

23 Essential Elements of a Comprehensive Notification Solution

Improve government service delivery through modern digital communication efforts with the tools, services, and insights to reach the right audiences in the right manner at the right time. Granicus solutions dramatically reduce the cost of government operations and outreach while increasing program efficacy, citizen satisfaction, and accelerated outcomes.



INNOVATIVE PLATFORM CAPABILITIES AND SKILL DEVELOPMENT

Cloud-Based Software-as-a-Service (SaaS) Solution

— Increase efficiency and productivity while reducing IT costs by adopting cloud-based digital communications technology. Granicus' cloud-based solutions are used by more than 7,000 government organisations — 450 of which are in the UK — as an end-to-end means of improving service delivery through automated, tailored notifications. Granicus helps the government efficiently connect with more than 360 million people to drive critical program outcomes across the globe.

Enterprise-Class Email System — Fast and steady deliverability allows departments and agencies to meet and exceed communication needs. Granicus utilises enterprise class mail senders with the demonstrated ability of sending more than 19.7 billion messages per year.

Performance Reports — Reporting provides public sector communicators with better insight into the needs of citizens. Reporting features embedded in Granicus' solutions provide data analysis for a 12-month snapshot of account performance and growth metrics. Usage reports that present the number of subscribers, email messages sent, click-throughs, open rates, and RSS hits by topic and category help agencies see which messages are most effective. Report Pro APIs also allow third party reporting solutions to pull data from Granicus solutions to provide advanced, next level reporting.

Easy Integration — Granicus' cloud software integrates seamlessly with agency websites, content-management processes, multi-vendor landscapes, and changing tech stacks without the need to install or alter any agency hardware.

Risk Mitigation — The Granicus Experience Group (GXG) has vast experience achieving mission critical objectives and modernising processes within complex

workflows to ensure measurable success. Prioritisation of details and dependencies mitigates risk.

Ongoing Training and Skill Development —

Departments and agencies get access to relevant on-demand training sessions and predefined learning pathways specifically designed to build staff skills and accomplish mission objectives. Platform administrators gain unlimited access to training courses through the Granicus Learning Management System.



ENHANCED REACH TO ENGAGED AUDIENCES

Existing Base of Subscribers — Agencies can organically expand their reach by leveraging the existing Granicus Subscriber Network. The network has more than 360 million opt-in subscribers, with more than 30,000 new subscribers joining every day.

Networked Collaboration Capabilities — The Granicus Subscriber Network connects more than 7,000 public sector organisations to one other, allowing local councils and central organisations to collaborate in the cross-promotion of relevant content to engaged citizens.

Leverage Traffic from the Network to Grow Subscriptions — Agencies can expand their influence and increase opt-in subscriptions based on people's interests.

Unlimited Outbound Sends — Maximise efficiency when communicating often and to large audiences with the ability to send unlimited emails.

Manage Relationships with Targeted Messaging

— Inspire audiences to take specific actions through the sending of automated personalised notifications via email, voice, and SMS messages to millions at a time. This method reduces costs, increases efficiency, generates revenue, and strengthens trust.



PERSONALISATION AND MULTI-CHANNEL NOTIFICATION

Branding, Landing Pages, and Overlays — Use web and email templates that extend the look and feel of organisations' websites for all digital subscription features without the need for additional programming. Leverage landing page links and overlays to quickly capture subscribers.

Social Media Publishing — Post to Facebook and RSS feeds at the same time as sending emails to reduce duplicity and increases staff efficiency.

Digital Analytics Tools and Campaigns — Conduct A/B testing to ensure the best performing subject lines, body content, and links are sent in the most engaging way. Dynamic audience segmentation and additional campaign functionality allows for continued notification without constant staff time.



WORKFLOW AUTOMATION AND EFFICIENCY FEATURES

Email Content Creation Tools — Granicus' solutions include native tools and templates designed for nontechnical users to create, maintain, and send content-rich, HTML newsletters and notifications.

Subscriber Segmentation and Management — Create and save audiences based on interests, engagement, tenure, and other important insights. Deliver the most impactful message through segmenting, testing, and powerful campaigns. Know a specific audience's level of engagement and track their changing needs to send the right message to the right person at the right time.

Subscriber Settings — Give subscribers a web-based profile page where they can manage their subscriptions and set delivery preferences.

Automation — Schedule manual emails to be sent in the future, use RSS feeds to automatically create messages, set multi-message campaigns to run based on criteria, and other customisable logic.

Mobile Dashboard — Launch alerts and provide the option of composing and sending short versions of messages to subscribers via the short message device in the mobile-friendly dashboard.



SECURITY COMPLIANCE AND MESSAGE DELIVERABILITY

Standard Email Authentication — Email authentication technologies such as DKIM, DMARC, and SPF increase deliverability and security of email messages.

Allowlisting — Don't get blocked from communicating with citizens. Granicus maintains an allowlist status by cultivating relationships with major internet service providers (ISPs) and related industry groups to ensure emails are delivered to a recipient's inbox rather than the bulk or spam folders.

Bounce Handling — Automated bounce handling manages all synchronous and asynchronous email bounces resulting from hard failures and soft failures.

Interface Administration — The web-based administration interface is intuitive and able to manage all aspects of an agency's system implementation, as well as administrative security such as password change requirements and a multi-level hierarchy of users with different rights and privileges.

Want to supercharge your
digital communications strategy?

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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, engagement, 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.