



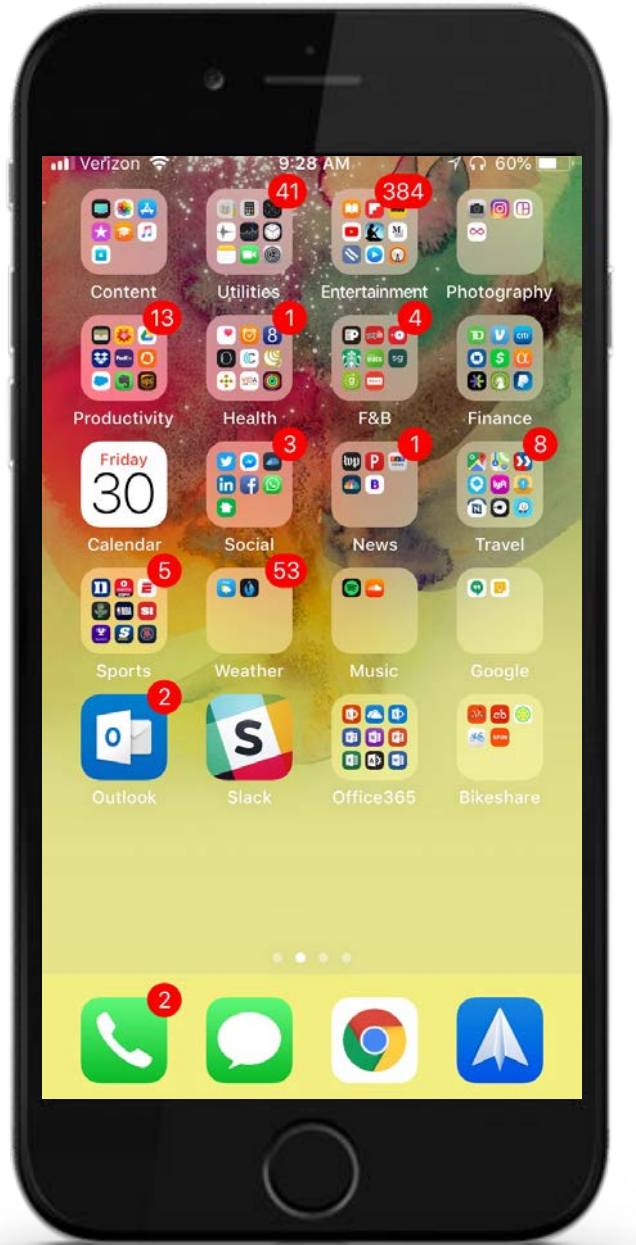
# Unleash the Potential of Text Messaging

Shawn Pillow  
Solutions Engineer

April 3, 2018



# Take Out Your Phone Hold It Up



# My Home Screen

---



What do you notice?

