



Building Program Awareness

Communication Strategies that Drive Outcomes



June 13, 2023

Granicus is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999



Connecting
with
government-
provided
information and
services

Today's Speakers



Angy Peterson

Vice President, Experience
Services, Granicus



Charlotte Lee

Strategic CX & Innovation
Lead, Granicus

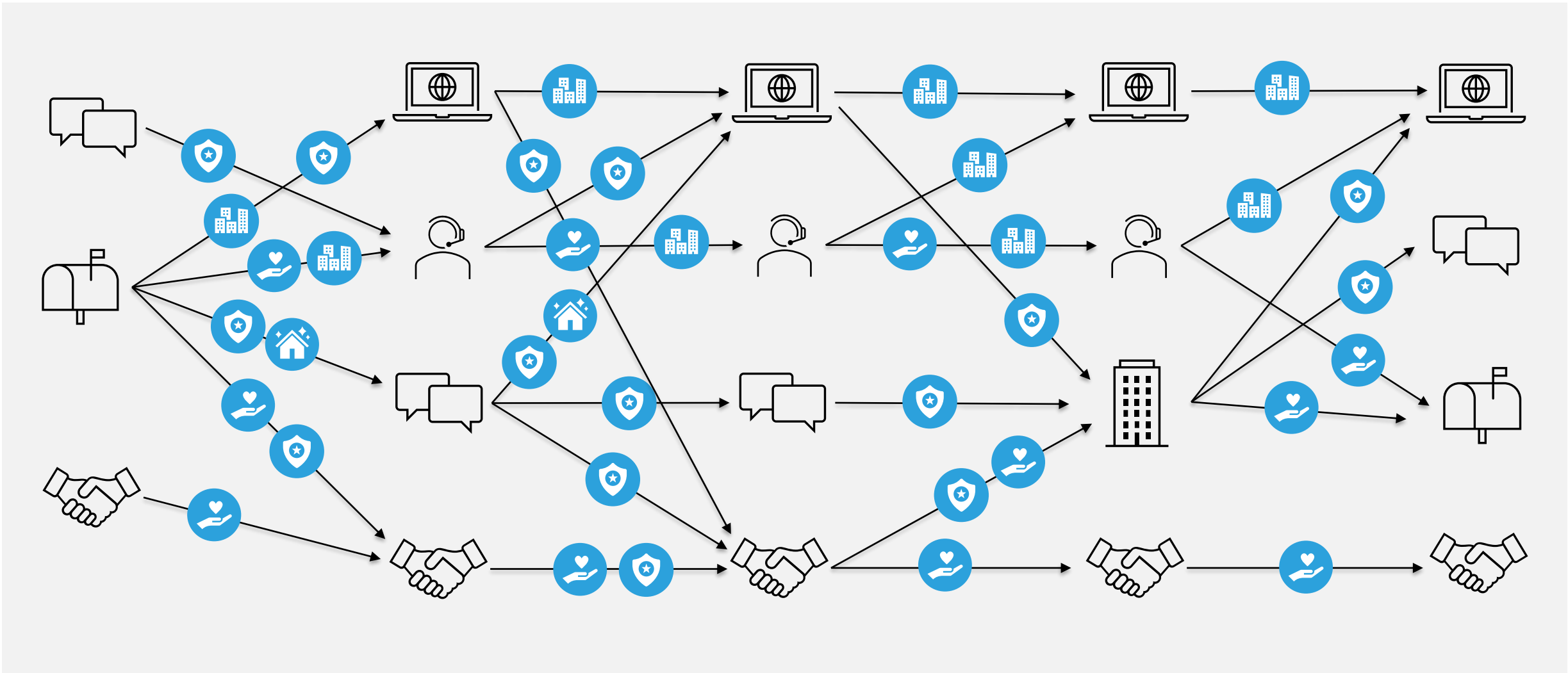
“

The Federal Government must design and **deliver services** in a manner **that people of all abilities can navigate**.

We must use technology to modernize Government and implement services that are **simple to use, accessible, equitable, protective, transparent** and **responsive** for all people of the United States.

”

President Joe Biden
Executive Order on Transforming Federal CX and Service Delivery
to Rebuild Trust in Government

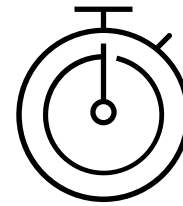


How does this feel?

For government to **guide 8 people to submit** a claim or an application online, they first need **6,000 people** to be aware of the program.

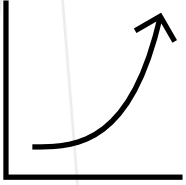


**CONNECT COMMUNICATIONS
WITH EXPERIENCE**



SPEED OF DELIVERY

Don't wait for time-intensive service modernization. Improve experience challenges **now**.



MEASUREMENT & UNDERSTANDING

Leverage treasure trove of data on your subscribers to **benchmark** your:

