

# The California Department of Financial Protection and Innovation (DFPI)

How the DFPI, California's State Financial Regulator, Dramatically Improved Communication, Awareness, and Compliance Using govDelivery

**THOUSANDS**

Of Dollars Saved  
*each year by sending notifications via govDelivery*

**96%**

Email Delivery Rates  
*with a 53% open rate and a 17% click-through rate.*

**70%**

Open Rate  
*for COVID-19 guidance sent to financial institutions, with a 97.4% delivery rate and a 12% click rate.*

**ONE PERSON**

*can now assemble, automate, and share weekly communications in seconds.*

## OVERVIEW

The California Department of Financial Protection and Innovation (DFPI) has undergone several changes over the course of its multi-decade history. As regulatory complexity increased, and the Department's technology preferences changed, the DFPI sought a modern solution to help licensees and stakeholders stay informed.

## SITUATION

In its early years, the DFPI compiled weekly bulletins using a manual process with its full clerical staff dedicating an entire day to bulletin assembly. In the late 1990s, the department shifted to email-based publishing via a basic list service with limited functionality. The DFPI continued using that tool for more than a decade, growing increasingly frustrated with the service's limitations.

## SOLUTION

The early days of the COVID-19 pandemic required DFPI staff to adapt to rapidly-changing safety protocols, all while working remotely. Since the team already had govDelivery in place, sending alerts and notifications was easy and intuitive, allowing staff to communicate quickly and effectively with all licensees.

## RESULTS

With govDelivery, DFPI staff members can uncover detailed information about each group they send messages to, including how many people open an email or click a particular link, and which messages are the most effective for reaching a specific audience. The agency is striving to implement targeted, one-to-one messaging with Granicus TMS, with a full launch of its capabilities expected by mid-2022.

## MUST HAVE SOLUTION

govDelivery

“ govDelivery's detailed delivery reports have become a critical tool for our agency. Often, we will get a call from a bank CEO who says, 'well, I didn't get that email.' And I can go into the sent records and I can say, 'oh yes you did, and it was seen, and six people opened it.' So that's something that I find very useful and effective.”

- Patrick Carroll, Licensing & Information Reporting Manager