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From clicks to conversations: Two-way texting that drives digital adoption

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Today's Speakers

Meet our CX and 2-way text experts

Sid Burgess

Director, Solution Consulting
Granicus

Jeff Tzucker

Manager,
Granicus Experience Group

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Housekeeping

What you need to know

Chat

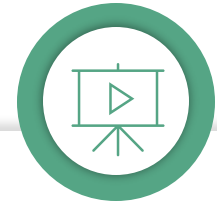Use the Chat tab to the right of the presentation to say hello to your peers!

Tech Issues

Try refreshing your browser or clearing cache to fix technical difficulties. For larger issues, head to the Event FAQ page, reach out to us in the chat, or at marketingevents@granicus.com

Questions

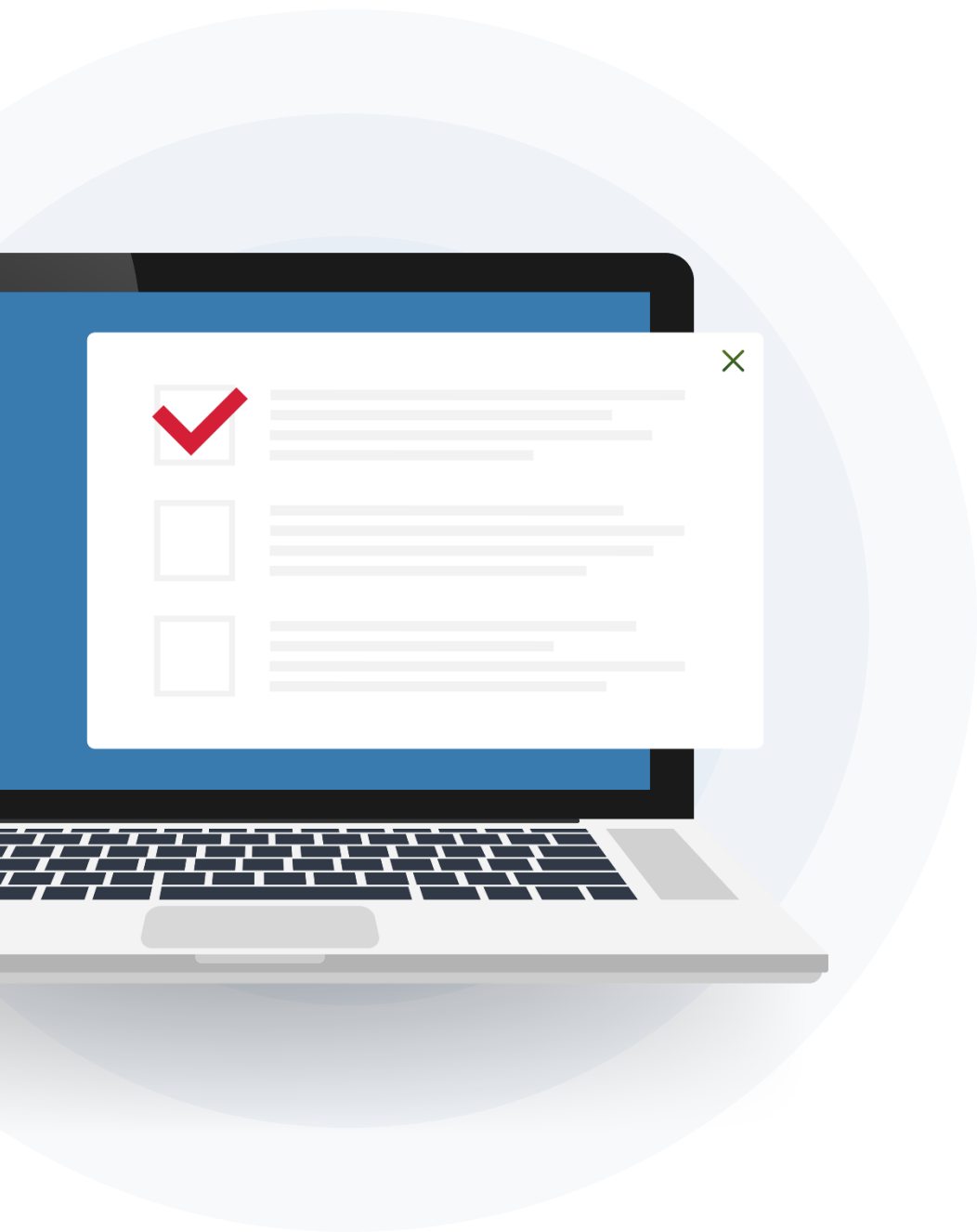Submit your questions using the Q&A tab to the right of the presentation.