- ✓ Customer experience
- ✓ Customer understanding
- ✓ DEI&A impact



**CONNECT COMMUNICATIONS
WITH EXPERIENCE**

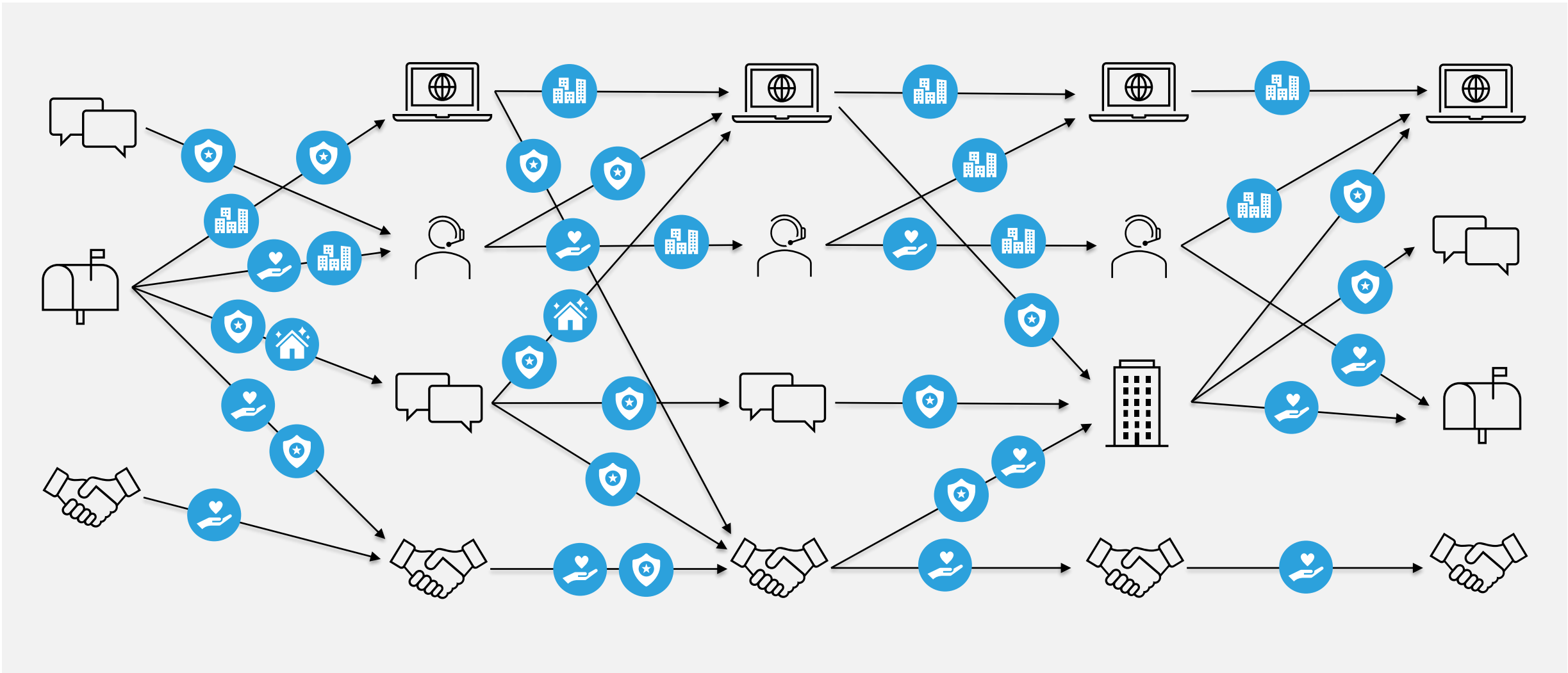
CONNECT COMMUNICATIONS WITH EXPERIENCE



TRANSPARENCY & TRUST

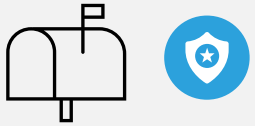
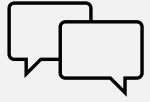
Demonstrate **respect** for your audiences by valuing their time.

Get people what they need when they need it.



So, instead of this ...

