Digital Government Service Delivery:

A Guide for Buyers

PayIt
Smarter for government.
Easier for everyone.

Contents

Executive Summary.

PayIt serves more than 80 million people in North America, and we've worked with numerous leaders in local government agencies who are eager to modernize but unsure how to go about it.

This guide contains detailed information to help government agencies define digital engagement and payment software purchase criteria and evaluate vendors. Here are the main points we'll cover:

|				
How to **effectively champion** modernization in your agency	**Key requirements** for any technology vendor your agency is considering	The role of **user experience** in driving adoption and channel shift	**Technical must-haves** for a payments solution	How to **evaluate a vendor's partnership** orientation to find the right fit for your needs

Modernizing government service delivery.
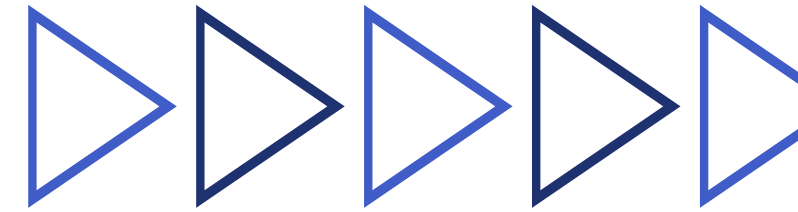
In today's consumer economy, people can access virtually anything in just a few clicks. But the experience of accessing government services still lags behind.

Leaders in the public sector have assigned new urgency to digital service delivery, recognizing its benefits to drive resident trust, agency efficiency, and workforce satisfaction. One example: digital service delivery is cited as second only to security on the [NASCIO State CIO Top Ten Policy and Technology Priorities for 2022](#) report.

Local government agencies are eager to modernize. But they usually find themselves saddled with clunky on-premise software, complex and siloed systems, and unresponsive vendors who fail to innovate. It's challenging to set a roadmap for modernization when everything needs updating and resources are constrained.

The good news is that it's possible to improve efficiency and service delivery quickly by carefully evaluating vendors against the right criteria.

This guide is designed to help both business and IT professionals define their purchase criteria and evaluate vendor offerings against them. It speaks specifically to solutions addressing resident interactions and payments across a wide range of use cases, but much of the advice is worth considering in any government software purchase.

Use this guide as a starting point for your vendor evaluation process alongside the unique criteria your agency has established to effectively serve your community.
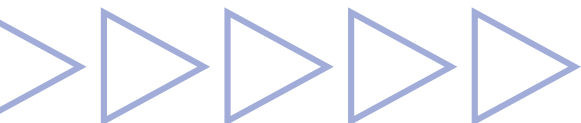
Is your agency ready?

Agencies can deploy engaging online services without waiting for a top-down digital transformation initiative. In other words, you're probably more ready than you think. But there are a few important things to keep in mind:

Find a champion.

Is there someone who will work across your organization to drive excitement about making the resident experience better while identifying the key resources and processes that need to be involved?

Ideally, the champion has authority to make purchase decisions or significant influence on budget allocations. They might sit in IT or on the business side of the agency, but they are really effective at working cross-functionally.

Hint: If you are reading this guide, you are probably the champion.

Start small, then scale.

Identify one or two high-impact use cases, such as utilities or property tax, and plan to add new services as you achieve velocity and adoption. Narrowing to a single use case simplifies the initial implementation process, the set of potential integrations, and the change management required to launch. As your agency begins to realize the benefits, other programs will follow.

Tell your residents.

People are eager to do business with you digitally, but that doesn't mean that they will do so automatically. You'll need to make them aware of the service. Expect that you will need to communicate about the service and market it effectively, and ask vendors if they will help you drive adoption. A true partner will be invested in helping you improve adoption and ensuring your success.

Here's what you deserve from any tech vendor.

Not all technology providers are created equal —and in the public sector market, dinosaur technology and dated business models are the norm. This section will help you identify vendors who are suitable for where you want to go in the future, not where you've been. You can (and should) apply these criteria to evaluate any vendor across the spectrum of government technology. Some core considerations:

Composability is the new customization.