Presentations

The slide deck & recording will be sent in a follow-up email.

Agenda

- Quick Polls

- Fears and Considerations

- Two-Way Texting Introduction

- Identifying Viable Two-way Use Cases

- Conclusion

Poll: Do you use SMS/text messaging in your current communications?

1. No

2. No, want to start

3. Yes, general broadcast / "batch and blast"

4. Yes, segmented based on specific program

5. Other (share in chat)
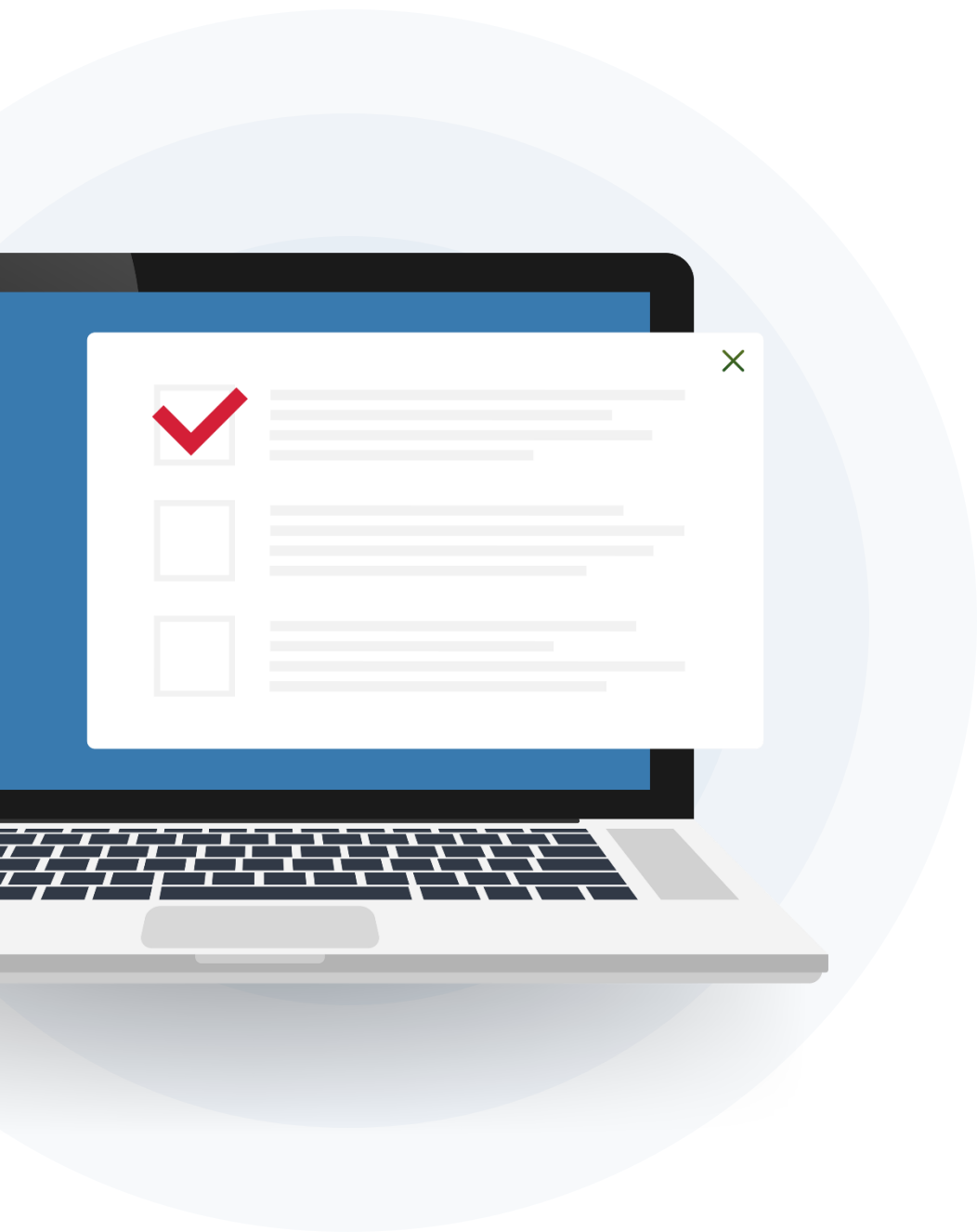
Poll: If you answered no, what holds you back from using SMS/text messaging?