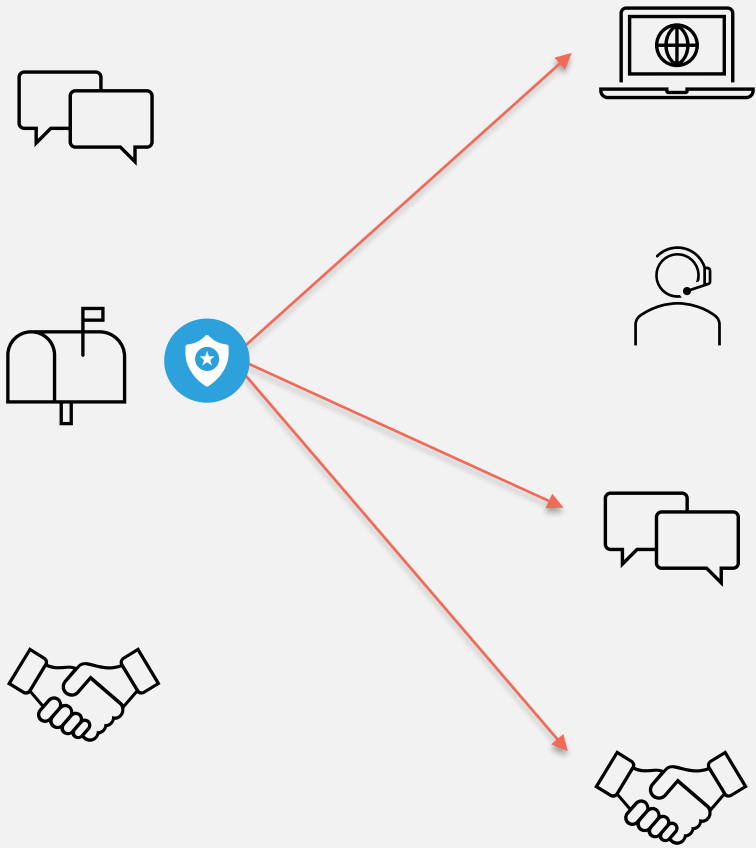
Awareness



Use empathy & data
to guide a multichannel journey

Awareness

Trust & Consider

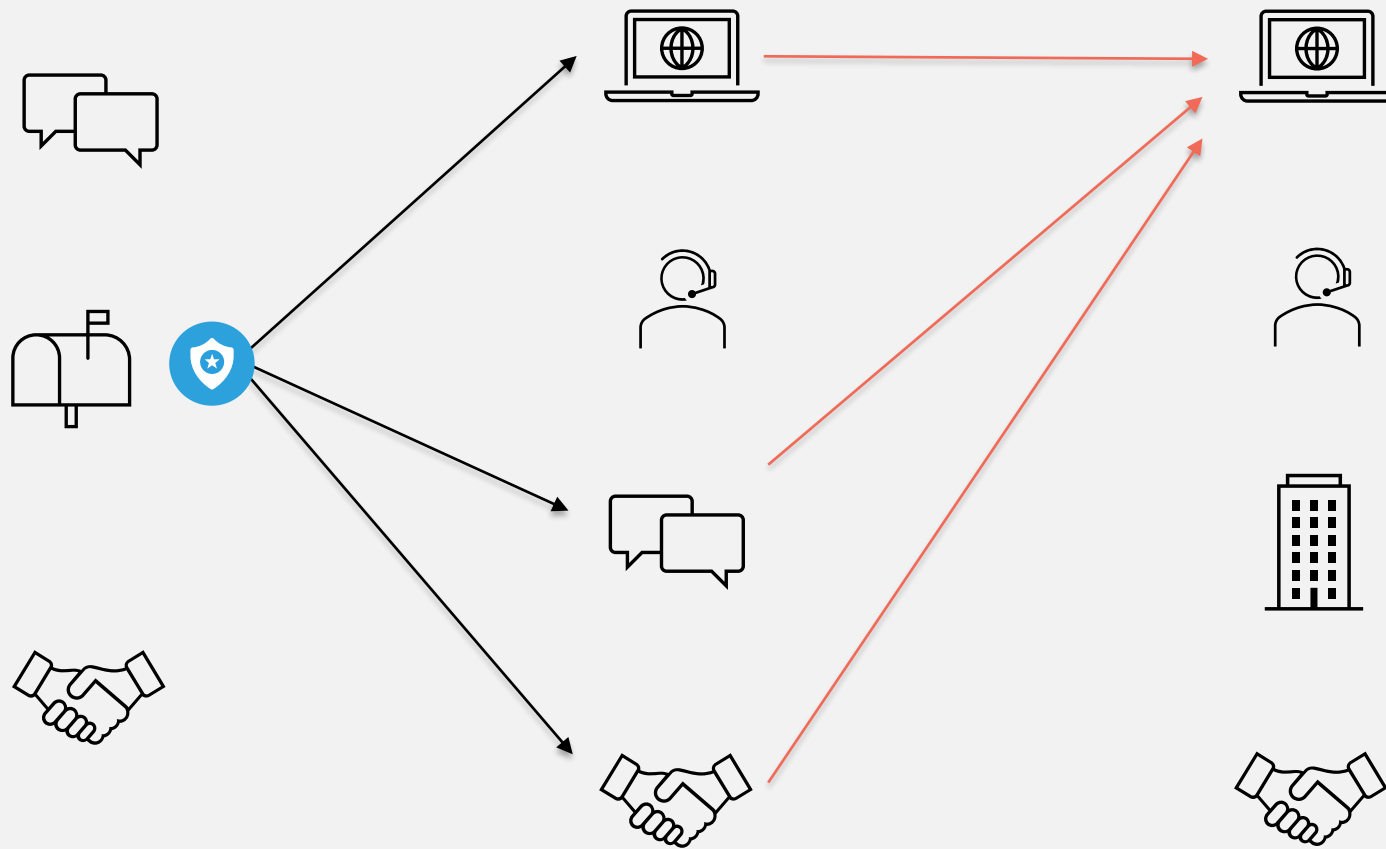


Respected.

Awareness

Trust & Consider

Decision & Action



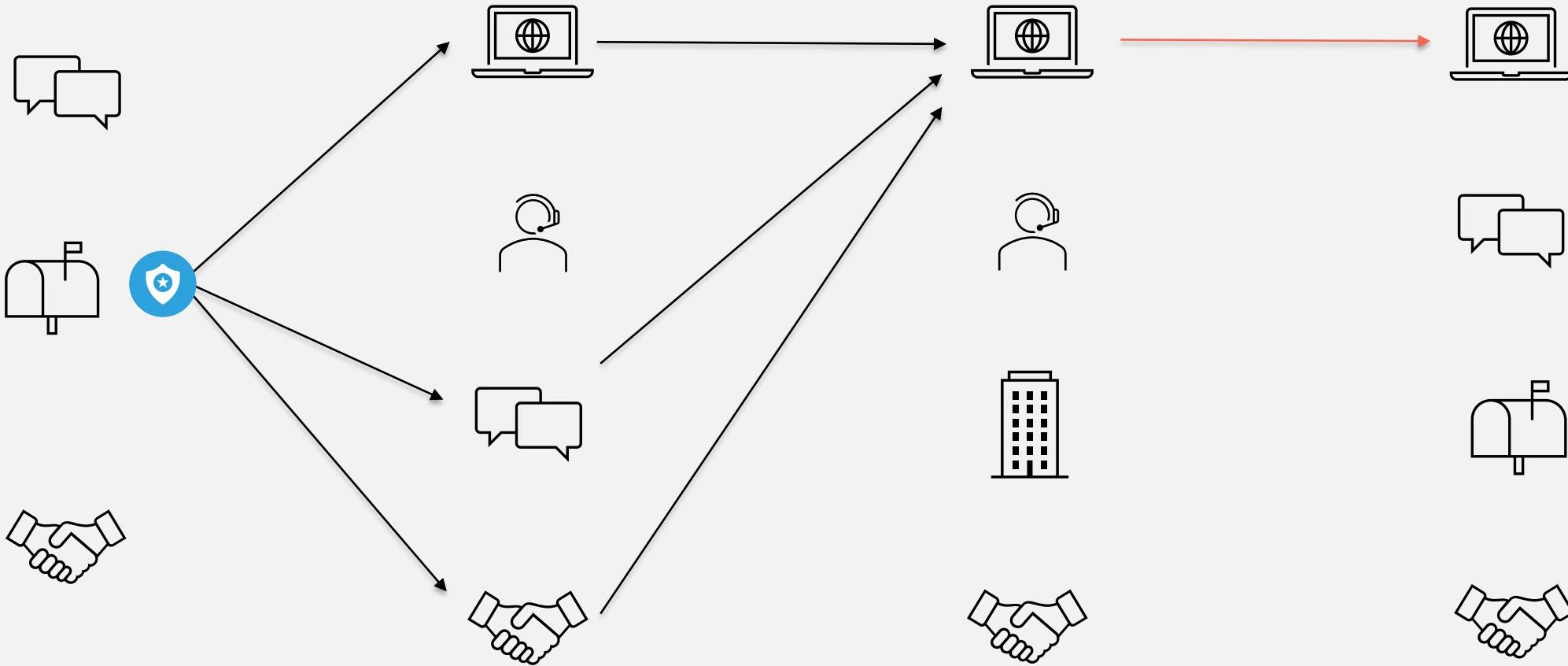
Respected. Remembered.