Local laws, regulatory requirements, and unique community needs mean that every government agency has a different way of operating, leading to specific technology requirements.

Massive tech vendors have solved this problem with seven- and eight-figure custom software installations that are hard-coded and slow moving — some might call them Paleolithic. But updating custom software can be miserable or even impossible. Think IT queues, engineering hours, re-coding, approvals, and redeployment — a lengthy and expensive process.

Put simply, custom-built software doesn't scale at the pace of innovation or at the pace of resident expectations.

Composability is the modern answer to this challenge. A composable software solution is made of "building blocks" that can be configured to address various workflows, data models, and integrations, without a lot of coding required (sometimes none). These modules can be quickly adjusted and redeployed as your agency's needs evolve, creating a resilient, dynamic solution.

In early 2022, Gartner pinpointed composability as one of the top technology trends for governments, recommending that public sector IT leaders implement composable technologies and business architectures alongside a cultural shift to "composable thinking." Gartner noted that composability accelerates digital transformation while reducing risk and operating costs but found **only 2%** of government organizations were "highly composable."

Ask your vendors about how their solution solves for configuration and reconfiguration as your needs change and new use cases emerge. If the answer involves deploying their engineers, keep looking for other vendors who can demonstrate a high degree of low-code or no-code configuration. Include IT staff in this evaluation to pressure-test composability claims.

Open APIs or a walled garden?

In any organization, multiple technology systems must communicate and share data, and the public sector is no different. Application programming interfaces (APIs) are at the core of this process. APIs connect systems and address data siloing, enabling your agency to reduce manual or duplicative processes.

Walled-garden vendors offer a limited set of API integrations to their favored partners. They assess fees for custom integrations to other systems, or to reconfigure how those systems connect in the future. These vendors may point to ease of implementation or best-of-breed solutions as a justification for this model — and that sounds pretty good, especially if your current tech stack already lives inside their walls and you never plan to change it.

But openness has emerged as the better approach to API integration, both within and outside the public sector. Open APIs fuel innovation and speed time to market for new products and services. So IT leaders have insisted on this from their vendors, and the software community has responded. This shift toward openness is also reflected in the now-widespread practice of government agencies providing open API access to their own datasets.

Remember that you own your data.

You should have the flexibility to buy what is best for your agency, and your vendors should offer open APIs to any system.

There are two approaches to APIs, and the difference is important to consider:

1 Proprietary "walled gardens" limit flexibility

2 Open APIs enable agency leaders to transfer their data among many systems

Government-grade platform security.

Choosing cloud over on-premise is the right move. But commercial-grade cloud solutions are not designed to handle highly sensitive government data. There is more detail on security later in this guide, but any vendor should be able to clearly outline how they meet or exceed public sector security requirements.

Usability is designed in.

Technology shouldn't be a chore to use, whether it's for use by residents or government employees. Tasks should be intuitive, even for solutions used by specialists.

Ask vendors about how they design their products and why. Listen for usability testing, focus groups, and customer feedback. Low rates of support calls are a key indicator that the solution is designed for usability.

The best user experience (UX) makes the process intuitive for the largest variety of users possible. Picture the person in your life who is the least sophisticated about tech: Could they readily understand the workflow?

Accessibility matters.

A technology experience lacking standard accessibility measures alienates employees and residents and can leave you exposed to civil action and costly web redesigns. Only engage solution providers who meet or exceed WCAG 2.0 AA requirements.

It's a team sport.

