

Tech Treasures

Boosting Collections with Paperless Payments

2024 CTAO Spring Conference



Welcome!

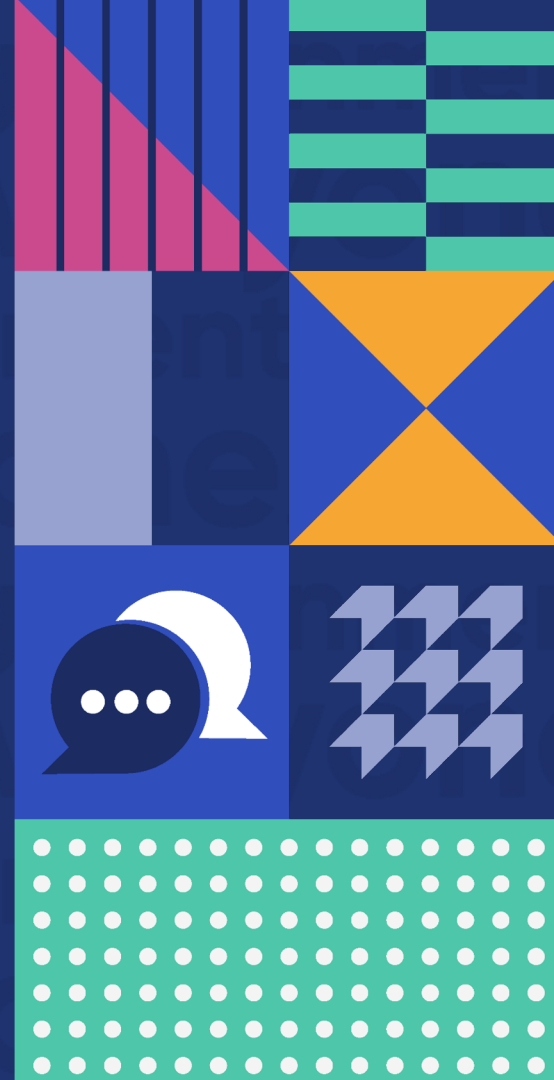
Agenda

- Quick introduction
- Reflection of the past few years
- Current state review
- Best practices & roadmap

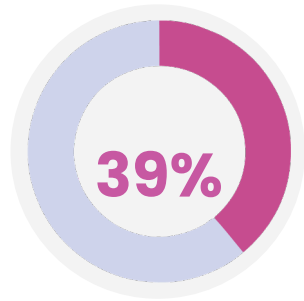


Jason Powell
Senior Director, Implementation

Past



Total resident impact: Closing the trust gap



Only 39% of Americans trust government institutions*



Only 1 in 3 Americans report having had a positive digital experience with government institutions*



But positive digital experiences drive **up to 4x increase in trust****



Residents are **9x more likely to agree** that an agency is achieving its mission after a positive digital experience**