# Why?

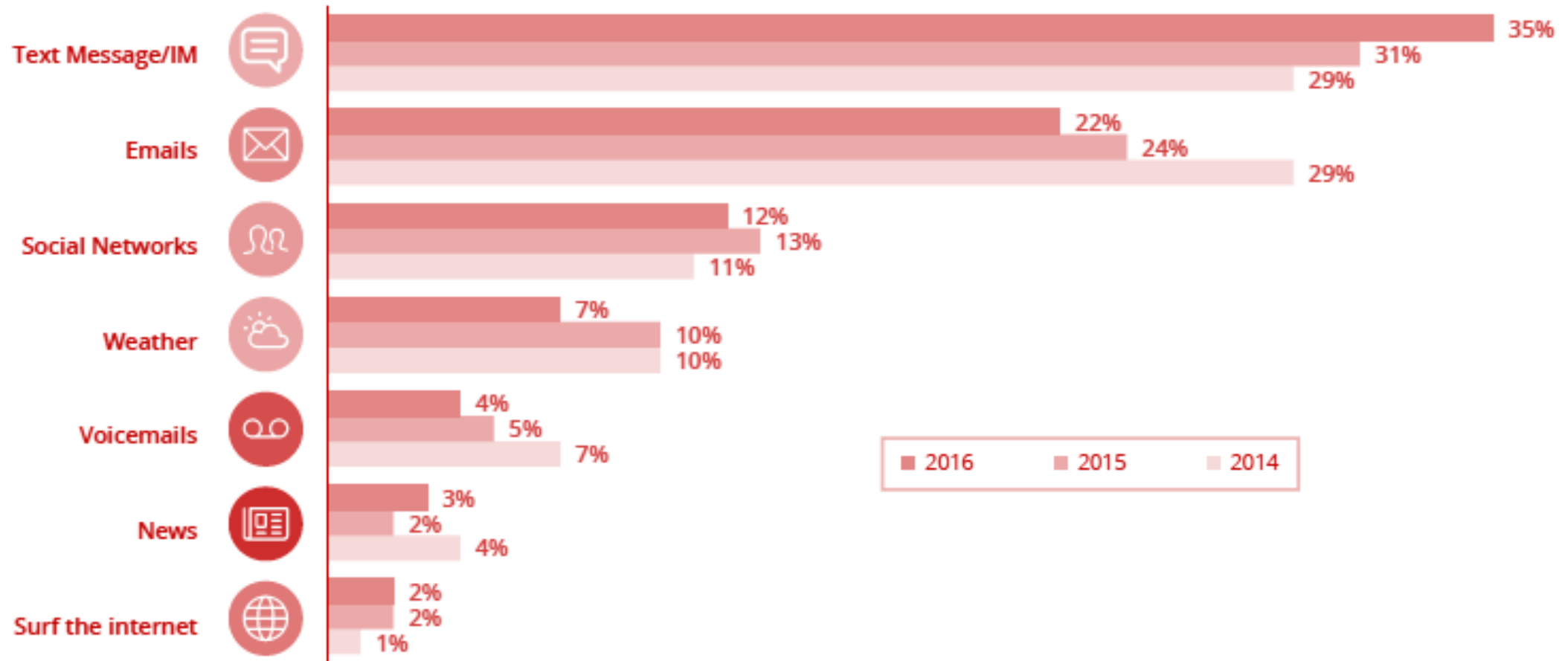
---

# 90%



# Three Minutes

# The First Thing People Do Every Day...



Source: Deloitte, "2016 Global mobile consumer survey" found at: <https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/global-mobile-consumer-survey-us-edition.html>

**BUT...**



**THERE ARE PITFALLS**

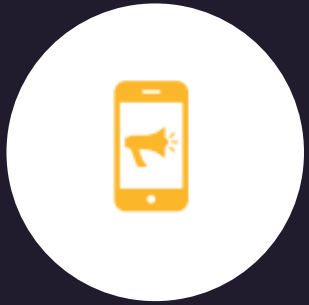
# Extraneous Messages Dilute Important Ones

SIGNAL  
VS

NOISE

# So...what works?

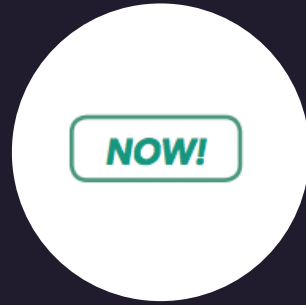
---



## Call to Action

---

Drive an outcome like calling a phone number or signing up for a program



## Information Exchange

---

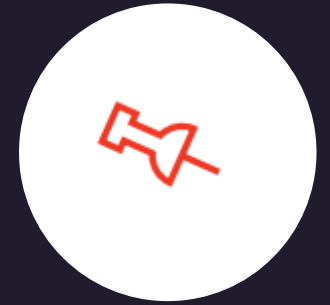
Automated responses triggered by a key word or phrase



## Promotional

---

Prompt to seek more information or to engage with external resources



## Reminders

---

Automated cues to encourage greater participation or attendance

**NOW!**

## CALLS TO ACTION (CTA)

Text messaging can be used to inspire action and help the public sector achieve its goals. Logistically, CTAs are what drive this action - whether it's through a revenue-generating event or a click-through opportunity - text messaging can help drive your audience to participate in your desired outcomes.