Vendors are only as good as the teams behind them. Find a provider who can demonstrate that they will work closely with you long after your solution is live. Understand how they measure your success and ensure that you achieve your goals through continued account support. Ask for and interview references, ideally from agencies who have similar challenges as you.
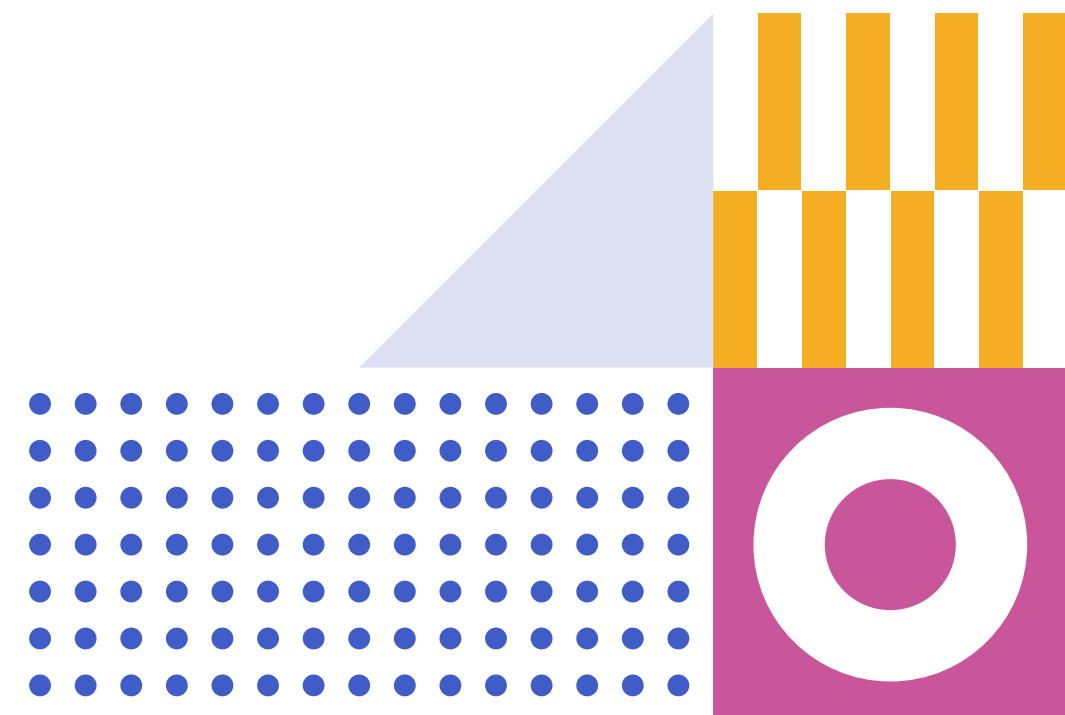
IF PAYMENTS ARE INVOLVED, ALSO LOOK FOR:

Find a payment experience that's simple and efficient to use.

Traditional payment solution providers have made it pretty easy to stand up a payment page. But just accepting payments online isn't the same as a good resident experience.

A good payments workflow has

- Intuitive user interface (UI) elements

- A strong feedback loop (e.g., notifications when a payment is completed)

- Stored history for transactions, associated receipts, and official documents

A good payment experience

- Centralizes interactions

- Provides contextual information to foster confidence and mirror the experience of having a conversation with a clerk

- Drives repeat interactions, reduces walk-in traffic, and reduces support calls

Ask your vendor to demonstrate the experience and discuss why they designed them the way they did.
Even better: experience the workflow as a user.

Unify the experience.

All too often, residents have to search for what they need, navigate to different websites, and then are only able to make a one-time payment, with no account history or feedback loop. This disjointed experience frustrates users and makes it difficult to provide user support. It's like 1999 for sure, but nobody is partying.

Transacting with government agencies should be integrated in a single app that brings together multiple use cases across agencies and levels of government.

Residents should have:

| A menu of options	A transaction history	Government document storage

And payment credentials should be usable across use cases, emulating an online bill pay experience offered through a bank — one login, many bills paid without worry.

Look for a solution that provides access to all types of interactions (City, County, and State) **all in one central location**, with a wallet that stores payment credentials, records, and transaction history. Like suggested purchases on ecommerce sites, residents are more likely to interact, and transact, when a solution presents the opportunity. Plus, this capability makes scaling easier as you expand use cases across your own jurisdiction and beyond.