Past few years of digital transformation

▶ **1**

**Electronic billing and
invoicing systems**



Reducing paper-based transactions
and streamlining payment processes

▶ **2**

**Adoption of online payment
portals for taxes, fines, and fees**



Increasing convenience for residents and
improving revenue collection efficiency

▶ **3**

**Integration of mobile
payment solutions**



Anytime, anywhere → higher collection
rates

▶ **4**

**Data analytics to optimize
collection strategies**



Improved financial management
& forecasting

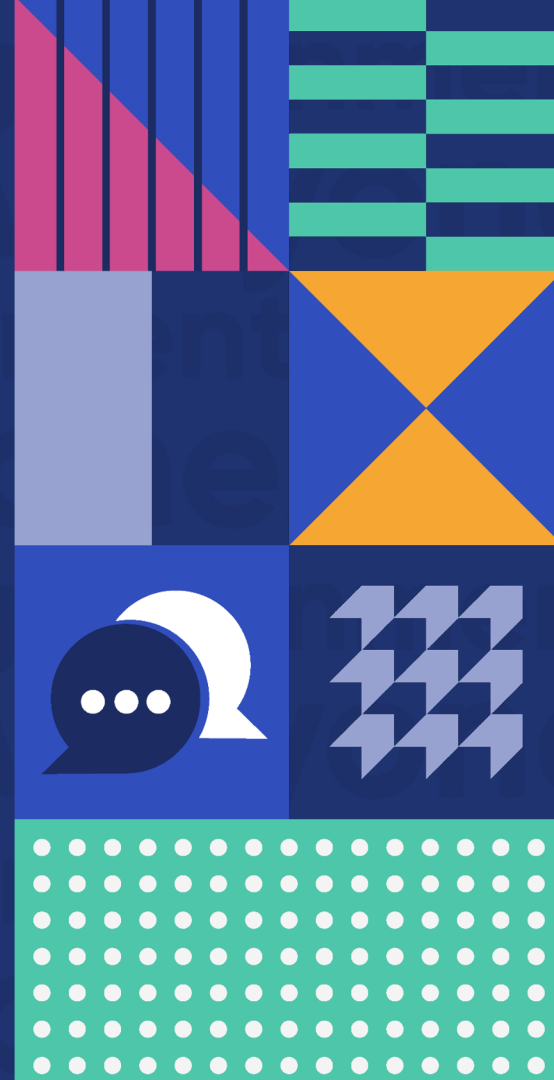
▶ **5**

**Secure digital payment
options**

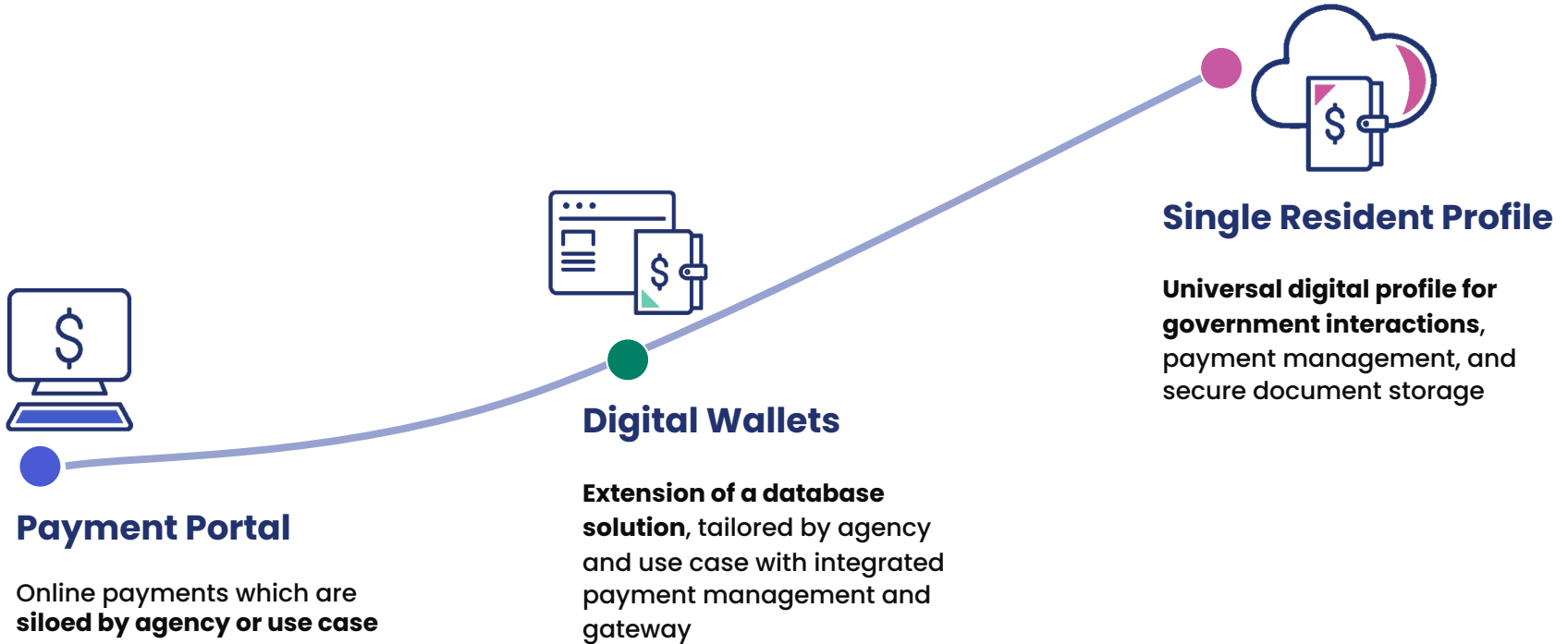


Fraud protection and compliance with
payment security standards

Present



Redefining Digital Interactions for Government



Current State for Treasurers

- Digital payment options likely in place
- Automation exist to eliminate repetitive tasks
- Some things might be hosted in the cloud, instead of on-prem
- Security measures in place to protect sensitive information and ensure compliance with data protection regulations (Access controls, regular audits)

County Treasurers have 4 mandates

1.