**Over one-third of professionals say they can't go 10 minutes without responding to a text.**

(Source: eWeek)



STAT YOU SHOULD KNOW

# Direct Quick Pointed

# Center for Disease Control and Prevention (CDC)

## *Results and Improved Reach*

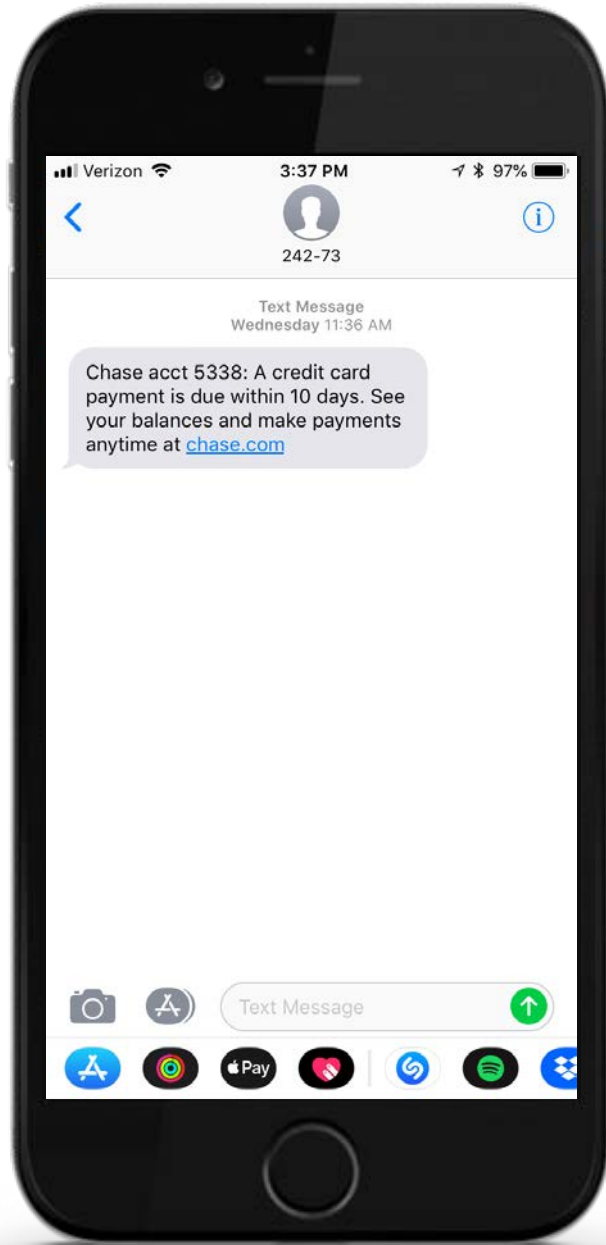


As the Zika virus spread, the CDC was working around the clock and knew they needed a way to connect with the public in real time with information they need to stay informed and safe.

### **RESULTS:**

- ✓ Successfully armed over 6,500 U.S. travelers with awareness of Zika prevention
- ✓ Participants who indicated they are traveling to a Zika outbreak country were delivered timely, awareness-to-action messaging before, during and after travel

# Everyday Example: Credit Card Payment



- Direct – Last 4 of Account
- Quick – “Pay Your Bill”
- Visit [chase.com](https://chase.com) to pay



# INFORMATION EXCHANGE

Information exchanges are usually triggered by a word or key phrase. Most information exchanges in the public sector are best served by automated responses from an organization.

**Over 6 billion text messages are sent in the U.S. each day.**

(Source: Forrester)



STAT YOU SHOULD KNOW

# Quid Pro Quo



GRANICUS

#GranicusSummit18

# Family Medicine and Interactive Text

---



**MICHIGAN  
MEDICINE**

- Surveyed over 1,000 youth with interactive surveys
- Consistently achieved over 50% survey participation rate
- Generated 14 Research Abstracts for submission

# Everyday Example: Voting Information



- Provided State
- Received Specific State Information



## PROMOTIONAL

Promotional messages can be a great way to connect quickly with citizens about upcoming events, programs or deadlines. They are a unique form of advertising where other avenues can fall short.

**It takes the average person 90 minutes to respond to email, but only 90 seconds to respond to a text message.**

(Source: CTIA)



STAT YOU SHOULD KNOW

# Leave Them Hungry

# King County, Washington

## *Expanded Reach and Access to Digital Trail Maps*



Users sent a text with “KING COUGAR” to 468311 to receive a map of the park’s lush forest and 36 miles of trails.