There are many ways to pay — but focus on the ones you need.

Most vendors support multiple channels and methods for payment. But don't get distracted by shiny objects like paying via a smart speaker or social platform. We recently conducted a survey with eRepublic examining resident preferences about payment: 60% of respondents cited credit or debit cards as preferred payment methods, while only 13% preferred to pay by check. Interest in social payments (Venmo, Zelle, Cash App) is emerging, while interest in methods such as Text-2-Pay, gift cards, and cryptocurrency were rated very low in our study.

Sure, paying in cryptocurrency might be right for your community eventually, but first consider whether the basics are in place. Understand what good looks like for your use case and your residents and set criteria from there. Do you need a method to accept cash? Payment plans? Bank transfer? Credit cards? Consumer preferences and behaviors evolve over time, so you should choose a vendor in whose innovation you are confident, so that you can evolve alongside those preferences.
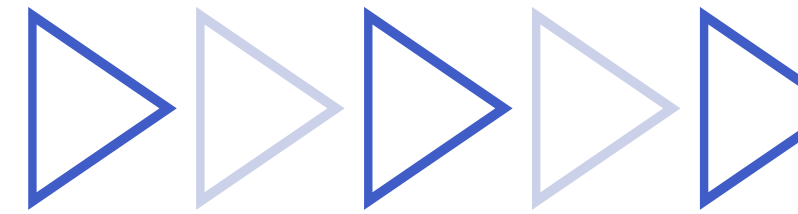
It's all about the experience.

Make it simple for residents.

Sure, delivering a simple, elegant experience for residents sounds nice but it's so much more than that. A great experience is the foundation for government agencies to be more effective, equitable, and efficient.

Digital drives resident trust. Really.

Great online experiences improve trust in government. <u>Research</u> by Deloitte indicates that when a resident rates an agency's digital services as easy to use, their trust in that agency is nearly 4 times higher than those who have a neutral assessment of those services.

Trust is built through an online experience that conveys transparency, legitimacy, and security. Residents should see the official seal of your agency, detailed account history, and clear security messaging. This kind of experience drives repeat usage.

Look for vendors who go beyond the "pay" button. Providing a secure website to remit a payment is not a resident engagement solution.

Digital improves access.

All residents need to engage with government agencies, but their access requirements vary. Adding digital service delivery makes it easier for people of varying abilities to engage with your agency and improves service delivery for people who are unable to visit your location in person due to family or work commitments.

Digital money moves faster.

Residents who encounter a friendly experience are more likely to successfully complete their transaction on the first try. Digital payment reminders improve timeliness of payment and reduce delinquency, so that your agency can improve time to revenue and settlement.

Make it simple for your agency

A great user experience isn't just for residents. Your team probably deals with more than a few repetitive processes and manual workarounds when it comes to resident transactions. A solution for digital service delivery should be as easy to own and manage on the back end as it is for residents on the front end.

Support good government, not irritated residents.

Many vendors treat payments almost as an afterthought, tacked on to a government agency website to quickly accept a credit card. But this dated approach creates a fragmented experience that puts the burden on the resident to know where and when to pay.

Fragmentation leads to frustration, and frustration leads to support calls. An intuitive and well-designed experience encourages residents to complete their transactions online and removes guesswork. The best solutions achieve success rates in excess of 98% without engaging support, with the balance mostly resolved in a single interaction with the end user.

Service providers should go beyond the volume of successful transactions and the credit card brand mix as indications of success. Ask for the number of successful transactions as compared to those which were abandoned, incomplete, or resulted in a phone call. Also examine the rate of growth in online transactions, registered users, and revenue and transaction growth among the vendor's existing customers.

A good dashboard keeps you on track.

