

# Customer Demand for Accepting Electronic Payments Satisfied by Point and Pay.



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**WHY DID YOU CHOOSE POINT AND PAY FOR E-PAYMENTS?** “We were facing customer demand for accepting credit card payments for taxes, tags, as well as many other payment services. We anticipated our lobby wait times would be rising, and we needed a way to meet customer demand and improve customer satisfaction. We scanned the market to identify a solution to fit our needs, and found that there really was no solution on the market at that time which allowed people to pay for county or city services using a credit card. We contacted Point and Pay — and worked with them to define a payment system that would fit our needs.”

**WHAT DO YOU LIKE BEST ABOUT IT NOW?** “As a tax collecting entity, the Point and Pay solution enables us to offer multiple opportunities for customers to interact with our office. Before Point and Pay, most customers walked into our office with their payments, which put a heavy burden on our staff to accommodate everyone efficiently. And with the tremendous growth in Florida’s population, we expect the number of customers to continue to increase, which means heavier future volumes for our branch offices. Our goal is that no one waits longer than 10 minutes to get service in our office. We are aggressively driving transactions through our online channel or through the IVR. Either way, if customers use those channels, we can minimize the wait time and improve customer service in our offices.”

“We also find the reporting system to be robust and extremely useful. We can generate any kind of report we need to help us track volume, and to make necessary management decisions that help us to continue to be successful.”

**WHAT WOULD YOU ADVISE OTHERS SEEKING E-PAYMENT SOLUTIONS?**

“Point and Pay is very flexible to work with, allowing us to develop and execute creative and innovative processes that help to drive up more efficient transactions, keep wait times down, and make it very convenient for our customers to conduct business with us. We take great pride in being a partner in development with Point and Pay.”

**CUSTOMER**  
**Polk County**  
**Tax Collector’s Office**

Population: 483,924  
 Households: 187,233  
 Source: U.S. Census Bureau, 2000

**Point and Pay Services**

Launch Date: 5/9/2003

**Property Taxes Payments**

- Online
- Office

**DMV Registration**

- Online
- Phone
- Office



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