

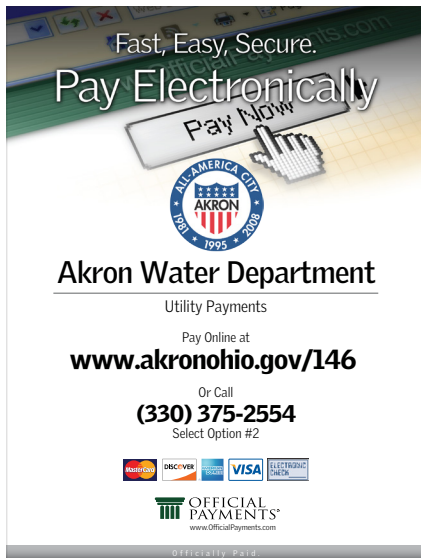
# CASE STUDY: AKRON UTILITIES SHIFTING PAYMENT CHANNEL BEHAVIOR



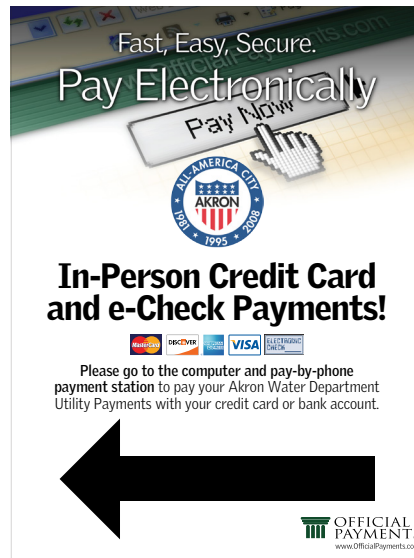
ACI Worldwide helped drive **CONSUMER AWARENESS** to the office's **ONLINE PAYMENT SERVICE**.

**6%↑**  
increase in  
**ELECTRONIC PAYMENT  
TRANSACTIONS**

**20%↓**  
reduction in  
**WALK-IN  
CUSTOMER PAYMENTS**



*Flyers*



*Office Signage*



*Business Cards*

“Since processing payments face to face is by far the most expensive method, encouraging our customers to use the web site and IVR system has helped us reduce our overall lobby traffic and the cost of processing the related payments as well as providing a more convenient method of making a payment for our customers.”

~ *City of Akron Utilities*