It's important to understand how well a new digital service platform is working for residents, and this requires visibility on the back end. Find a solution that offers channel analytics that include reporting, transaction details, and transaction management (refunds, etc.). This eases the support burden, while also providing line of sight into observable trends in revenue flows and user behavior that help you continue to improve agency outcomes and end-user adoption.

Reduce your PCI burden by shifting online.

Handling resident payment data on your own networks is risky, costly, and time consuming. If your department accepts payments in offices, over the phone, or manually enters credentials from mailed payments, you are required to be in compliance with PCI security measures.

A high-quality vendor partner should go beyond making it possible to accept online payments and should help you drive channel shift. Improving online payment adoption will save you money and time that would have been spent training, monitoring, and auditing your clerks and systems for PCI compliance.

The technical stuff.

Open APIs: Better for you and for your tech stack.

Government can be complicated, and this complexity has resulted in a mix of old and new software, some messy implementations, and data silos. But residents don't understand that stuff. They expect government services to be online and simple to use.

Adding new tech vendors to the mix should make things better, not more complicated. It's important to closely evaluate a vendor's approach to APIs and system interoperability.

APIs should be open and interoperable.

When a vendor has a network of integrated partners, that can be validating and has the potential to ease implementation. But is their solution only interoperable with the vendors they choose? If so, this limits your flexibility in favor of the vendor instead. You are boxed in, while the vendor can collect additional professional services fees or sell you more of their own software to solve the problem.

Given the patchwork of technology most government agencies have, open APIs ensure that a solution will easily plug into what you have today and the technology you deploy in the future.

Every vendor should provide a best-in-class solution that can interoperate with other best-in-class solutions to ensure that you are able to use the best software available to meet your needs. Vendors with a limited set of integrations, or who promote a single solution from end-to-end, hinder your ability to meet the needs of your agency and community with the best possible technology.

Your vendor's tech skills should be at least as good as yours.

Large-scale vendors may have a deep bench of resources to draw from during an API implementation, but that doesn't mean they understand your specific data needs. Depending on the complexity and age of your core systems, vendors may rely heavily on your team to develop and deploy the API. Even worse, they may claim they can't integrate with your system at all.

Look for a vendor that is capable of integrating with all types of systems, from brand new to 20-plus years old. They should be able to provide references of clients for whom they have delivered integrated solutions for legacy systems.

Many vendors also expect to rely heavily on agency IT resources to deploy the connections and ensure the integrity of websites that accept payments. Payment gateways require ongoing security compliance measures that require additional IT resources.

Select a vendor who brings technical resources to work with your IT team and technical staff for other vendors to facilitate a smooth API deployment (and who is experienced in building and deploying integrations) so that your IT staff can continue to focus on other priorities.

The right vendor can help improve your security posture.

It goes without saying that security is critical in every industry, and the government is no different. Security breaches can cost millions to resolve and destroy resident trust. Security requirements are always evolving, and as you evaluate vendors, you should closely scrutinize their level of sophistication for compliance and security.

PCI is just the beginning.

Any payments vendor should have expertise in PCI compliance — run, don't walk, away from any that do not. Your solution provider should not rely on your agency to handle the extensive protocols and regular system testing.

Choose a vendor who offers a fully-hosted solution on a government-grade cloud platform that prioritizes security. Your vendor should work with you to reduce your PCI burden by driving interactions online, where they handle the security and compliance measures.

But keep in mind that PCI compliance is table stakes. Look for vendors that exceed baseline security and compliance requirements and whose systems are designed to prevent malicious attacks and data exposure.

Government has stringent requirements for cloud hosting.

Every major cloud hosting provider has an offering designed for government agencies. These bring government-grade security protocols and logically isolate data from their private sector offerings. Mingling government and private sector data on a commercial cloud instance is risky because the commercial cloud has lower barriers to entry and does not adhere to the cloud protocols set by the U.S. Department of Defense.

Government cloud databases are built with additional defense measures to ensure the security of government data. These include compliance with FedRAMP High, DoD Security Requirements Guide, Impact Level 5 and CJIS. Make sure there is a vetting process that offers credentials only to verified government entities, contractors, and educational institutions.