1. Lack of budget

2. Lack of team members to execute SMS strategy

3. Use case not identified

4. Don't want to spam our audience

5. Other (share in chat)
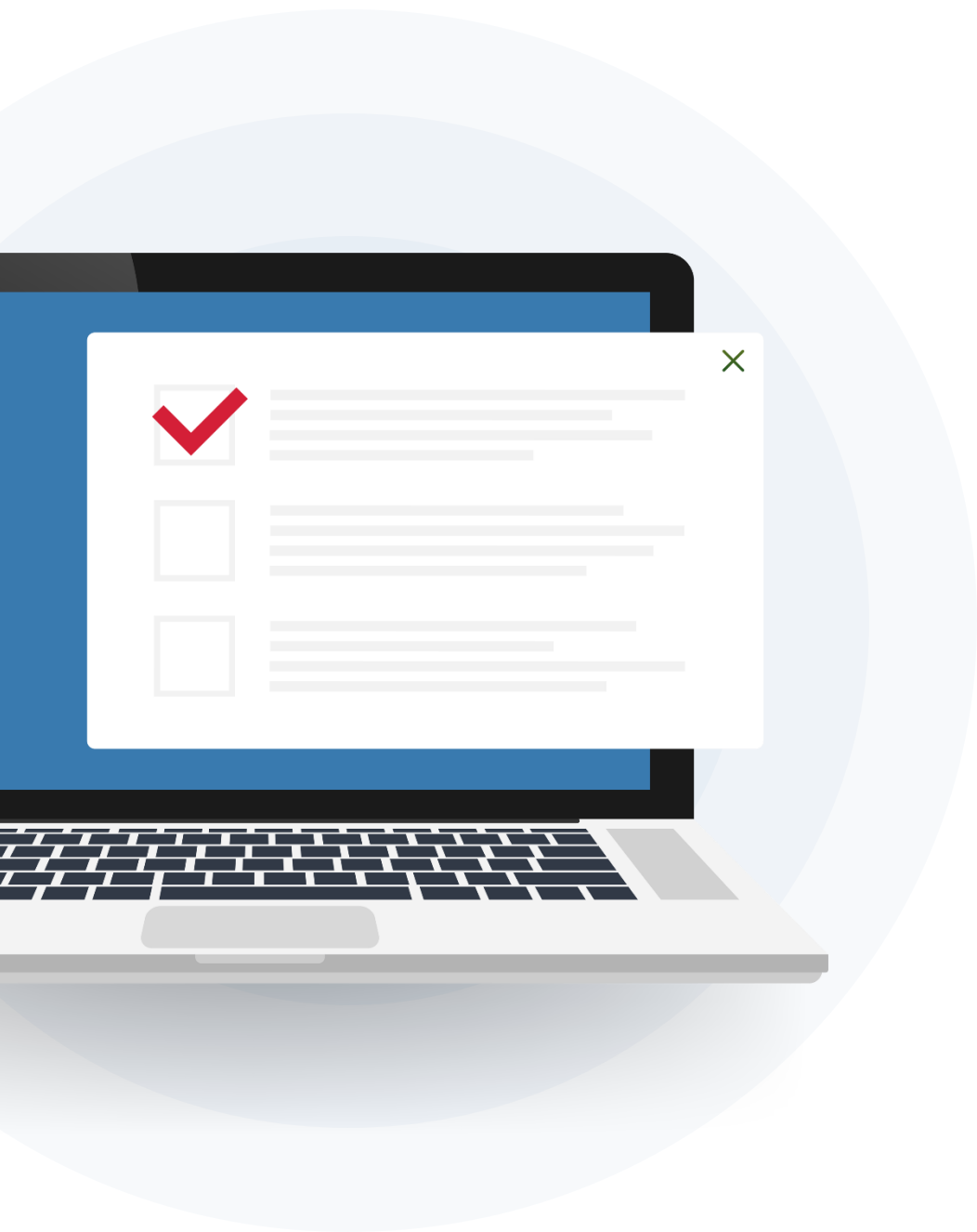
Poll: Have you identified two-way texting use cases and/or already implemented two-way texting?

