a variety of questions, and assists more than 7,500 walk-in visitors. The volume and complexity of Cocoa's billing means it needs a partner it can trust to maintain its customer service commitments.

THE CHALLENGE

Cocoa conducts billing activities every day of the month, consuming 18-20 business days. The staff was spending a great deal of time responding to customer questions about billing and errors that arise because water rates differ for the seven utilities that Cocoa administers. In addition, the volume of paper bills accounted for a significant amount of paper and postage. The regional utility sought a payments partner that could mirror its mission to serve the community with P.R.I.D.E.—Professional, Responsive, Innovative, Dedicated, and Exceptional public services.

THE SOLUTION

Cocoa chose Paya in 2014 to handle online bill presentation, providing a customer portal for citizens to make payments online and sign up for automatic payments. A few years later, Cocoa consolidated all its bill statements and mailings with Paya, which also handles all payment reconciliation. As part of this partnership, Cocoa collaborated with Paya to redesign its water bill form, making it easier for customers to understand their monthly bill. That change dramatically reduced the number of questions and complaints the utility staff received. “A turning point for us was the flexibility Paya provided with our software system,” said Jessica Dovale, utility support service manager for Cocoa, Florida. “They offered us so much freedom to draft what our bill should look like. We were able to get where we wanted to go with Paya without us having to change our software.”

THE RESULTS

Paya payment solution is saving time for utility customers and staff, reducing paper and postage costs, and is continuing to improve the utility’s customer satisfaction. Cocoa estimates the partnership saves the utility more than \$500,000 in credit card processing fees every year.



Changing our bill presentation was a game-changer for us in mitigating customer complaints. We couldn’t have done that without Paya.

– Jessica Dovale

Utility Support Service Manager, Cocoa, Florida

\$500K+
Credit card processing
fees saved per year

85K
Water bills issued
each month



Paya (NASDAQ: PAYA) is a leading provider of integrated payment and frictionless commerce solutions that help customers accept and make payments, expedite receipt of money, and increase operating efficiencies. The company processes over \$40 billion of annual payment volume across credit/debit card, ACH, and check, making it a top provider of payment processing in the US. Paya serves more than 100,000 customers through over 2,000 key distribution partners focused on targeted, high growth verticals such as healthcare, education, non-profit, government, utilities, and other B2B goods and services. The business has built its foundation on offering robust integrations into front-end CRM and back-end accounting systems to enhance customer experience and workflow. Paya is headquartered in Atlanta, GA, with offices in Reston, VA, Fort Walton Beach, FL, Dayton, OH, Mt. Vernon, OH, and Dallas, TX.