Awareness

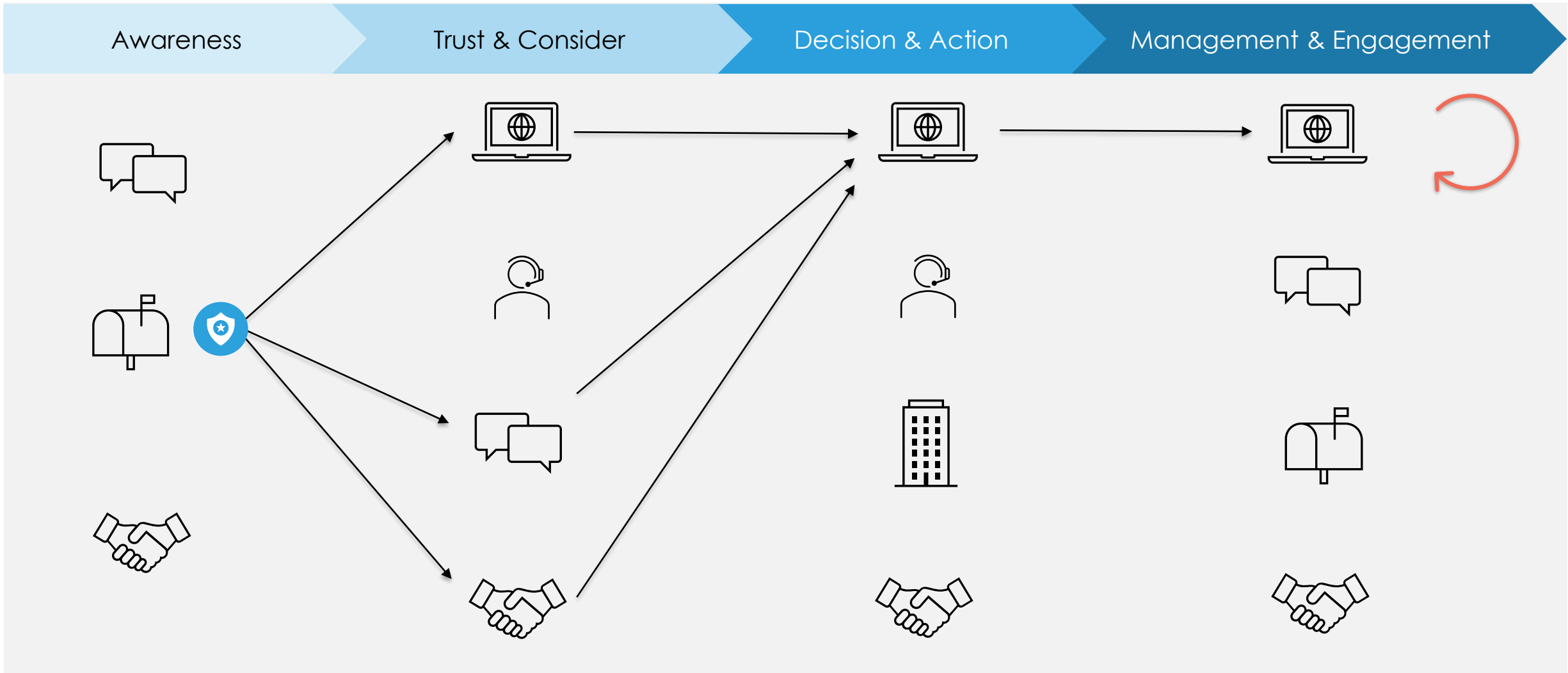
Trust & Consider

Decision & Action

Management & Engagement



Respected. Remembered. Responded to.



Respected. Remembered. Responded to. **Reminded.**

Satisfied customers are

9x

more likely to **trust an agency.**

BUILT ON OUR PROVEN APPROACH:

Drive Program Awareness, Adoption & Impact

Our lessons learned from 10 years of managing millions of journeys for government customers:

1. Raise awareness, build trust, and increase participation of programs
2. Proactively journey map the customer experience to nurture interest and drive participation
3. Provide measurable results that show agency value and CX engagement



HealthCare.gov



Medicare.gov

VA



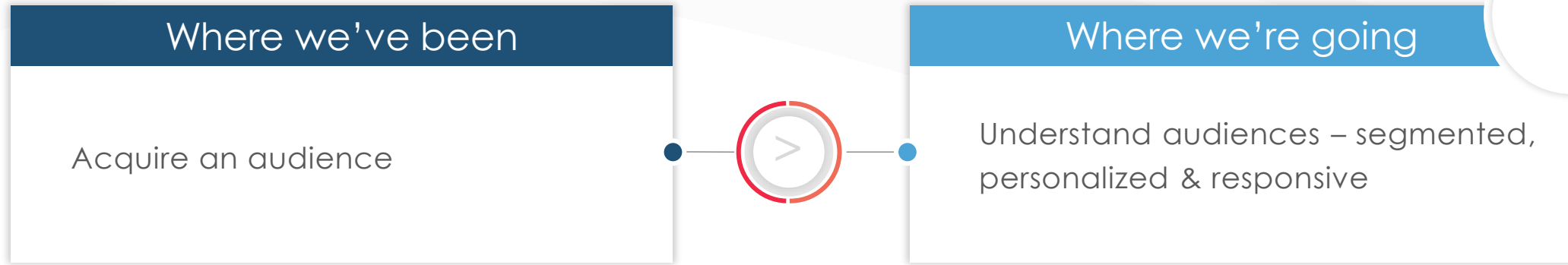
U.S. Department of Veterans Affairs





How to Connect Communications to Experience **Today**

How to Connect Communications to Experience *Today*





How do people **signup** for information from you today?

1

Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

How are your topics currently organized?
Department? Topic?
Persona?

Do they know how to navigate?

Examples of common topic trees

- Subscription Topics
 - beth test group
 - San Diego/LA
 - ebenefits users
 - eBenefits users 2
 - eBenefits users 3
 - community sleep
 - Progressive Hawaii contacts
 - VIC applicants
 - Progressive Car giveaway
 - Phillips A Sept22
 - Phillips B Sept22
 - FL Hurricane 13counties
 - NC-Asheboro ATLAS
 - SE Texas VEAC ALL
 - SE Texas VEAC partial
 - Salisbury VA Burn Pits
 - CO VEAC rural
 - theSITREP

- Subscription Topics
 - News
 - News Releases
 - Director's Blog
 - NIH Research Matters
 - NIH News in Health
 - NIH Health Information
 - NIH OC YouTube Channel
 - NIH Record (Employee Newsletter)
 - All of Us
 - Reproductibility
 - Science, Health, and Public Trust
 - HEAL Initiative
 - COVID-19
 - UNITE
 - About NIH
 - Director's Blog
 - Director's Page
 - NIH Record (Employee Newsletter)
 - All of Us
 - Science, Health, and Public Trust
 - NIH en Español
 - HEAL Initiative
 - COVID-19
 - UNITE
 - Health
 - ODSN
 - ODSM
 - Scientific Workforce Diversity

- Subscription Topics
 - What's New!
 - Tax scam and fraud alerts
 - Tax Law Changes
 - Information for businesses
 - Information for farmers
 - Tax Reform
 - Tax Law Changes
 - Tax Reform
 - News Room
 - Press Releases
 - Tax Law Changes
 - Disaster Relief Information
 - Careers
 - Current Job Vacancies
 - Individuals
 - Updates for Tax Professionals
 - Military Information
 - Income Tax Information
 - Income Tax Information- En Español
 - Opportunities to give us feedback
 - Landlord CRP
 - Audit Room and Virtual Room
 - Tax Professionals
 - Forms and Instructions
 - Updates for Tax Professionals
 - Electronic Filing Updates
 - Tax scam and fraud alerts
 - Opportunities to give us feedback
 - Audit Room and Virtual Room

1 Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

- ✓ Align capture to segmentation and channel preference

The screenshot shows a sign-up form titled "PTSD TREATMENT WORKS" overlaid on a website page. The form is designed to capture user information for a newsletter or research updates. It includes a header with the title, a sub-header asking to sign up for news, research, and treatment information, and a main input field for "Email or phone" with a placeholder "enter an email or mobile number". Below this is a dropdown menu labeled "Which Best Describes You?". A text input field asks for the user's "first name". At the bottom, there is a consent checkbox: "By checking this box, you consent to our [data privacy policy](#)". A blue "Next" button is positioned at the bottom of the form. The background shows a navigation menu with "Health" and "Benefits" tabs, and a sidebar with "PTSD: National" and "PTSD" sections. A "QUICK LINKS" section is visible at the bottom of the sidebar.

