



CITY OF WEST FRANKFORT
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June 29, 2021

PayClix
Attn: Ed Hall
Winter Park, Florida

Dear Mr. Hall:

As you remember early this year, our City Commissioners gave us an ultimatum: bring our ever-increasing number of delinquent water customers current by April 26, or disconnect them.

Because we didn't have the necessary software tools or manpower to do this, we turned to PayClix and its newly launched software package called DebtMagicians, that was designed convert delinquent customers into current accounts.

As you explained, all we needed to do, was to give DM a file of our delinquent customers with their email address, cell phone number, and the amount outstanding. DM would then contact each customer and encourage them to set up an installment payment plan that they could afford. And since we are an active user of PayClix, there would be NO cost to us.

Your team worked with us to create a set of reports that in real time, tracked responses to our mailings, installment plans that were setup and perhaps most importantly, plans that were created but not honored and became delinquent again. We also worked together to craft the emails and text messages designed to stimulate a response by our customers and if memory serves me, we actually had our first customer installment plan setup within hours of our first emailing.

PayClix has been our online payment processor for years now. And, as you know, we've gone through two software provider upgrades during that time. Each time, it was a condition of upgrading that our new supplier integrate their software with PayClix.

I just wanted to thank you and your team for your efforts and I look forward to continuing to work with PayClix.

Sincerely,

Angela Baker Deaton
City Clerk/Treasurer
City of West Frankfort