### **RESULTS:**

In one month:

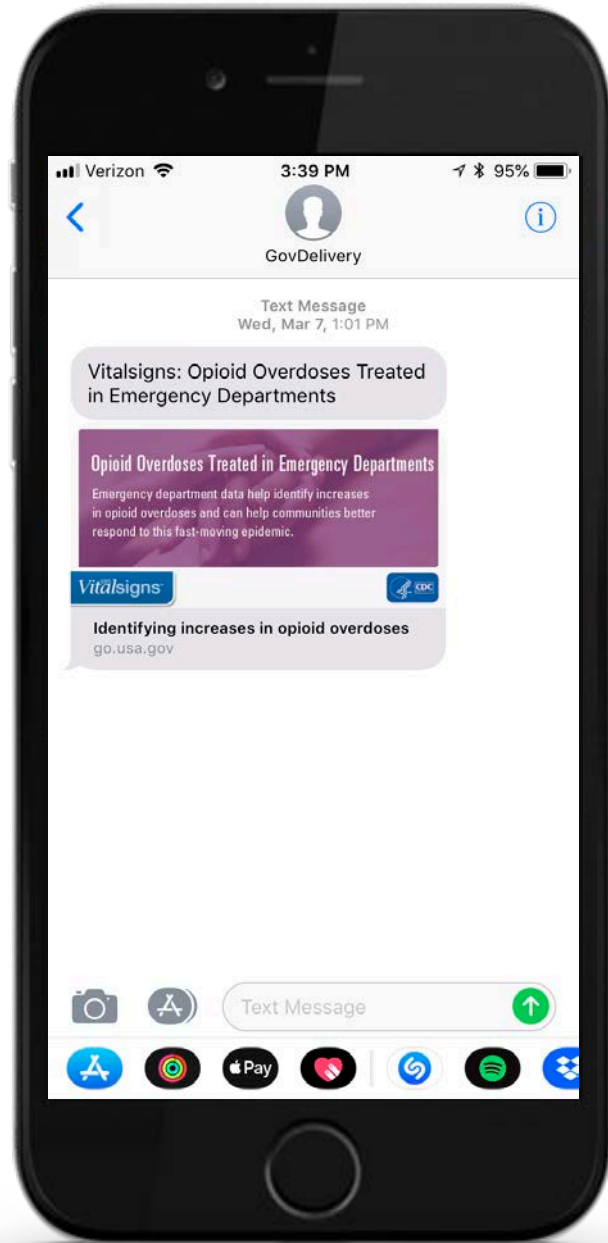
- ✓ Over 2,500 trail maps were requested via text by King County residents hiking in King County trails.

# Minnesota Metropolitan Council

---



# Everyday Example: Opioid Epidemic



- Purposeful Subject Line
- Links to More Information



## REMINDERS

Targeted text reminders can help ensure your constituents follow through on appointments and meet important deadlines. This means more time, funding and available resources for your agency.

**Text messages have a 98 percent open rate and a 45 percent response rate overall.**

(Source: OneReach)