1 Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

- ✓ Align capture to segmentation and channel preference

The screenshot shows a sign-up form titled "PTSD TREATMENT WORKS" overlaid on a website. The form is designed to capture user information for a newsletter or research updates. It includes a text input field for "Email or phone" (highlighted with a red border), a dropdown menu for "Which Best Describes You?", and a text input field for "What is your first name?". A checkbox for consent to the "data privacy policy" is also present, along with a "Next" button. The background shows the VA website navigation and content, including "PTSD: National" and "Mental Health Awareness Month".

1

Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

- ✓ Align capture to segmentation and channel preference

The screenshot displays a sign-up form for 'PTSD TREATMENT WORKS' on the Department of Veterans Affairs website. The form includes a title, a description, an input field for 'Email or phone', and a dropdown menu titled 'Which Best Describes You?'. The dropdown menu is open, showing several options: Veteran, Family Member or Friend of a Veteran, Mental Health Clinician or Student, Social Worker, Non-Profit Staff, Vet Center Staff, Partner Agency, VA Employee, and Member of the General Public. A 'Next' button is visible below the dropdown. A 'data privacy' link is also present. The background shows the website's navigation menu and other content.

1 Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

- ✓ Align capture to segmentation and channel preference

The screenshot shows a sign-up form titled "PTSD TREATMENT WORKS" overlaid on a website page. The form is designed to capture user information for a newsletter or service. It includes a header with the title and a close button, a sub-header asking to sign up for news, research, and treatment information, and a form with the following fields:

- Email or phone ***: A text input field with a placeholder "enter an email or mobile number".
- Which Best Describes You?**: A dropdown menu.
- What is your first name?**: A text input field, which is highlighted with a red border in the image.
- Consent**: A checkbox with the text "By checking this box, you consent to our [data privacy policy](#) *".
- Next**: A blue button to proceed to the next step.

The background website page is for the Department of Veterans Affairs, specifically the PTSD National Center. It features a navigation menu with "Health" and "Benefits", a breadcrumb trail "VA > Health Care > PTSD: National Center", and a sidebar with "PTSD" and "PTSD Home" sections. The main content area includes a "Mental Health Awareness Month" banner and a "Treatment Options" section.

1

Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

- ✓ Align capture to segmentation and channel preference

The screenshot shows a sign-up form titled "PTSD TREATMENT WORKS" overlaid on a website background. The form includes the following fields and elements:

- Header: "PTSD TREATMENT WORKS" with a close button (X).
- Text: "Sign up for the latest news, research, and treatment information related to PTSD."
- Field: "Email or phone" with a placeholder "enter an email or mobile number".
- Field: "Which Best Describes You?" with a dropdown menu.
- Field: "What is your first name?" with a text input box.
- Consent: A checkbox followed by the text "By checking this box, you consent to our [data privacy policy](#)".
- Button: "Next" in a blue box.

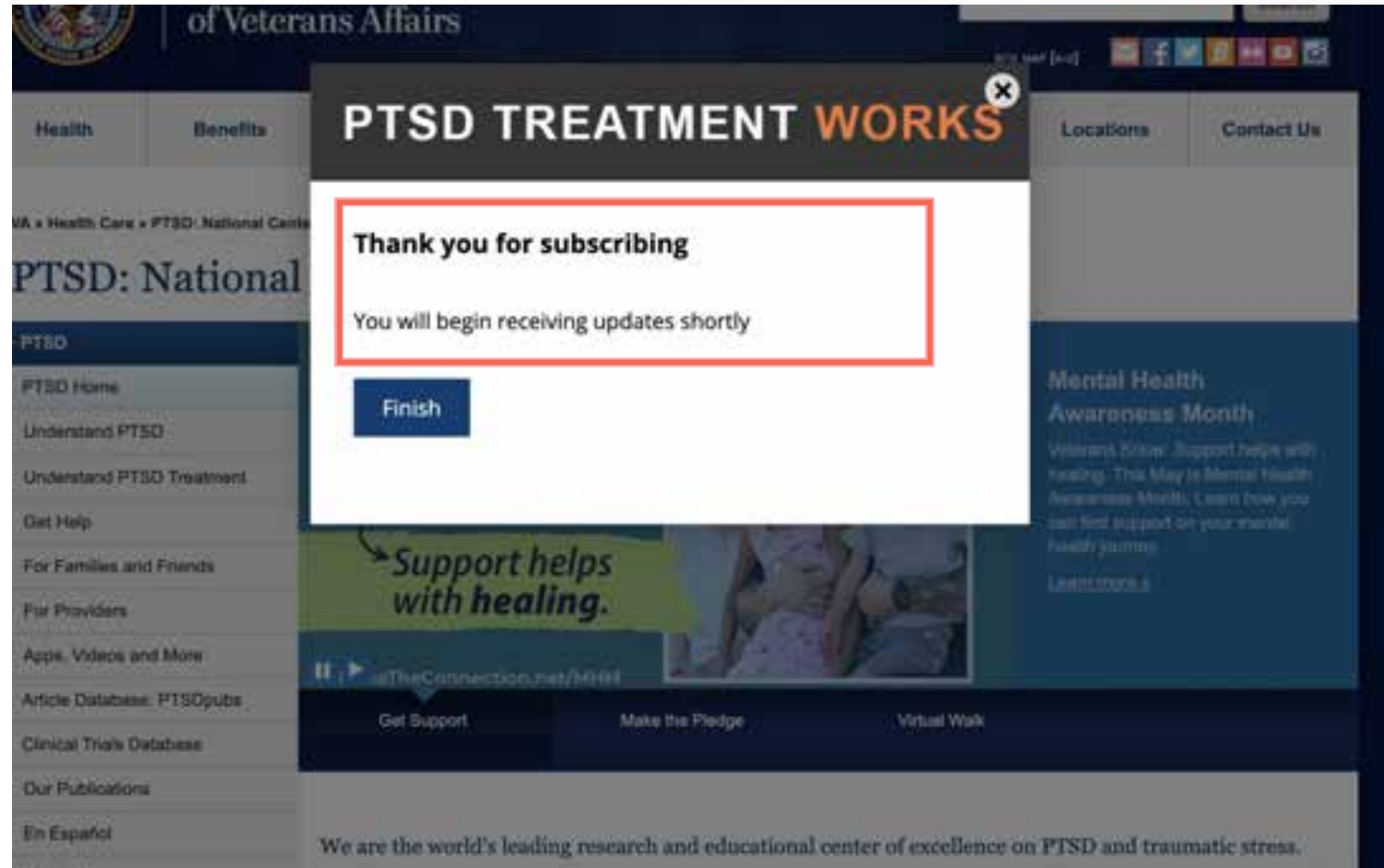
The background website shows a navigation menu with "Health" and "Benefits", a breadcrumb "VA > Health Care > PTSD: National Center", and a sidebar with "PTSD: National" and "PTSD" categories. A "QUICK LINKS" section is visible at the bottom.

