From weeks of manual work to instant automation with WEX virtual cards

How Meter Feeder automated 100% of fleet parking payments with zero manual intervention.



MeterFeeder



Overview

Meter Feeder provides a high-tech parking management platform for small-to-mid-sized municipal fleets that lack the infrastructure for digital payments.

While many cities lack the technology to accept digital payments, Meter Feeder provides the bridge, handling everything from mobile payment apps to enforcement and citation management.

100+
Cities served

2014
Year founded

The high cost of manual growth

Before WEX, Meter Feeder's team was manually paying parking citations for their fleet users.

- Unscalable manual work: Staff spent hours on individual city payment portals.
- High error risk: Manual entry led to payment delays and potential penalties for users.
- Security concerns: Handing off physical or static card details across multiple platforms was a major liability.





"WEX solved several things. First, WEX already has relationships with the people we want to work with. Second, the technology is already there. I do not need to rebuild it, and you have already proven the software works."

Jim Gibbs
Founder

Building an automated payment workflow

API-first integration

WEX virtual cards were integrated directly into the Meter Feeder platform via API, allowing for instant card issuance for every citation.

Precision spend controls

Each payment is assigned a unique virtual card with strict merchant category codes (MCC), ensuring funds can only be used at specific municipal portals.

Automated reconciliation

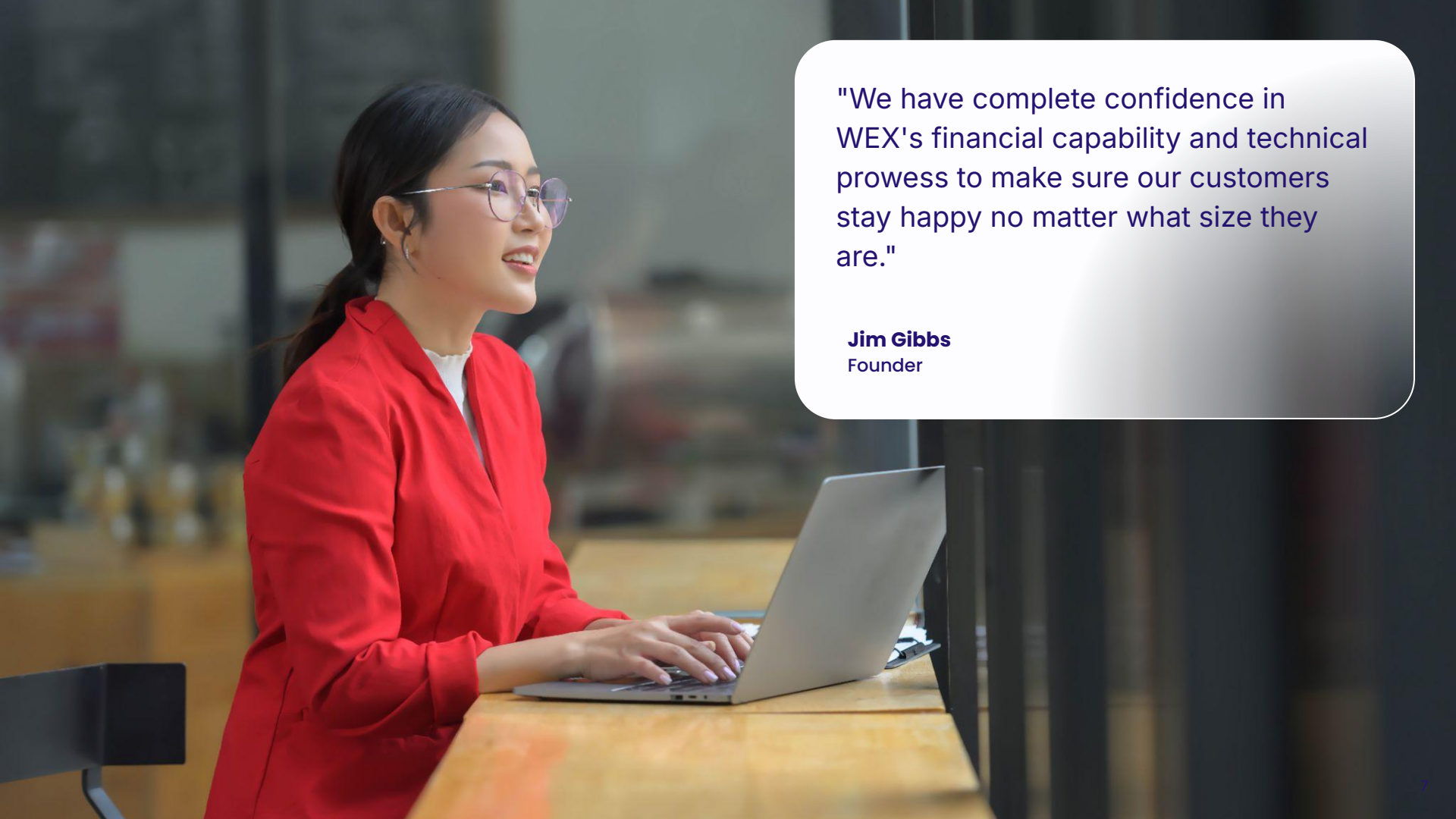
The system automatically matches transaction data to the user's citation, removing the need for human oversight or manual data entry.

Reducing growth costs with WEX virtual cards

Eliminated merchant fatigue: Replaced the need for staff to manually log into individual city portals with a centralized, automated payment trigger.

Dynamic scalability: Enabled the immediate addition of new municipalities to the platform without requiring localized banking relationships or physical card distribution.

Risk mitigation: Switched from "cards-on-file" (high risk) to one-time-use virtual numbers, shielding Meter Feeder from potential data breaches at the municipal level.



"We have complete confidence in WEX's financial capability and technical prowess to make sure our customers stay happy no matter what size they are."

Jim Gibbs
Founder

Total automation in less than 1 week

100%
Automated

100% of payments are now handled via WEX virtual cards, freeing up the Meter Feeder team for building payments infrastructure.

<3
Days to set up

Successfully integrated WEX's API and payments infrastructure in less than 3 days, allowing the team to handle massive ticket volumes.



"Instead of saying WEX made things easier, I would say it made the business possible. So if I am talking to another developer who is looking for a payments partner in mobility, it becomes a no-brainer."

Jim Gibbs
Founder

Built on experience, delivered with ease.

With 20 years in virtual cards, WEX turns complex payment workflows into seamless automation. Ready to scale?

wex

Learn more

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