

Upgrading the Experience for Cash-Preferred Bill Pay Customers



Delivering water and power®

Salt River Project (SRP) partnered with Fiserv to reduce costs, increase accessibility and drive customer satisfaction for in-person bill payments.



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William Patchett

Manager of Revenue Accounting,
Salt River Project

Client Profile



Delivering water and power®

SRP is a community-based, not-for-profit organization providing affordable water and power to more than two million people in Central Arizona. SRP makes decisions through the eyes of future generations, balancing costs and impacts while providing reliable, sustainable water and power – for today and tomorrow.

Challenge

For over 20 years SRP offered a cash bill payment option to their water and power customers using company-managed kiosk PayCenters at 69 locations throughout their service territory. SRP was looking for a new solution that would be more cost effective, accessible and innovative for their cash-preferred customer segment.

Solution

SRP chose CheckFreePay® from Fiserv, which has an extended network of about 80,000 authorized payment acceptance locations nationwide, and, importantly, a very strong presence in SRP’s service territory. CheckFreePay validates billing accounts and notifies SRP of payments in real-time. SRP retired its expensive kiosk network and rolled out a multi-faceted marketing and education program to ensure customers were aware of the new CheckFreePay solution.

Proof Points

CheckFreePay in-person payments provides:

- A fast, simple, secure way to pay in cash at 600+ locations in SRP’s territory, a 10X increase over the prior number of locations
- Ability to pay by account number at any location, or by bar code in the checkout lane at select large retail stores
- Receipts, change and the ability to handle large payment amounts

Looking for an Innovative Payment Option

SRP needed to find an innovative partner that would provide payment solutions for their cash-preferred customers. The maintenance of the PayCenters was costly, and the company had limited locations available for their customers who had to travel to PayCenters to make payments, which, at certain periods, led to long lines and wait times. Additionally, the PayCenters were not equipped to provide change or accept large amounts of cash, which further frustrated customers.



Overcoming Obstacles and Finding Success

SRP partnered with Fiserv to implement CheckFreePay to address the challenges they faced. CheckFreePay provided a vast payment agent network, easy transition for existing cash-preferred customers, and the ability to seamlessly integrate real-time connectivity with SRP. This enabled customers to have their account number validated (promoting payment posting accuracy) and send a real-time payment notification to SRP.

The solution ensures that SRP customers maintain uninterrupted service along with stability and reliability. The payment acceptance network of 600+ locations in SRP's territory provided more walk-in cash payment location options for SRP customers than any other network. By providing customers access to make bill payments using their account numbers at agent locations or through a barcode at large retail stores at the checkout lane, the walk-in business model offered them an innovative alternative that made it quick, simple and secure to pay in cash and receive change.

"Our partnership with Fiserv has been a game changer for our business, it's allowed us to streamline our operations, reduce costs, expand our reach and innovate in an ever-changing market," said William Patchett, manager of Revenue Accounting, Salt River Project.

Complete, End-to-End Solution

CheckFreePay provides a comprehensive payment experience so SRP can concentrate on its core business. The offering includes real-time posting and an extended payment acceptance network of 80,000+ authorized locations, with large major retail stores, bank grade security and regulatory expertise. Fiserv is HITRUST certified and assesses against the PCI Data Security Standard (v3.2) annually as a Level 1 service provider.

Positive Results and Future Plans

The partnership between SRP and Fiserv significantly impacted the customer experience by simplifying the payment process for customers. The collaboration provided a wider network of payment sites, eliminating the need for customers to wait in lengthy lines or deal with not being able to receive change.

Existing customers received extensive communications and education on how to pay through the new expanded network. CheckFreePay is processing and depositing between \$4 million – \$5 million worth of in-person payments per month to SRP and that number is expected to continue to grow.

The partnership had a positive impact on operations, allowing them to reduce costs and focus on providing excellent service to their customers.


“We’re proud of the impact that our partnership with Fiserv has had on our business and our customers, and we look forward to continuing to work together to achieve even greater success in the future,” Patchett said.


With the success of their new payment options, SRP and Fiserv plan to incorporate feedback from customers and employees to continue enhancing the customer experience. SRP is looking forward to a bright future in the world of cash payments.



Connect With Us

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 [fiserv.com](https://www.fiserv.com)

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