

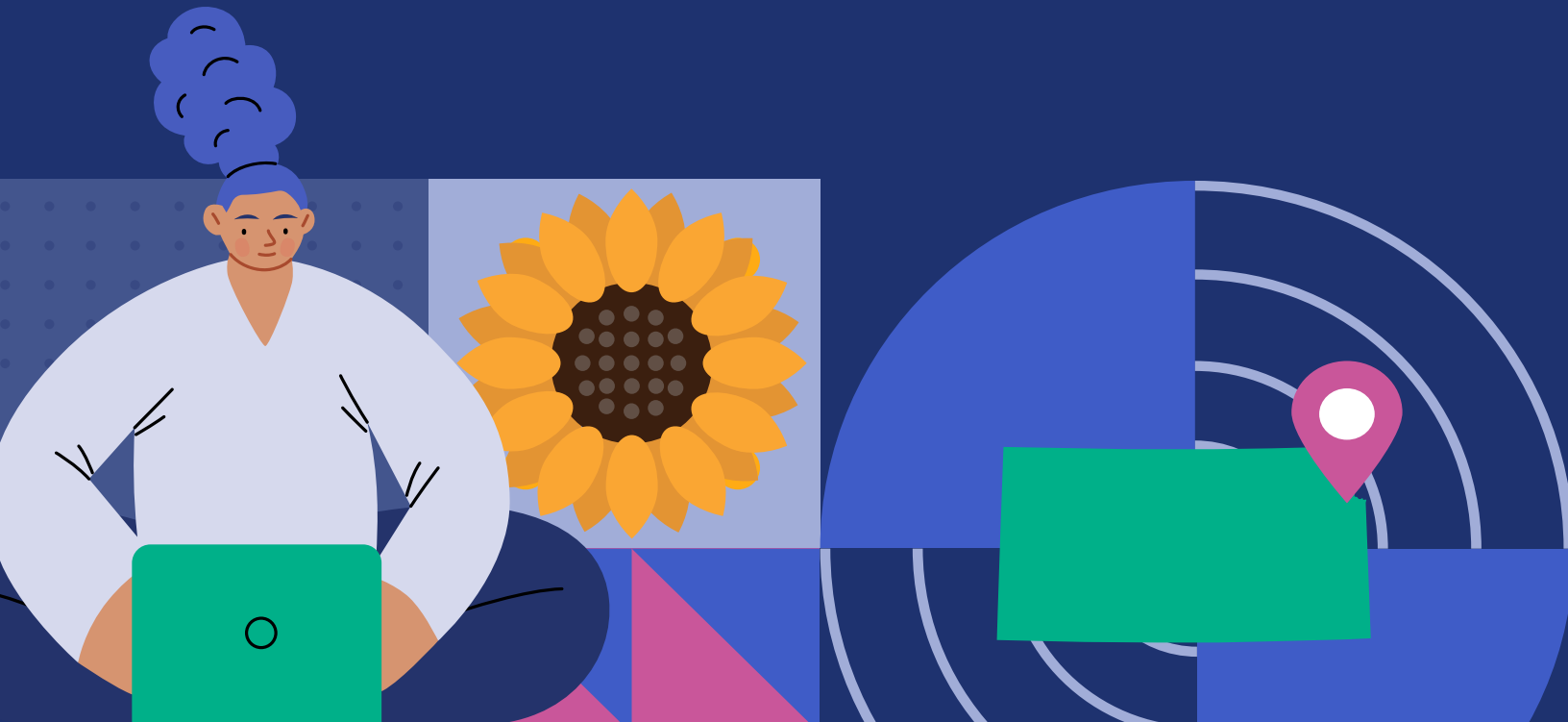
## SUCCESS STORY



Smarter for government.  
Easier for everyone.

# Wyandotte County, Kansas and PayIt: A Better Customer Experience

The Unified Government of Wyandotte County and Kansas City, Kansas, sought to modernize public service delivery by adopting digital solutions. Through partnering with PayIt to launch the myWyco digital payment platform, Wyandotte County's operations and constituent experience were improved to enhance convenience, security, and efficiency in public services.