Expect your payment provider to host your data in a government-grade cloud, particularly if they are also serving private-sector clients. These include AWS GovCloud, Microsoft Azure Government, and Google Assured Workloads in the US; and **these** Government of Canada Cloud Framework Providers.

Tokenization and encryption are must-haves.

Tokenization and encryption protect resident payment credentials from bad actors.

A token obfuscates a resident's credential data and prevents exposure of credit card numbers, CVCs, and expiration dates. But while tokens are standard practice in the payments realm, they are only the first line of defense.

Any data entered on your payment platform should be encrypted both in-flight and at rest using strong encryption keys (AES 256 or as specified by NIST Special Publication 800-131A Revision 1) to prevent it being scraped by malicious code.

Prevent intrusion — by bots and people.

Tokenization and encryption make it difficult for data to be hacked, but identifying and preventing malicious activity through the use of vulnerability scanners and continuous platform monitoring is also critical.

Your vendor should employ both automatic scans (platform monitoring) as well as human intervention (incident review) to ensure complete privacy and security for your residents' data. Ask for a complete documentation of their application security processes, their notification protocols, and understand what they require from you to maximize protection.

Find a partner, not just a vendor.

Lots of vendors can sell you software to manage digital service delivery and payments. But the most successful programs stem from a deeper partnership between you and your provider.

Win together on shared goals.

If a vendor isn't asking you about the goals that prompted you to evaluate their solution, consider this a red flag. A good partner will help you think through your objectives, map a solution to achieve them, and collaborate with you to define the metrics you will use to measure outcomes. You will understand the typical timeline for implementation and target outcomes to materialize so you can manage expectations across your agency and with your residents.

Shifting residents to payment interactions brings significant benefit to your agency. Online transactions have a lower per-interaction cost than in-person channels, which bring additional PCI compliance and overhead costs. But changing resident behavior requires investment of resources to drive awareness and adoption.

Most government agencies lack the expertise and horsepower to market the service, so we recommend that you understand whether a vendor can assist in driving adoption, what they see as reasonable goals for adoption, and what tactics and programs they recommend to hit those targets.

Do they have skin in the game?

Most software is sold today as a recurring subscription, or, in the case of custom software, a very large project cost. In these models, the vendor has very little incentive to help you drive adoption or otherwise be successful with their solution, especially when contract durations are long.

Per-transaction fee models offer a unique opportunity for both parties to be incentivized by online interactions. Not only are online payments less expensive for you to deliver (even if you absorb fees), but in this pricing model, the vendor does not collect revenue until the solution is live.

Look for service providers with low or no upfront costs, who can demonstrate a track record of close collaboration with government agencies to drive online adoption.

Continuous feedback and improvement cycle.

The best software providers continuously improve their solutions by incorporating user feedback. Find a vendor who proactively seeks feedback and user data from your staff and residents. They should use this data to improve their offerings and to identify areas to collaborate with you to improve your success with their products.

Public sector expertise matters.

Government agencies operate in a unique context, shaped by legislative and regulatory constraints. This results in business processes that may not be readily understood by industry-agnostic vendors. But agency leaders don't have time to explain all this so that a vendor can adapt.

At a minimum, find a partner with a significant roster of government customers and an account team with a public sector focus.

Check references.

The best vendors have customers who will jump at the chance to tell their story. Invest the time to conduct strong reference checks — and don't stop at the references the vendor provides. Leverage your professional network to identify other customers who might be willing to tell you about their experience.

Here are a few questions to include in every reference check:

- What were your motivations for investing in this solution?

- Have you achieved your desired outcomes? What are they and how are they measured?

- How long did your implementation take? Was that faster or slower than expected?

- What resources did you have to bring to the table to get implemented?

- How often do you speak with someone on your account team, and what is the nature of those engagements?

- How often have you engaged with their support team? How quickly did they resolve your issue(s)?