Promote and protect the interest of tax payers

2.

Encourage the enactment of legislation for the benefit of all Ohio residents

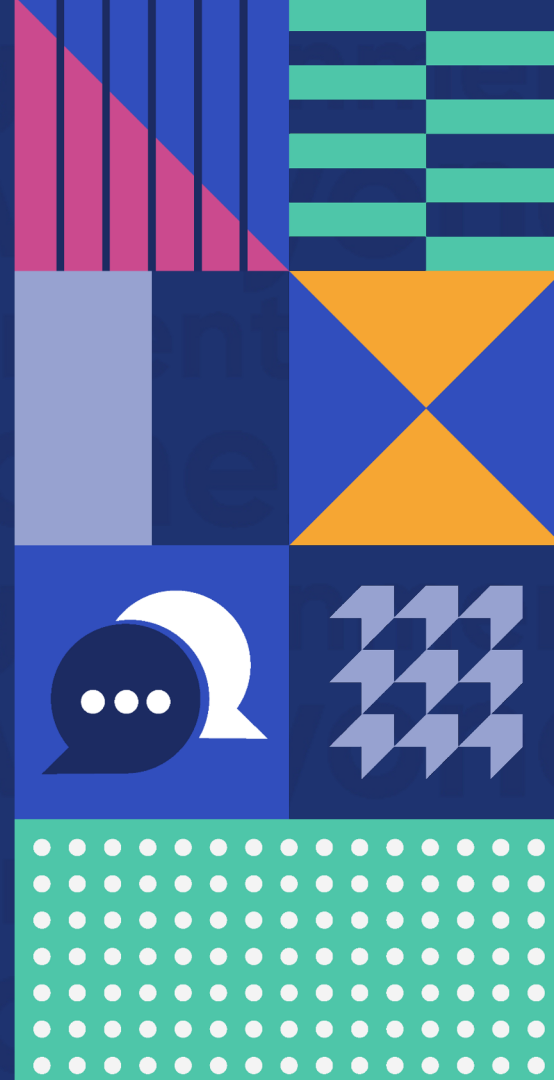
3.

Provide professional education for its members

4.

Share solutions through networking

Future



Baseline & Setting Goals

Assess Current State

Evaluate your current paperless payment processes, digital capabilities, and technological infrastructure.

Define Objectives

Based on your assessment, define clear & specific objectives for improving paperless payments & digital transformation.

Identify Improvement Areas

These may include expanding payment options, enhancing security measures, or improving customer support.

Develop Plan & Execute

Create a detailed action plan outlining the steps required to achieve your objectives.

Monitor & Adjust

Continuously monitor your progress against the baseline metrics and adjust your goals and action plan as needed.

Where are we headed in the next 3-5 years



Digital expansion

Continued expansion of digital payment options to meet the evolving needs of residents, including digital wallets (i.e. Apple Pay)



Instant Processing

Real-time payment processing - immediate confirmation of successful payment to improve customer satisfaction & overall trust



Data Optimization

Integrate advanced data learning techniques to identify opportunities for optimization and enhance fraud detection and prevention



Security Enhancement

Strengthen and improve data security measures to safeguard user information



Service Investment

Invest in additional customer service channels to enhance user support and engagement



Strategic Collaboration

Collaborate with other agencies & private sector - share best practices, leverage economies of scale, drive further innovation

Best Practices



**User
interface &
accessibility**



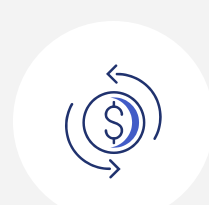
**Security &
payment
options**



**Automation
& integration**



**Support &
compliance**



**Pricing &
maintenance**

Emerging

**Limited digital
payment options**

**Minimal use of data
analytics**

**Basic security
measures**

**Limited customer
support**

What you can do next:

- Implement digital payment options (such as online portals)
- Transition away from paper-based processes
- Explore data analytics tools for payment trend analysis
- Establish additional customer support channels

Developing

Diverse digital payment options

Partially automated payment processes

Data analytics tools for some payment analysis

Enhanced customer support channels

What you can do next:

- Expand digital payment options to include mobile payments & digital wallets
- Increase automation in payment processes to reduce manual intervention
- Get more in-depth on data analysis for payment trends
- Enhance customer support with chat bots or virtual assistants

