



CASE STUDY

Cash flow went down the drain when water bills stopped reaching customers.

The city of Marion, North Carolina had a big problem. Their water utility customers suddenly stopped making payments, sending their finances into a free fall.



CHALLENGE

Marion had an urgent need to solve water bill delivery issues

Marion had used the same billing system for 30 years. They printed bills on small postcards and sent them through the postal service. Then, something changed. Marion's finance director, Dawn Penland, didn't understand why customers suddenly stopped paying bills. Turns out, a new process at the post office led to these all-important postcards being lost, or even worse, shredded!

"The post office was losing or tearing up the water bill postcards we'd used for 30 years. We simply couldn't handle that anymore."

DAWN PENLAND,
FINANCE DIRECTOR

KEY PROBLEMS TO SOLVE:

1 Lost and Destroyed Bills

The post office issue was difficult to understand and had no clear resolution for Marion.

2 Angry Customers

Customer backlash from billing issues was a serious problem. The phones were ringing with frustrated customer calls.

3 Time Requirements

Water personnel were spending time printing and delivering bills while they had other pressing tasks.

SOLUTION**Marion finds PMSI through a referral**

In her search for solutions, Dawn Penland was referred to PMSI from another group of finance directors who had encountered similar delivery issues. PMSI had resolved their problems and Dawn hoped for similar results. She engaged PMSI to take over the printing and distribution of water bills for the city. She communicated with Mike, her dedicated account representative, who explained the solutions and worked through onboarding very quickly.

**Identify USPS Issues**

PMSI analyzed the situation, identified the problems and communicated everything to Marion.

**Onboard with PMSI**

Dawn Penland worked with Mike Feeley at PMSI to shift printing and distribution of water bills.

**Monitor Performance**

Bills resumed delivery and the problems were resolved. PMSI continues delivering every single month.



RESULTS

Marion water bills resume delivery

After shifting water bill printing and distribution to PMSI, all lost and destroyed postcard issues have been resolved. Customers are receiving their bills on-time, every month since the change. The water utility staff is now saving time on the printing, postage, and delivery times and customers are happy with the consistent billing.

WHY WORK WITH PMSI:

- 1 End-to-end customer service**
Work with the same person throughout the lifecycle of your project to maintain focus on your unique needs.
- 2 Integrated one-stop-shop**
Consolidate your partner portfolio and go all-in with a solution that can handle your billing process from data to delivery.
- 3 Speed of onboarding**
Transitioning your data and billing process doesn't have to take months. Our dedicated team accelerates your time to go live.

"It made a lot of our customers happy. They were receiving their bills again, and the water utility personnel were thrilled that they no longer had to print and deliver all of these bills."

DAWN PENLAND,
FINANCE DIRECTOR



Make sure your customers receive bills on-time, every billing cycle.

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