- What do you wish you had known at the time, that you know now about this vendor?

- How much training was required for your staff to achieve proficiency with the solution? How would you rate the quality of the training?

- If payments are part of the solution, are disbursement and settlement reports accurate and easy to understand?

- What does the finance team wish was included in the solution?

- What portion of your payments were conducted online before implementation, and what portion now? How does this map to your initial goals?

- Has the vendor provided you with adoption marketing support? Describe that process.

- How many resident support calls is your office receiving? Is this more or less than your previous vendor?

Start with the end in mind.

When you're working with interoperable technology, a reverse engineering approach can be helpful — especially if there are legacy systems involved.

So where do you start? First, focus on the big, end goal, then create a manageable plan that details the smaller steps you'll take to get there. Success for your agency might include things like shorter wait times for residents, fewer manual processes, redeployed staff, improved resident satisfaction, and improved sustainability.

1 Imagine where you'd like to be in the future: What does success look like?

2 Document the precise problems you're looking to solve

3 Examine the technology your agency is currently using and where you have gaps

4 Create a plan to accomplish smaller goals that lead directly to your larger objectives

The **best vendors** will **work alongside your agency** to serve your community, so your chosen vendor should be able to assist you with the latter part of this process.

Advice for champions: How to get a software deal done.

Government sourcing doesn't have to be a complicated, drawn-out process. There are ways to go faster, including cooperative purchasing agreements and riding on a neighboring agency's existing contract. Your vendor is likely well-versed in the intricacies of contracting and should be able to coach you through the most effective selection and purchase processes.
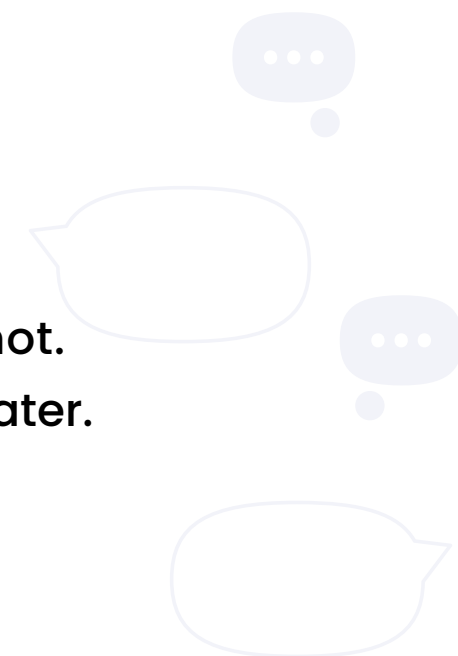
Numerous decision-makers at your organization will have to weigh in on the decision to buy or not. Engage them early to understand their requirements and concerns — slow down at the outset to go faster later. Understand early on what you would need to get buy-in from key departments, particularly IT and finance.

Here are some key questions to shape the dialogue:

Finance

- How is the finance team handling disbursements from the current vendor?

- Are there multiple disbursements for a given day, or is an entire day's business processed and settled at once?

- What does their ideal settlement schedule look like?

- Are there certain data fields or reports they need to do their jobs day to day?

- How many calls are your collector's staff fielding during peak and off-peak seasons?

Information Technology

- Does your IT department have any security requirements that need to be met?

- What back office systems do you employ which would require integrations?

- Are there APIs available for any of those systems? Are those APIs open and configurable?

- What data fields are currently being exchanged? Are there any data gaps?

- Are your data systems on premise or in the cloud? Are they managed internally or by a consultant?

- How are current integrations accessed - VPN, Firewall, etc.?

Making the case.

Work with your internal contacts and preferred vendor to understand the answers to these questions. Your vendor should be able to perform a feasibility study and provide a business case that clearly outlines how departmental needs, including the requirements you uncover during your discovery process, will be addressed.

Procurement.