1

Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

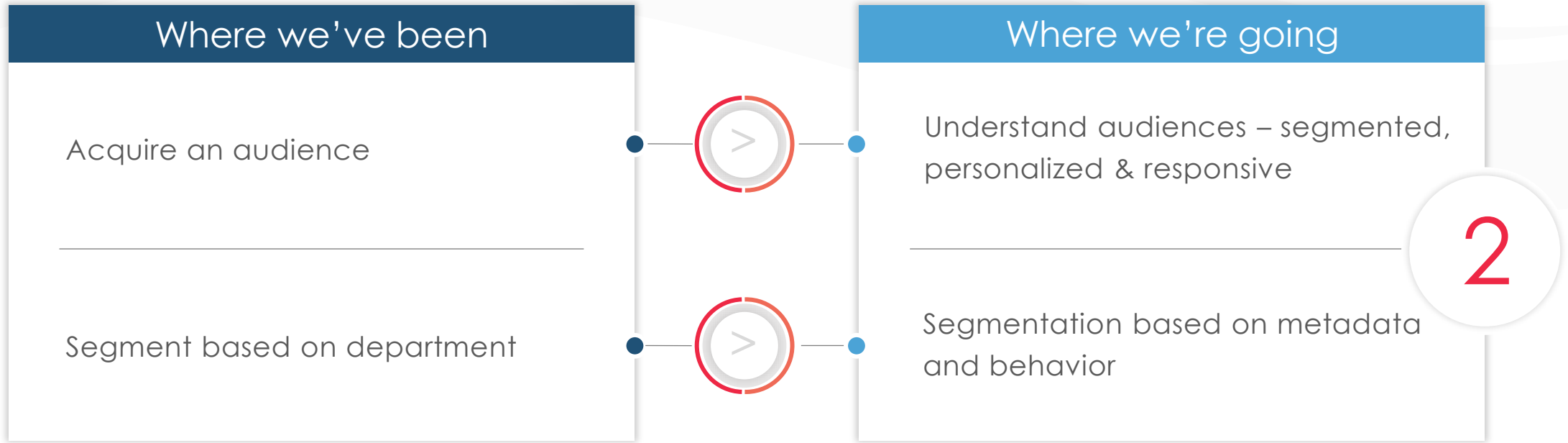
- ✓ Align capture to segmentation and channel preference



95%

of subscribers will become aware
of your initiative
with GXG's strategic approach
to the signup journey.

How to Connect Communications to Experience *Today*





What **questions** might you ask people as they sign up?

2

Maximize Your Subscribers

Segmentation based on metadata and behavior

- ✓ Ask questions to understand your audiences' content and information needs and interests

The screenshot shows a survey titled "PTSD TREATMENT WORKS" overlaid on a VA website. The survey asks the following questions:

- What type of information would you like to receive?
- What Interests You Most?
 - Mobile Apps for PTSD Treatment
 - PTSD Research
 - PTSD Treatment Options and Information
 - Stories from Veterans and Their Families
 - Connecting with a PTSD Support Provider
- Who Are You Seeking Information For?
 - I'm Seeking Information for Myself
 - I'm Seeking Information for Someone Else

A "Next" button is visible at the bottom of the survey form.



Have your subscribers **heard from
you** lately?

Have they heard from you too much?

2

Maximize Your Subscribers

Segmentation based on metadata and behavior

- ✓ Understand the health of your topics. How frequently are messages being sent?
- ✓ Are topics too broad?
- ✓ Re-engage subscribers to move them to active topics