1. No

2. No, want to start

3. Yes, and want to use more strategically

4. Yes

Identifying Two-Way Use Cases

Fears and considerations

- Opt-in SMS is not spam.

- Texting is ubiquitous across generations except the Silent Generation.

- Texting reaches across the digital divide.

- SMS is cost-effective and drives outcomes.

- Texting via govDelivery does not violate HIPAA/PHI/PII.*

Unless you violate it, of course.

Introducing Two-Way SMS

Automated two-way conversations with personalized journeys.

Two-way engagements start with listening. The magic starts with the first elicited response.
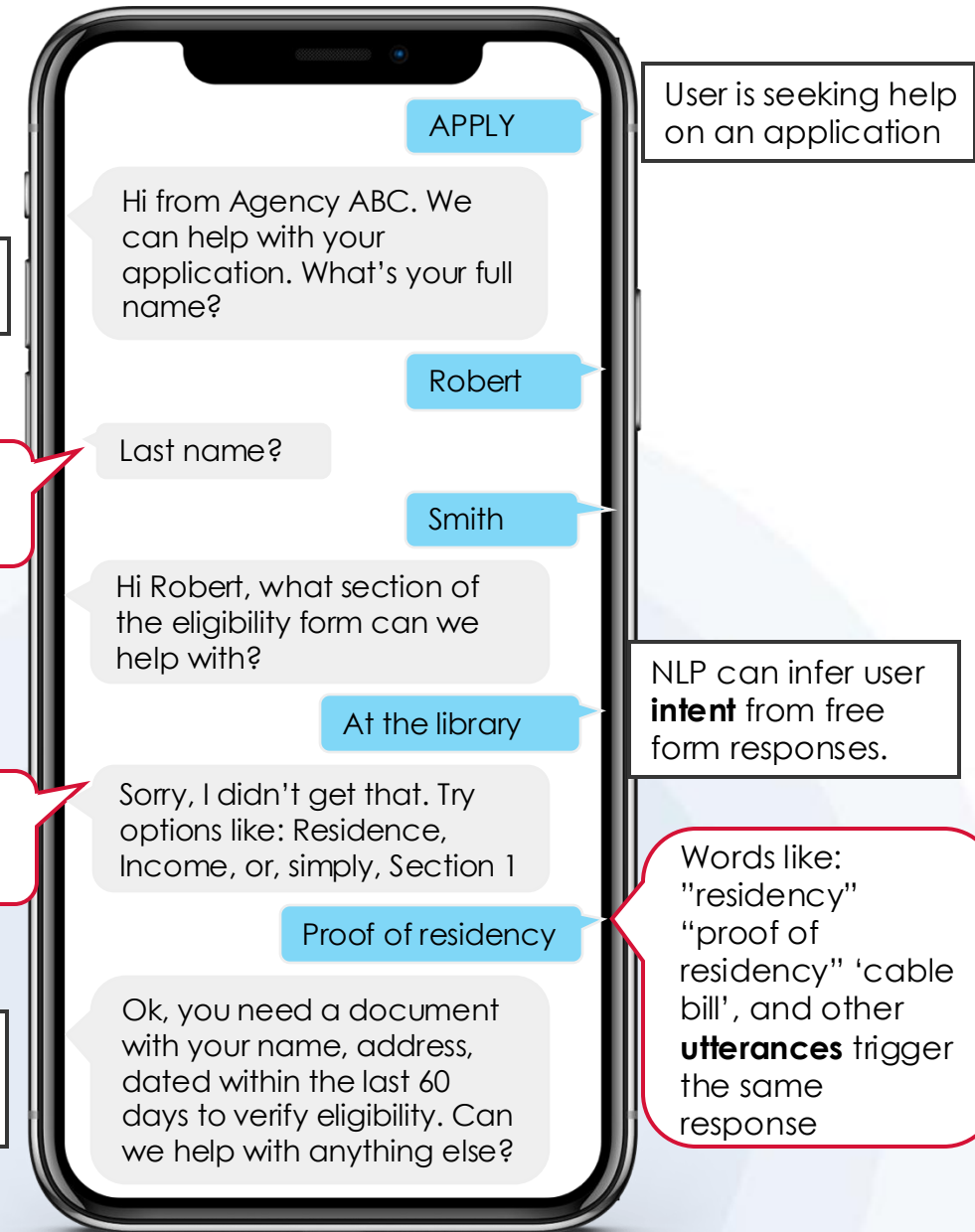
- Keywords to trigger conversations
- 1-to-Many messages to invite participation
- Collect data
- Conditional branching based on user input
- Graceful fallbacks when user input is not understood
- Natural language understanding so users can respond the way they speak

Variables are set up to collect data

Intelligently determines only first name was collected

Graceful fallback if intent cannot be inferred

Engagement continues like a natural conversation

User is seeking help on an application

APPLY

Hi from Agency ABC. We can help with your application. What's your full name?