STAT YOU SHOULD KNOW

# Specific Simple Confirmation

# Philadelphia Mayor's Office of Reintegration Services (RISE)

*Connected with Ex-Offenders to Get Them Back on Their Feet*

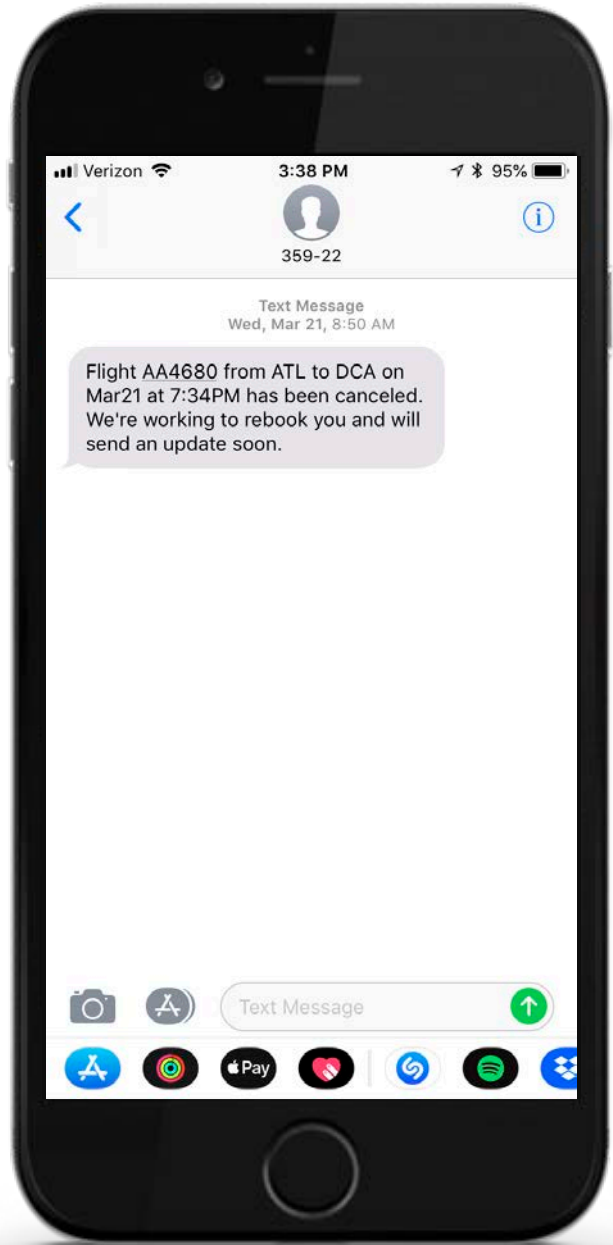


Each year, more than 30,000 citizens return to Philadelphia from federal, state and county prisons. RISE was dedicated to keeping ongoing communication with ex-offenders to prevent them from reoffending.

## **RESULTS:**

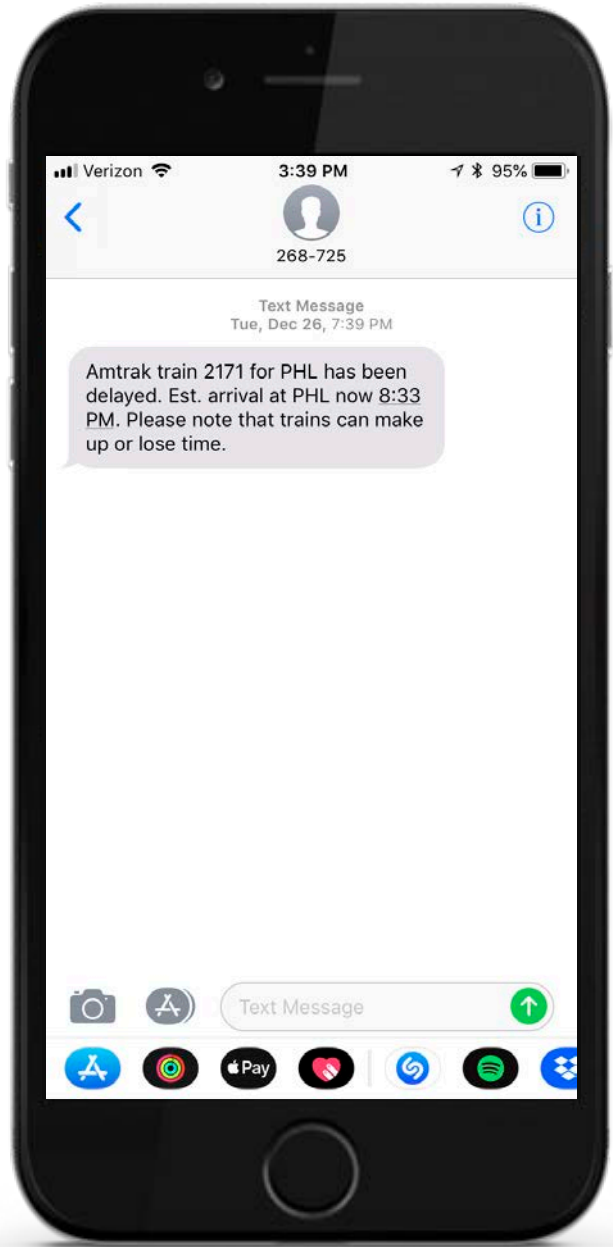
Since the adoption of interactive text messaging:

- ✓ RISE has seen better client relationships with over 5,500 individuals
- ✓ Increased event and classroom attendance by 30 percent



# Everyday Example: Cancellations & Schedule Changes

- ✓ References Flight Number, Route, and Time
- ✓ Cancelled
- ✓ We are rebooking you and will send an update soon



# Everyday Example: Cancellations & Schedule Changes

- ✓ References Train and Station Number
- ✓ Delayed – New Arrival Time
  - “Well, it might be sooner than that though or it might be even later.”



Questions?