Topic: General Updates

7,801
Subscribers to Topic

0
Bulletins Sent (per year)

0%
Engagement Rate

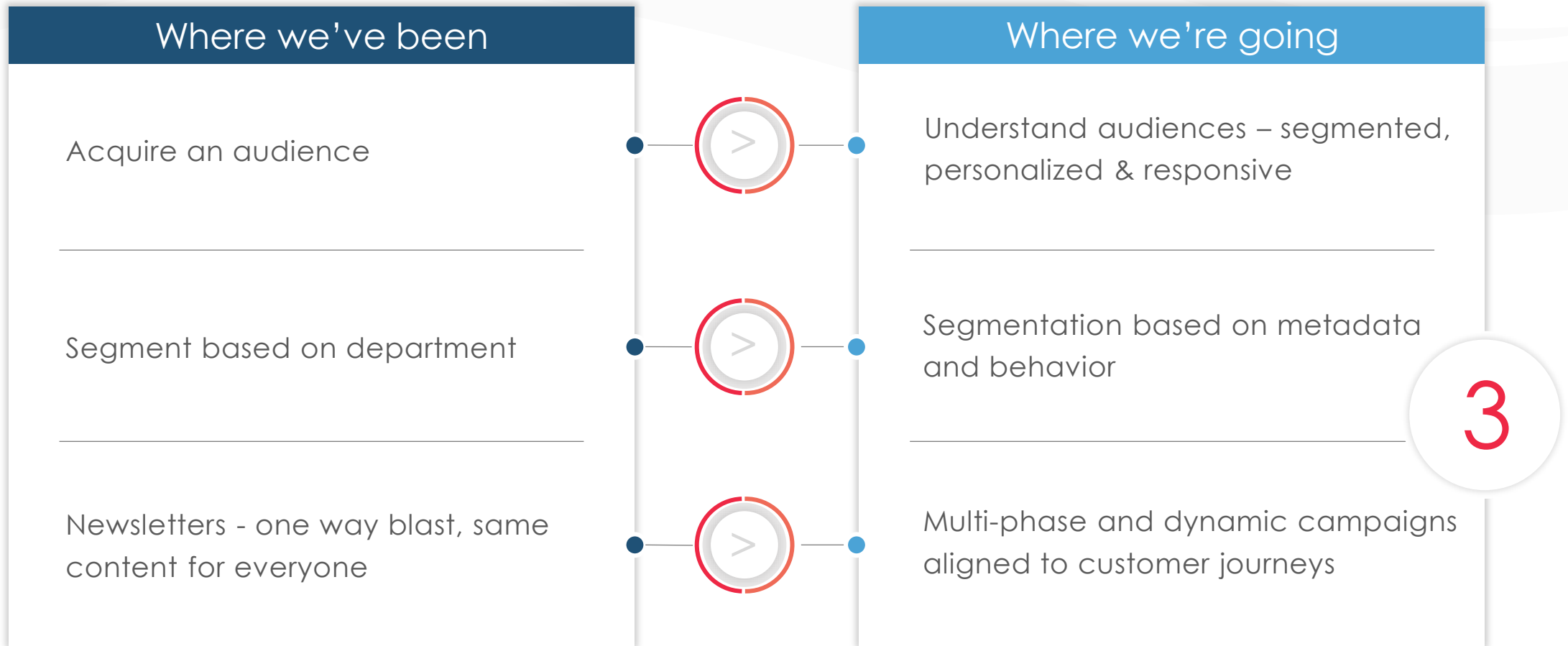
Topic: Cloud

3,235
Subscribers to Topic

25
Bulletins Sent (per year)

29.4%
Engagement Rate

How to Connect Communications to Experience *Today*





What types of **campaigns** have you sent in the past year?

3

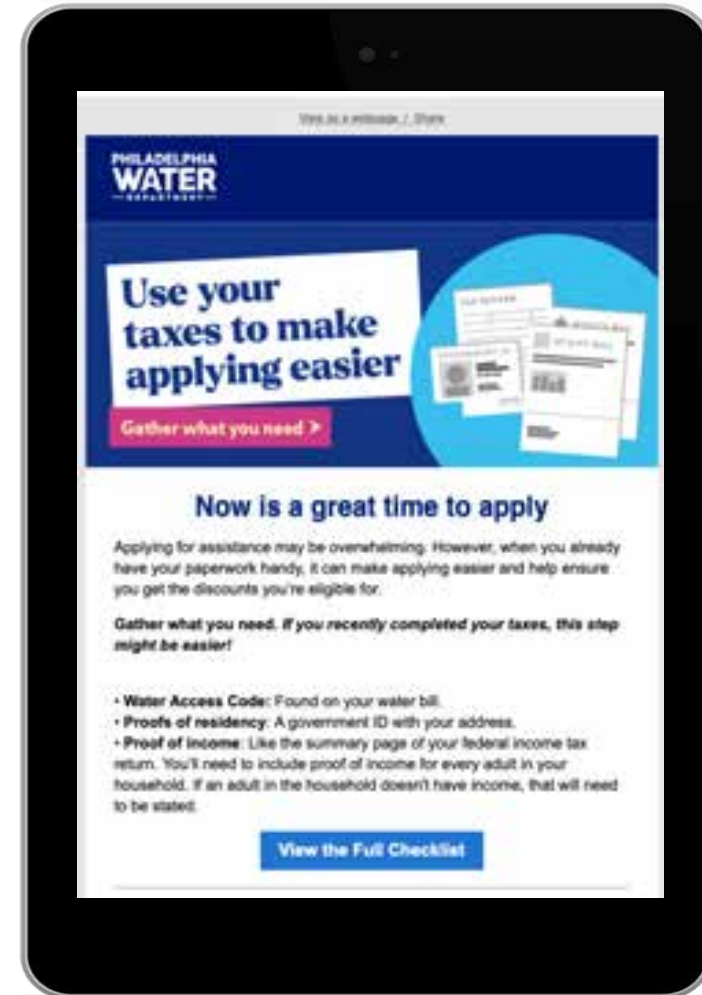
Automate campaigns for scale & sustainability

Align multi-phase, interactive & dynamic campaigns to customer journeys

Assess current approach to content management, campaigns & reporting

Campaign & content types include:

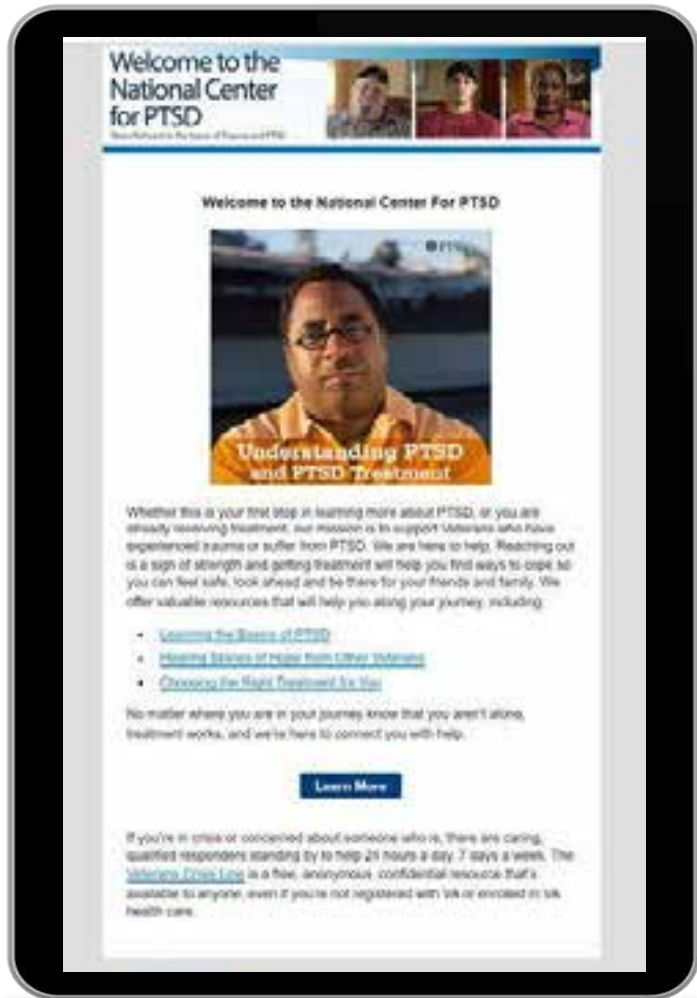
- ✓ Foundational
- ✓ Programmatic
- ✓ Evergreen
- ✓ Transactional



3

Automate campaigns for scale & sustainability

Align multi-phase, interactive & dynamic campaigns to customer journeys



FOUNDATIONAL

Build and maintain a healthy email outreach audience. Examples could include:

- ✓ Welcome message to all new subscribers
- ✓ Re-engagement message to sleepy subscribers
- ✓ Questions message to gather more information about your audience

43%

Average Open Rate for Welcome messages,
compared to 36%
for other message types.

