

# Tacoma Public Utilities Re-Engages 6,000 Patrons With Improved Customer Experience Using Euna Payments Kiosks.



Tacoma Public Utilities (TPU) is a publicly owned utility that operates as the largest city department in the City of Tacoma, Washington. TPU provides more than 180,000 customers with electric and water utilities as well as environmental services, including surface water, wastewater, and solid waste services.

## CHALLENGES

- Struggling with unreliable and outdated self-serve payment kiosks with extensive maintenance issues
- Decrease in kiosk usage due to persistent maintenance issues
- Constantly repairing broken down machines

## RESULTS

- 6,000+ monthly kiosk users across 14 kiosks
- 95% of monthly kiosk payments are made by repeat users
- 88% reduction in transaction cost for TPU

## Challenge

### Outdated, Unreliable Kiosks Discourage Kiosk Usage

TPU was using another vendor's kiosks for 10 years, with thousands of customers regularly paying their bills via kiosk each month. However, these kiosks had reliability and maintenance issues, leading to a major decline in kiosk usage and a strain on relationships with retail partners who housed kiosks at numerous locations. TPU retail partners were spending a lot of time troubleshooting issues on the kiosks and TPU employees were using old parts from broken down kiosks to fix others.

TPU needed a reliable, flexible solution that would be easy to deploy and make it convenient for customers to pay their bills. And they sought a reliable vendor that would be a long-term partner, dedicated to the product and driven to continue innovating.



We wanted someone that was committed to the kiosk space, someone that was committed to making sure that we were successful. And we found that in **Euna Payments**.



**Mike Hill**

Senior Customer Services Manager, TPU

## Solution

### Selecting Euna Payments to Deploy a Modern and Reliable Network of Kiosks

TPU selected **Euna Payments** to implement 14 new self-service payment kiosks, located inside and outside of their payment center, at City Hall, and at local grocery stores throughout their service region. The kiosks were strategically placed to optimize customer experience, using customer data to determine the best locations. The American Disabilities Act (ADA) compliant kiosks accept cash, card, and check, and offer extended service hours for walk-in customers to pay bills 24/7. TPU's new kiosk network is fully cloud-based, meaning there is no downtime to conduct routine maintenance or to deploy security updates. A real-time integration to TPU's source system means all payments are posted to a customer's account immediately, and staff can manage transactions across kiosk location and tender types.

## Results

### Reliable, Convenient Kiosks Boost Customer Trust and Lower Costs

The **Euna Payments** kiosks are more reliable, and TPU has received a lot of positive feedback from staff and retail partners. Since implementing the kiosks, TPU's cost per transaction decreased from \$18 to \$2. This significant savings allows TPU to focus their resources towards solving more complex customer needs versus taking payments at the counter or reinvesting in continuous maintenance costs. Over 6,000 customers now appreciate the reliability of the kiosks and the improved flow of the screens is more intuitive. TPU has even partnered with the City of Tacoma to add an additional debt type to the kiosk, enabling customers to make multiple payments at a single location, saving them valuable time.

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- 88% reduction in transaction cost for TPU
- Significantly reduced the cost per transaction from \$18 to \$2 per transaction

The Euna Payments kiosks have provided several benefits for TPU and its customers:

- Improved customer experience by making it more convenient for customers to pay both their TPU bills and for City business licenses and taxes in one place
- Increased reliability and flexibility of the kiosk network
- Extended service hours to provide 24/7 access to all customers
- Increased data security protection with PCI Level-1 compliance and SOC 2, Type 2 certified technology



Customers really appreciated the reliability, and they liked the improved flow of the screens. Much more intuitive.



**Mike Hill**

Senior Customer Services Manager, TPU