Secured Government Notifications

The need for efficient, targeted notifications has never been more critical.

New technologies are reshaping workflows and raising expectations for accessibility and efficiency, putting pressure on agencies to innovate quickly. Amid this shift, one key tool is proving essential in bridging the gap between government services and the public: secure digital notifications.

Recent studies reveal that behavioral interventions and tailored services can double the adoption rate of online government services, underscoring the transformative potential of tailored notifications on public sector efficiency.

Digital notifications — whether sent via email, SMS, or app alerts — serve as reminders and entry points for citizens to engage with online portals and complete critical actions. Delivering timely updates directly to users builds trust while improving accessibility, including for those with limited mobility or geographic restrictions. Meanwhile, guiding users to take timely action reduces the need for call center and in-person interactions, lowering costs and increasing efficiency.

Notifications...

>> deliver critical information at specific times in a service delivery journey.

>> convey urgent and important information from government to people.

>> increase adoption of digital services.

>> help people be more compliant with government requests and programs.

>> are trackable and provide data for measurable outcomes.

Granicus' notifications capability is poised to revolutionize government communications by harnessing the power of precision notifications, enabling **agencies to engage the public more effectively and drive cost-efficiency and improved experiences for citizens and staff.**

Each time a person walks into an organization's office, it costs roughly $10 to address their issue. When someone picks up the phone to call, it costs $8 on average. Digital interactions, conversely, cost roughly $0.10 — a much more compelling return on investment.

Use Cases for Notifications

Government agencies can provide citizens and customers with convenient notifications for a variety of scenarios:

- Update them on program and benefits enrollment steps.

- Welcome new subscribers to program information.

- Alert recipients of notices and give options to receive content electronically.

- Provide critical account updates and changes.

- Keep applicants updated on application status (passports, grants, IP requests).

- Allow travelers to secure park passes and camping reservations.

- Aid in health care scheduling and rescheduling of appointments, saving hours of time on part of clinicians and patients.

- Manage recruitment processes from application receipt to interview schedules.

- Increase productivity for a strained workforce.

- Share time-sensitive weather updates.

- Remind enrollees of key payment deadlines.

For more information, visit granicus.com | info@granicus.com.

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Security is imperative

Secure notifications are designed to ensure the safe and reliable delivery of important information. Timely, strategically crafted reminders guide users to authenticated portals where sensitive documents — such as tax notices or benefits updates — can be accessed securely. This streamlined and protected process builds trust in modernized systems and encourages citizens to stay engaged with digital-first government services.

Granicus has developed the necessary security elements for successful notification adoption. FedRAMP-authorized with government-grade security protocols enabled, Granicus solutions have DoD Trusted Sender status and are unmatched in scope and depth of notification security. These include:

Authentication: All our emails are DKIM signed, comply with DMARC, and TLS encrypted.

- **DKIM:** Adds a digital signature to verify the email's origin and integrity.

- **DMARC:** Uses DKIM and SPF results to enforce policies and prevent email spoofing.

Together, they authenticate emails and enhance security. Double opt-in can also be enabled.

Identification: Leverage spoof-proof email technology and visual cues — including consistent branding, warning banners, personalization, and feedback integration — to help recipients confirm legitimacy of the sender.

About Granicus

Granicus brings governments closer to the people they serve — driving meaningful change for communities around the globe with comprehensive cloud-based solutions for communications, government website design, meeting and agenda management software, records management, and digital services, Granicus empowers stronger relationships between government and residents across the U.S., U.K., Australia, New Zealand, Canada, Latin America and the Caribbean.

Want to learn more?

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