Utilitybilling.com

OVERVIEW

Utilitybilling.com is a market-leading and rapidly-expanding subscription billing and payment platform that supplies an end-to-end solution to hundreds of utility companies. The company partnered with Paya in 2020 in order to leverage the power of joint collaborations and Paya's advanced technical capabilities to the benefit of its platform and to its customers.

CASE STUDY

APPROACH

- **Superior integrated payments technology**. Prior to the partnership with Paya, many of Utilitybilling.com's customers made physical payments through the mail or in-person. A number of customers had long asked Utilitybilling.com for digital payments, and Paya's best-in-class technology—particularly Paya Connect's expansive suite of APIs—provided a seamless, intuitive way for them to make the switch.

- **Collaborative approach**. Because Paya's solutions are tailored and individualized, rather than one-size-fits-all, they have been able to work closely with Utilitybilling.com to address a range of issues, from lending their support to a joint sales campaign to troubleshooting technical problems.

- **Transparency and reporting**. Through the implementation of Paya's integrated payments capabilities, Utilitybilling.com has the ability to track customers' transactions in real time, enhancing their customer service capabilities.

RESULTS

- **Joint sales campaign**. When Utilitybilling.com partnered with Paya, the platform had about 150 customers who did not currently use online payments. Paya proactively stepped in to help Utilitybilling.com make calls to customers and convince them to switch to the new platform. As a result, Paya was able to help Utilitybilling.com onboard many existing customers— benefiting the customers with an improved payments experience and providing additional revenue for Utilitybilling.com.

- **Custom solutions**. When Utilitybilling.com had a customer that needed to integrate a set of tokens to its system, Paya worked closely with the team to create a custom migration. The process served as just one example of Paya's commitment to working with Utilitybilling.com and its customers to develop tailored and ultimately more effective solutions.

paya