

City Utilities of Springfield Installs Kiosks for Accessible and Secure Bill Payments.



City Utilities of Springfield (CU) is a progressive, community-owned utility in southwest Missouri and has served over 111,000 customers since 1945 with electricity, natural gas, water, broadband, and public transportation services. With a mission to advance the quality of life in their community through innovation, engagement, and stewardship, CU is committed to providing reliable, affordable, and sustainable services to its customers.

CHALLENGES

- Long wait times for cash customers at payment centers, which often resulted in frustration and inconvenience.
- Security concerns associated with cash payments left in dropboxes, posing risks to both the customers and the utility company.
- Delayed payment postings leading to late penalties and the potential for dangerous shutoffs of essential services for residents.

RESULTS

- 100% of walk-in customers pay on kiosks
- 51 seconds average transaction time for cash/card/check
- 59% of customers pay in cash on the kiosks
- 40% of kiosk payments are made outside of business hours

Challenge: Concerns Arose Over Security and Dangerous Shutoffs

CU needed a more equitable payment option to serve its large population, especially the significant number of unbanked and underbanked residents who often rely on cash payments for necessary services like electricity, gas, and water.

Cash customers had to wait in long lines at payment centers during set business hours or leave a cash payment in the dropbox, which posed major security concerns. This resulted in delayed payment postings, late penalties, and even dangerous shutoffs of essential services for residents. CU sought a solution that provided more flexibility, faster payment processing and posting, and minimized wait times while enhancing security.



Prior to the payment kiosks, customers would come in to make a payment and they would wait in really long lines to make a payment ...we wanted to introduce something that was convenient to our customers, offered more flexibility and just a quicker way to do business with us.



Lisa Vandaveer

Customer Services Supervisor

Solution: Choosing Euna Payments as a 24/7 Self-Service Option

CU selected Euna Payments to implement kiosks for 24/7 self-service cash, card, and check payments. The installation includes two through-wall kiosks, three indoor kiosks at the payment center, and one kiosk at the bus transfer station. The kiosks are integrated with Revenue Management, a centralized back office solution, that provides access to all transaction data, helping staff expedite the resolution of all customer service requests related to payments. The kiosks are also customized with CU's branding and logo, letting customers know they are doing business directly with CU, building more trust between the utility and its customers.

Results: Reducing Transaction Time While Increasing Availability and Trustworthiness

The implementation of self-service payment kiosks has provided CU customers with greater bill pay convenience and flexibility by accepting payments 24/7. All walk-in customers now make regular bill payments at the kiosks, reducing wait times for customers and freeing up Customer Service Representatives to focus on assisting customers with more complex transactions at the counter. The kiosks have also enhanced security by removing the need for staff to take, store, and deposit cash payments.

With 100% of walk-in customers utilizing them for transactions, the self-service payment kiosks have demonstrated remarkable efficiency. Customers average a transaction time of just 51 seconds for cash, card, or check payments. Notably, 59% of customers prefer paying in cash at the kiosks, highlighting their user-friendly interface and accessibility. Moreover, an impressive 40% of all kiosk payments occur outside traditional business hours, underscoring the flexibility and convenience these kiosks offer to meet customers' needs at any time.

CU saw a significant improvement in payment convenience, customer satisfaction, and operational efficiency after implementing the kiosks.

Some of the benefits observed include:

- Improved security, as staff no longer handle cash and payments are no longer left in a dropbox
- Improved data reliability, as payments are posted in real-time
- Spanish/English language options available plus a highly visual workflow



It's very reliable, 24/7 self-service technology. It eliminates our very long lines in the lobby so all of our customers are very happy about that, including our Customer Service Representatives because they don't have that pressure anymore. Customers are in control of the interaction and so they have some sense of discretion.

Lisa Vandaveer

Customer Services Supervisor