PLUS:

5% average Click Rates,
compared to 3%

3

Automate campaigns for scale & sustainability

Align multi-phase, interactive & dynamic campaigns to customer journeys

EVERGREEN

Continually engage and educate your audience, even when you do not have timely actions you need them to take.

Examples could include:

- ✓ Monthly Tips
- ✓ Promotion of resources
- ✓ Policy reminders



3

Automate campaigns for scale & sustainability

Align multi-phase, interactive & dynamic campaigns to customer journeys



PROGRAMMATIC

Multi-touch outreach to support priority programs and initiatives

Examples could include:

- ✓ National Awareness Month, Week, etc.
- ✓ Ramp up to Open Enrollment, Open Season, Application Season, etc.

3

Automate campaigns for scale & sustainability

Align multi-phase, interactive & dynamic campaigns to customer journeys

TRANSACTIONAL

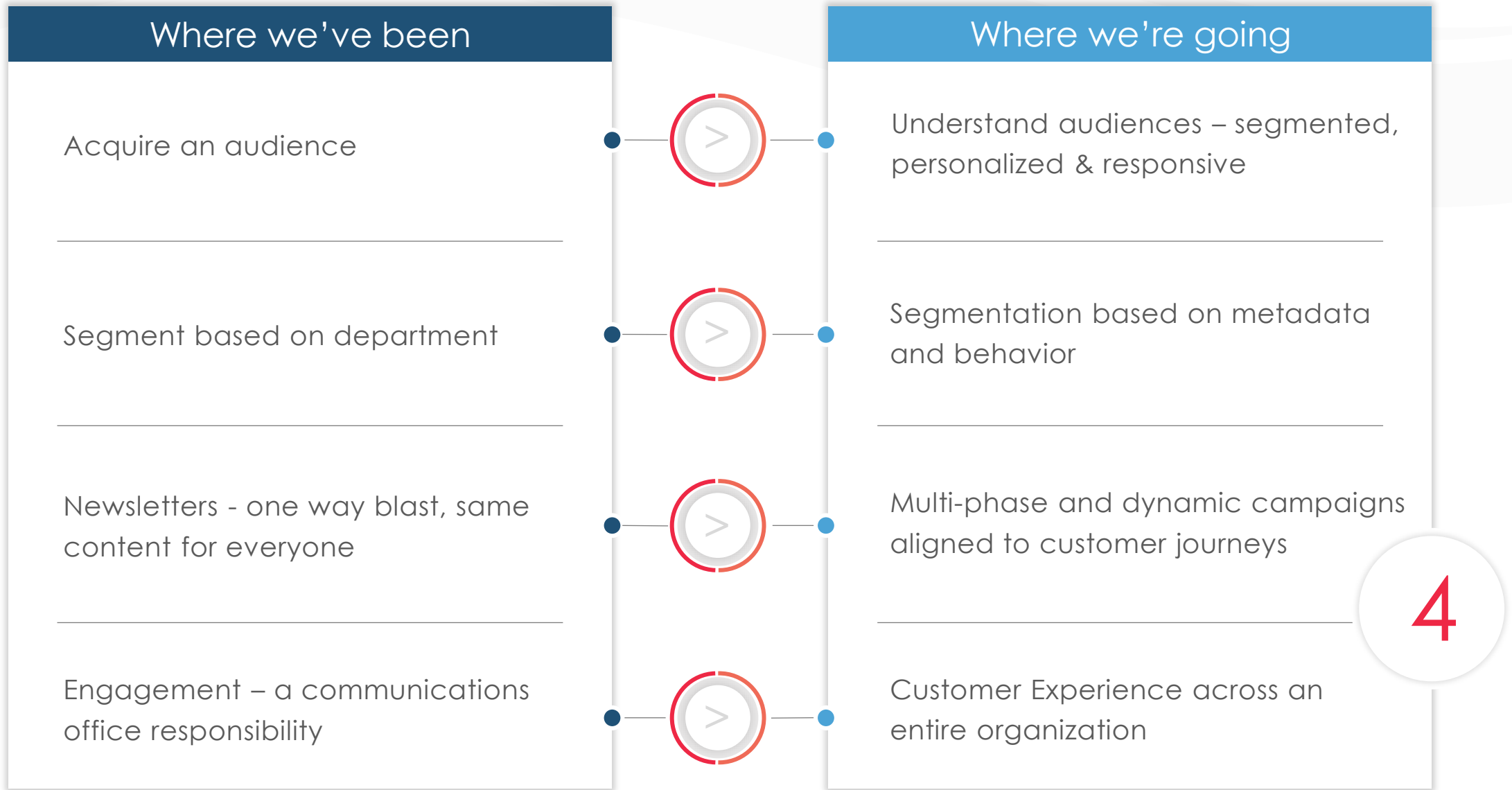
Prompt audience members to take specific actions relevant to their journey.

Examples could include:

- ✓ Renewal notification
- ✓ Application incomplete reminder
- ✓ Copy request confirmation



How to Connect Communications to Experience *Today*





How are you **connecting insights** from across the agency?
Call center, IT, program owners?

4

Experience Framework

Design a customer experience across an entire organization

HUMAN-CENTERED

GOALS

Determine what success looks like. Align on measurement plan.

AUDIENCE

Identify key audience segments, including their needs, motivations and barriers.

JOURNEY

Map the steps audiences take across multiple channels or touchpoints to achieve desired goals.

CONTENT

Access and create content needed at various touchpoints and phases of the journey.



46%

government employees said **feeling connected** to their job improves their ability to serve agency customers

From Nextgov: **“Survey: 1 in 3 Government Workers Say Agencies Aren’t Fostering Employee Connection”** – Frank Konkel, April 27, 2023



Questions?

June 13, 2023



Thank you!!



Questions? Contact info@granicus.com