Robert

Last name?

Smith

Hi Robert, what section of the eligibility form can we help with?

At the library

Sorry, I didn't get that. Try options like: Residence, Income, or, simply, Section 1

Proof of residency

Ok, you need a document with your name, address, dated within the last 60 days to verify eligibility. Can we help with anything else?

NLP can infer user **intent** from free form responses.

Words like: "residency" "proof of residency" 'cable bill', and other **utterances** trigger the same response

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Two-Way Complexity Spectrum

Single Intent

Typically More Straightforward
Examples:
- Pushing out internal or external Surveys
- Gather feedback or input from decentralized sources (e.g. "Please rate your experience in the park.")
- Help Line / FAQs
- General program support for enrollment or broad qualification
- Book an appointment

Multi-intent

Bots can serve multiple use-cases.
For example:
- Provide answers to FAQs and support a satisfaction survey.
- Book an appointment combined with Help/FAQs
- Determine eligibility for a single program and then apply if you were eligible.

Intent Passing

Multi-intent use cases where a user moves seamlessly from one intent to another based on answers.

A common example is "Book Flight" followed by "Book Hotel" where location data is shared across the intent. The use case understands via metadata that since you booked a flight, you may also be interested in booking a hotel.

In government, this might look like determining basic eligibility and then the two-way engine can automatically flow you into certain programs to apply.

Adding Two-Way to Your Outreach Efforts

Where do you start?

- ✓ Identify areas in a customer journey where there are drop-offs in adoption or points of confusion.

- ✓ Identify opportunities to gather feedback following a service.

- ✓ Review call center questions to understand where residents are struggling.

- ✓ Identify *need-to-have,* not *nice-to-have,* opportunities that helps drive program outcomes.

- ✓ Identify operational pain points or bottlenecks where adding an automated channel could be beneficial.

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Two-Way Use Case Journey Sample

Terms & Conditions	Explore	Determine Eligibility	Apply	Validate	Make Appointment	Survey
Thank you for subscribing to Support Office texts. Reply HELP for help, STOP to stop. Msg & Data rates may apply. Visit govt.gov/terms for help.	Welcome to the Support Office! Would you like to explore ways we can help you and your family? Reply YES or NO Questions? Reply FAQ	Our office helps families who need help paying for childcare. Would you like to check if you may be able to get help? Reply YES or NO Questions? Reply FAQ	Support Office: We have determined you may be able to receive help. Would you like to apply? Reply YES or NO Questions? Reply FAQ	Support Office: Thank you for applying! Please make sure your contact information is correct. Reply INFO to begin.	Support Office: Please schedule a time to review your application with us. Reply TIME to begin.	Support Office: Please let us know how we did. Reply YES to begin a short 3-question survey.

Indiana Family & Social Services Administration

The Office of Early Childhood and Out-of-School Learn eligible families who don't complete enrollment.
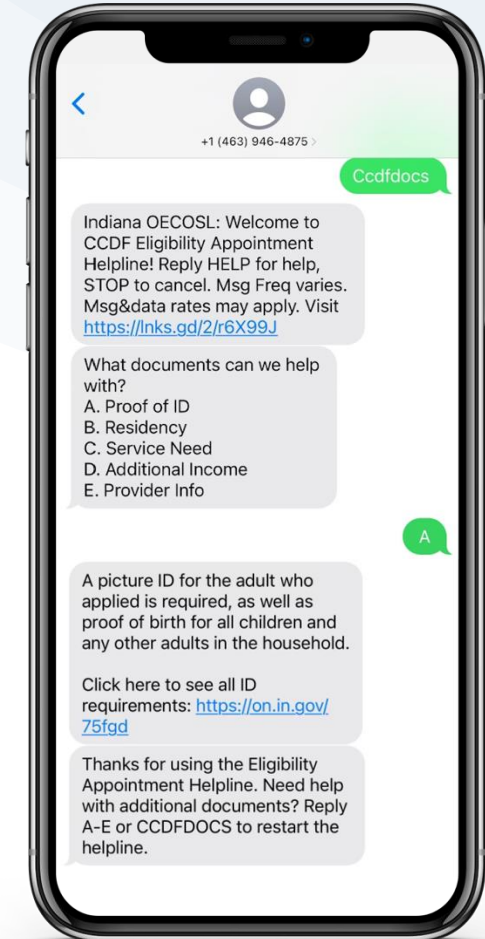
CHALLENGE
Families will complete the initial eligibility application, but many will not complete enrollment.