Advanced

**Comprehensive
digital payment
options**

**Fully automated
payment processes**

**Advanced use
of analytics for
payment
optimization**

**Exceptional
customer support
channels**

What you can do next:

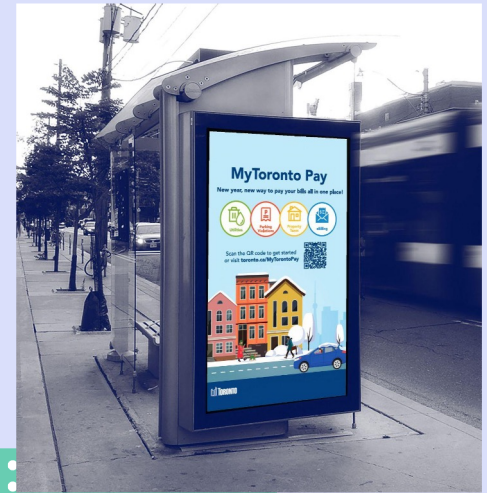
- Continuously innovate by adopting emerging technologies
- Fully automate payment processes for maximum efficiency
- Implement state-of-the-art security measures for data protection
- Provide exceptional support through personalized services

Great technology is only the beginning.

The value of digital service delivery comes when **residents adopt the service**

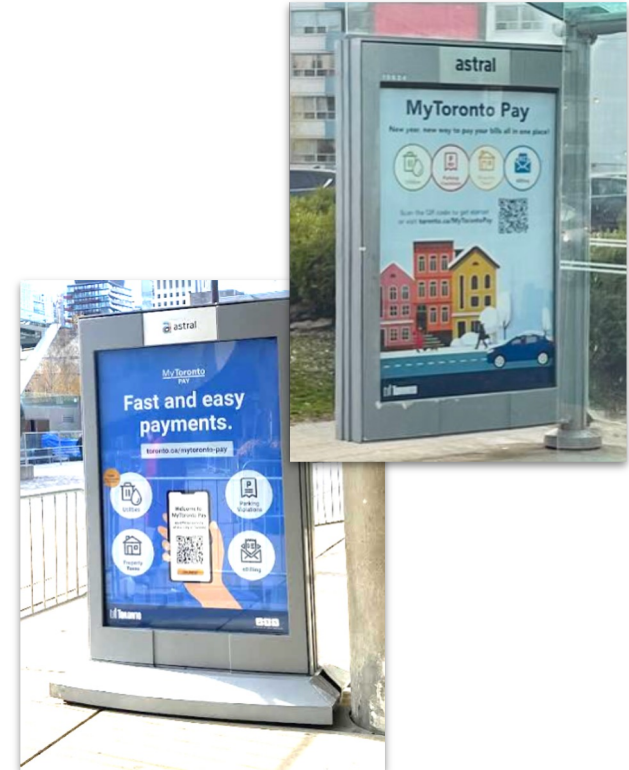
- a. Create a **brand & launch strategy**
- b. Develop an **ongoing marketing plan**
- c. Monitor & **optimize**

Clients have seen up to a **10X increase** in online transactions with active adoption efforts



Adoption marketing in the wild

Promote digital services throughout to encourage paperless payments





Jackson County Results

\$1.1 Billion

total online revenue collected since launch

33% increase

in online revenue collected

30% average

annual online transaction growth

98%

customers complete payment with no need
to contact support



Beaufort County, SC Results

58% increase

in revenue collection

26% increase

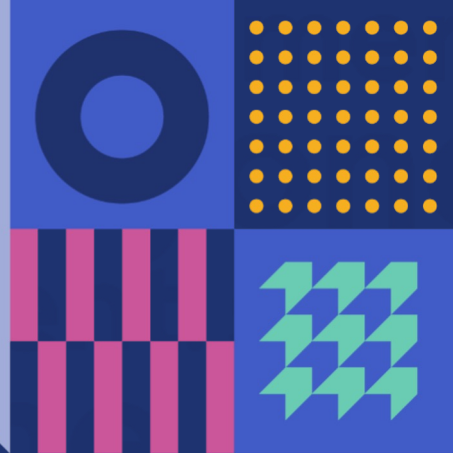
in online transactions

290% growth

in eBilling enrollment

99% of residents

complete payment with no need to contact support



Thank you!

Jason Powell
Senior Director, Implementations