If you are unfamiliar with procurement processes in your department or agency, talk to the purchasing department to understand the process. Create a business case for your procurement department that clearly outlines your research to unlock a non-competitive method for purchase. If a formal RFx process is required, your vendor should be familiar with competitive contracts and can provide you with information that can help shape the RFx.

Things to consider as you're building the business case:

- **Many departments coming together** to make a case is more likely to elicit a simple procurement decision. Work your network and ask your vendor to provide documentation to support your ask across departments.

- **Make it easy for procurement** to help you by being informed on available resources such as cooperative contracts or pre-negotiated IT purchase lists. Your vendor can provide a list of available agreements.

- **Help your vendor handle objections** from other departments. They should focus on how their solution will benefit your agency or department, but understanding requirements from other departments will facilitate better benefit-driven conversations and help your case.

Digital service delivery for Government buyer's checklist

REQUIREMENT & IMPORTANCE	YES	NO
RESIDENT-CENTRIC EXPERIENCE		
Does the platform include a personal profile tied to a digital wallet?		
Does the platform's digital wallet move with residents across agencies?		
Is the digital wallet optimized for government services?		
Does the solution adhere to both ADA & WCAG accessibility standards?		
Does the digital wallet store receipts and documents completed on the platform?		
Can users administer their own digital wallet, such as changing contact information or login credentials?		
KEY PERFORMANCE INDICATORS		
Can the solution demonstrate a reduction in phone calls to agency staff for support?		
Does the solution have a demonstrable track record of consistent user growth across online channels?		
Does the vendor's customer support agency have a track record of short first contact resolution?		
Can the vendor demonstrate that its platform has consistently grown online revenue capture while reducing in-person interactions?		
Does the solution's experience result in fewer than 2% of interactions requiring support from the vendor or agency staff?		

REQUIREMENT & IMPORTANCE	YES	NO
OPEN INTEGRATIONS		
Does the solution accommodate open API integrations?		
Does the solution accommodate flat-file integrations?		
Do API integrations only access data fields required for single transactions?		
Can API integrations be changed by the vendor to accommodate system of record changes?		
PLATFORM SECURITY		
Is the vendor PCI-DSS Level 1 Service Provider?		
Is the vendor ISO 27001 and 27018 Certified?		
Is the vendor SOC 1 & SOC 2 Type II compliant?		
Is the vendor Information Security Program based upon NIST-800 series standards?		
Is the database FedRAMP certified?		
If yes to above, is it FedRAMP High Baseline compliant?		
Does the platform support multiple open identity standards?		
Does the vendor perform continuous platform monitoring?		
Does the vendor perform risk mitigation through security patches, upgrades and updates?		
Is the solution hosted in the GovCloud for your region?		

REQUIREMENT & IMPORTANCE	YES	NO
PAYMENT PROCESSING SECURITY		
Is payment data tokenized and encrypted both in-flight and at rest?		
Does encryption comply with NIST Special Publication 800-131A Revision 1 specifications for strong encryption methods?		
Does the vendor handle PCI compliance on behalf of the client?		
Does solution provide Payment Card Industry Point-to-Point Encryption (PCI P2PE) certified solution? (*for in person payments)		
MAKING GOVERNMENT BETTER		
Does the solution include a robust admin tool including daily, weekly, and monthly reports; ad-hoc search and report output; and analytics?		
Is resident phone support offered by the vendor?		
Does the vendor offer robust, omni-channel marketing and online adoption support?		

About PayIt

PayIt is the solution government agencies use to take the friction out of resident transactions. Our composable customer experience platform enables agencies to collect revenue faster, improve efficiency and sustainability, and give people the smooth digital experience they have come to expect online. PayIt integrates into any back-office system, launches in about 90 days, and provides residents with a single GovWallet™ to store transaction history, receipts, and payment methods for multiple agencies. Serving more than 80 million residents in North America, we have received awards from Fast Company, StateScoop, and have been listed in the GovTech 100 for 7 years and counting.

PayIt
Smarter for government.
Easier for everyone.

To learn more, visit **www.payitgov.com**