SOLUTION
Develop a just-in-time two-way texting support solution that gives families a way to check which documents they need to complete enrollment.

OUTCOME
Hundreds of families have used the two-way texting solution to understand which documents they need to complete enrollment.
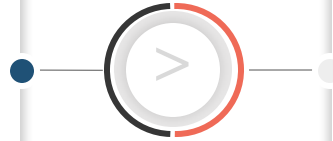
Communications Transforms Customer Experience

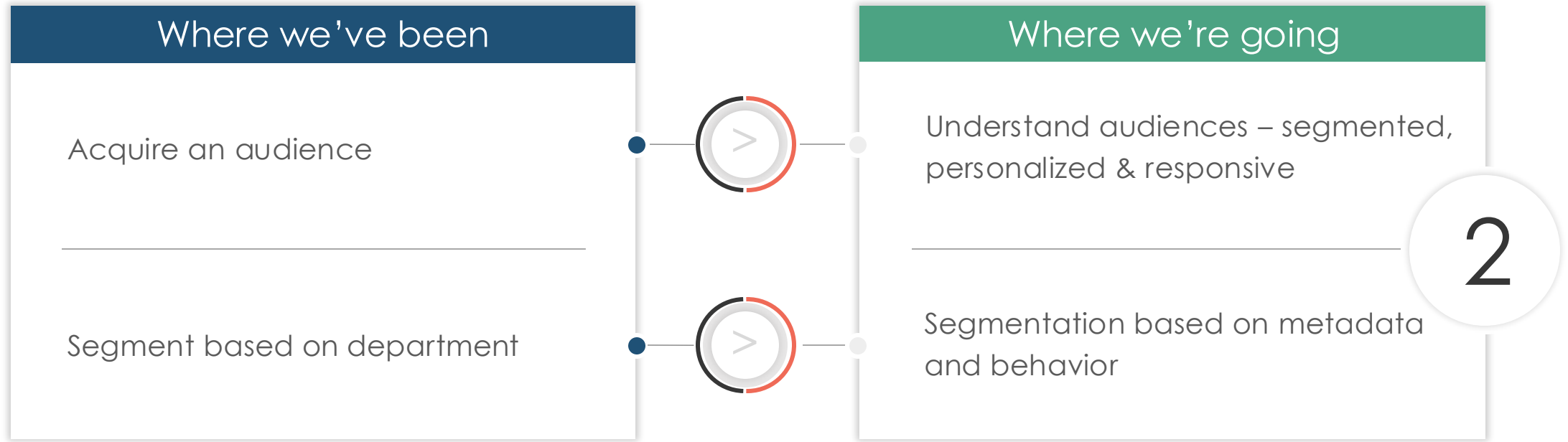| Where we've been	Where we're going
Acquire an audience	Understand audiences – segmented, personalized & responsive

1

Communications Transforms Customer Experience

Where we've been	Where we're going
Acquire an audience	Understand audiences – segmented, personalized & responsive
Segment based on department	Segmentation based on metadata and behavior

2

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Communications Transforms Customer Experience

Where we've been	Where we're going
Acquire an audience	Understand audiences – segmented, personalized & responsive
Segment based on department	Segmentation based on metadata and behavior
Newsletters - one way blast, same content for everyone	Multi-phase and dynamic campaigns aligned to customer journeys

3

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Communications Transforms Customer Experience

Where we've been	Where we're going
Acquire an audience	Understand audiences – segmented, personalized & responsive
Segment based on department	Segmentation based on metadata and behavior
Newsletters - one way blast, same content for everyone	Multi-phase and dynamic campaigns aligned to customer journeys
Engagement – a communications office responsibility	Customer Experience – involves the entire organization

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Thank You

Questions? Contact info@granicus.com

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