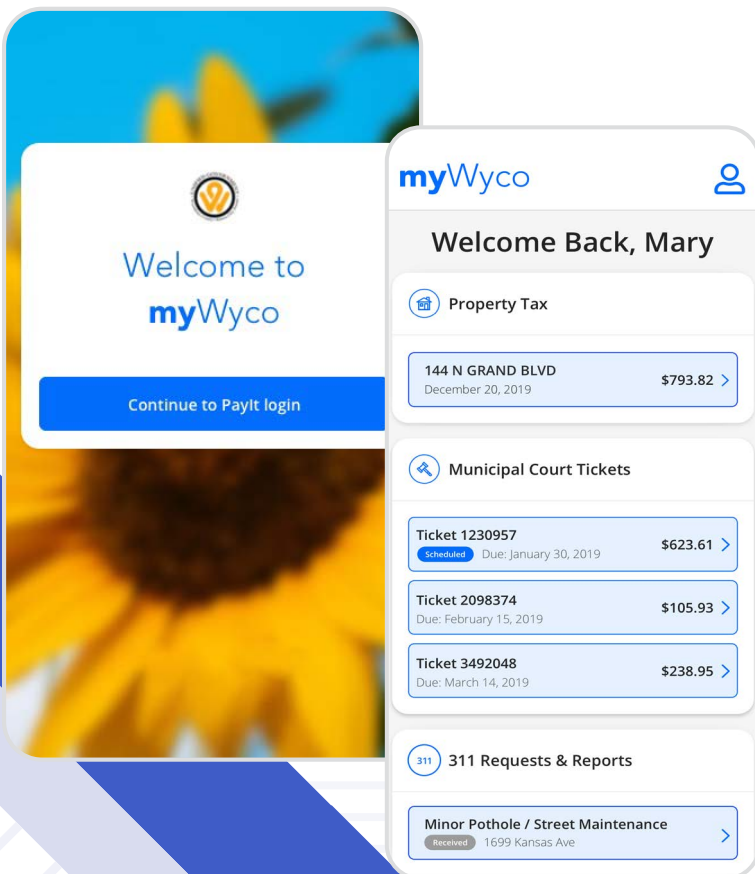
# Ready for an upgrade

Until recently, Wyandotte County relied on traditional methods of government service delivery, which required constituents to visit government offices in person — limiting accessibility and making the payment process more cumbersome.

Wyandotte County leadership identified several opportunities to enhance service delivery for its residents and businesses, with digital improvements at the core of the plan.

**The need for a secure and user-friendly online platform was evident.**

*“We wanted to be able to provide a way for people to submit their concerns or pothole needs, those sorts of things, digitally,” said Alan Howze, Assistant County Administrator. “And we also had a need for an online payment service that was secure and convenient.”*



# A better experience for residents, delivered

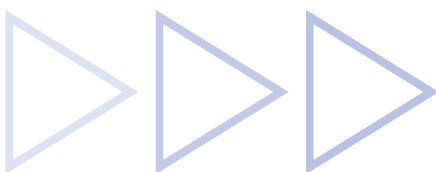


In response to these needs, Wyandotte County partnered with PayIt to implement the myWyco digital payments platform. This platform was designed to offer a modern, secure, and customer-oriented solution for various public services, including 311 service requests and online payments for motor vehicle renewals and real estate and personal property taxes.

## Launching myWyco brought significant improvements across the county's service spectrum:

- **311 service:** The digital platform allows residents to submit service requests online, streamlining the process and improving response times
- **Online payments:** The myWyco platform provides a secure and convenient way for residents to make payments online, reducing the need for in-person visits

"Before upgrading our system to PayIt, we had about a 20% online experience for all sides of the treasury office," said Andrea Vinyard, County Treasurer. "Now, the percent of payments for real estate and personal property is 60%, and for motor vehicle, it's about 50%."



## The adoption of myWyco also resulted in notable user engagement and satisfaction metrics:

### User satisfaction:

**98.4%** of users completed their myWyCo payment without needing to contact support

### Email engagement:

**53% email open rate** across all campaigns, significantly higher than the public sector average of 19%

### Transaction growth:

The 2021 property tax deadline saw a **100% jump in online transactions**, helped by strategic resident marketing. Online transactions continued to grow, with a 17% increase in the 2023 tax season.

Court Administrator Dominic Geniuk noted the enhanced convenience leading to improved user engagement and satisfaction. "Before PayIt, people didn't have a choice. There was no other option except you had to physically show up downtown and make a payment," said Geniuk. "The PayIt system eliminated a lot of that."

# The impacts of going digital

The success of Wyandotte County's digital transformation can be attributed to several key factors:



## Strategic partnership:

*Collaboration with a vendor that understood the county's needs was crucial. As Geniuk stated, "I really see them as a true partner. They're on the same page. They understand what our mission is. They do their best to really help us make things better for the people that we serve."*



## Focus on security and convenience:

*Ensuring the platform was secure and user-friendly was a top priority. Howze emphasized, "If you're looking for security, safety, and high-quality digital services, I think PayIt is something you ought to take a close look at."*

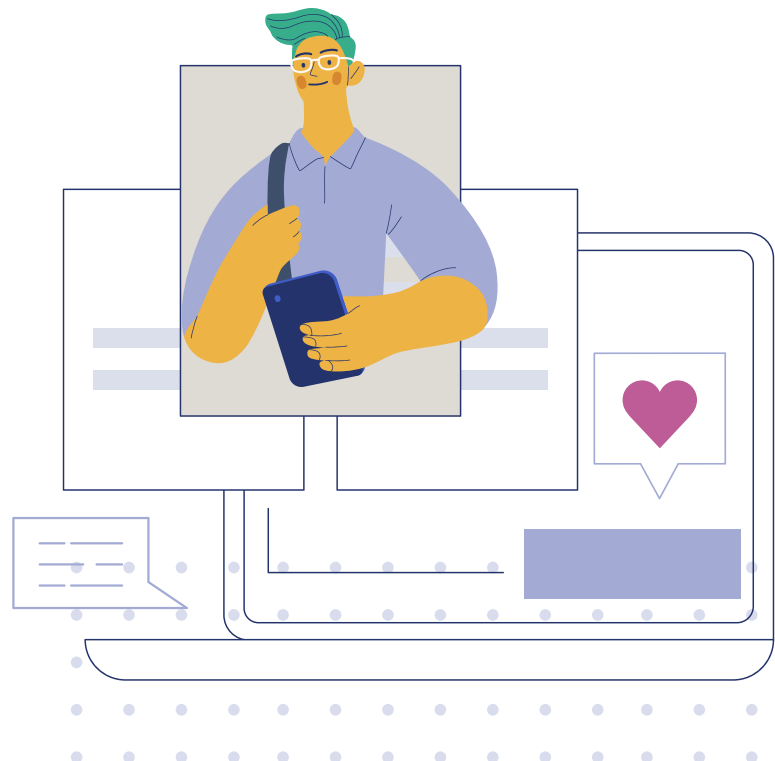


## Effective marketing and communication:

The careful planning of marketing notifications played a significant role in driving user engagement and transaction growth.

Wyandotte County's partnership with PayIt and the implementation of the myWyco platform has significantly enhanced public service delivery, providing residents with a modern, secure, and convenient online experience. The positive outcomes, including increased online payments, high user satisfaction, and strong email engagement, underscore the success of this digital transformation.

Wyandotte County's case demonstrates the impact of adopting digital solutions in government services, setting a benchmark for other municipalities aiming to improve their service delivery and constituent experience.



## About PayIt

PayIt enables state and local government agencies to deliver a great resident payments experience that accelerates the shift to digital. Agencies choose PayIt to better achieve their mission through improved operational efficiency, customer support, and resident satisfaction. Our solutions span property tax, courts, utilities, DMV, outdoors, and more. PayIt provides a single resident profile across agencies and jurisdictions, integrates into back-office and adjacent systems, and our team helps clients drive adoption of digital channels. Serving more than 100 million residents in North America, we have received awards from Fast Company and StateScoop, and have been listed in the GovTech 100 for 8 years and counting.



To learn more, visit [www.payitgov.com](http://www.payitgov.com)

