



The Case for Digital First Government: Notifications & Self Service

Leveraging Digital Communications to Guide the
Journey & Provide Confident Next Steps in Public
Service Delivery





Agenda Today

- Introduction
- The Digital Gap
- The Vision and Approach
- Efficient, Targeted Notifications
- Thank you!

Connecting & Interacting Today



Questions

Submit your questions using the Q&A function on your console. We will ensure a representative gets in touch.



Chat

Use the Chat to interact with peers.



Technical Issues

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



On-Demand

We will email you the link to watch the recording within 48 hours.

Today's Speaker



Charlotte Lee

Granicus Director of Strategic Growth

The Gap

How might we **close the gap** between digital services and digital communications?



The Era of (Much Needed) Transformation

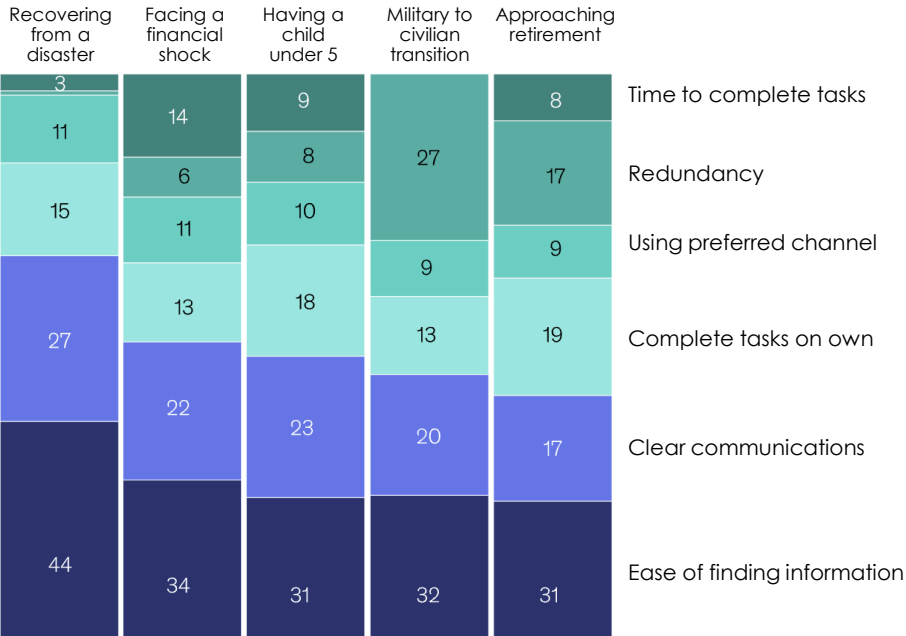
LEGACY SERVICE DELIVERY

- **Disjointed and inconsistent** information online
- **Reliance on costly** call centers or in-person visits
- **Paper-based notices** with low accountability and high cost

The Comms Gap

SELF-SERVE DIGITAL SERVICES

- **Data Interoperable & responsive platforms** drives insightful decision making and reduces fake or fraudulent Information
- **Seamless and Unified Source of Information** to allows self-sufficiency and troubleshooting
- **Verified Recipient and Sender** to Establish Safe Connection and Delivery of Information



Finding information and
clarity of communication drive
customer burden for many life
experiences.

Under Communicating Erodes Trust



'He died from the conditions that he applied with'

Experts who testified at the hearing said they have seen the effect of the growing wait times firsthand.

One Social Security disability applicant finally had a hearing scheduled for next month but did not live until the scheduled date, according to David Camp, interim CEO at the National Organization of Social Security Claimants' Representatives.



For now, though, "the system is what it is," Mike says. "If you don't have the patience, it's going to be a painful wait."

Understanding the Cost of a Comms Backlog

VA Medical Centers



15-18%

Missed
appointment rate



\$200/hr

Average cost of
appointment



25 FTE

Average call center
personnel
above capacity at
VA Medical Centers



90%

Call center inquiries
regarding
appointment
scheduling

Vision and Approach

What is possible when we apply strategy
to digital tools available?



Designing a Different Experience

Proven Digital Communication Methods for **Channel Shifting** to Decrease Cost, Increase Compliance, and Encourage **Self-Sufficiency**



REMEMBER

Personalized communications emphasize importance. UK study found that adding recipient's location-specific messages to tax reminders **increased compliance by 15%**



RESPOND

Black hole experiences cause inefficiencies, while responsiveness raises compliances. In Indonesia, a behavioral trial with 11.2 million taxpayers revealed that **simplified email reminders increased early filings significantly.**



REMIND

Follow-up SMS or email acknowledging a completed action reinforces positive behavior and builds trust, while also **providing direction for next steps.**

Modernized, Scaled, and Precise Communication

The right message to the right person delivers critical information & encourages action,



Geographic

- Customer Location
- State
- Region
- Rural vs. Urban



Demographic

- Age
- Gender
- Occupation
- Socio-economic group



Psychographic

- Personality
- Lifestyles
- Attitudes & beliefs
- Concerns
- Social status



Behavioral

- Level of familiarity
- Rate of involvement
- Benefits sought



LANCE

Recently Separated
Veteran

DEMOGRAPHICS



25 years old



Former Marine Tank
Crewmember



Warehouse Employee



WHO AM I?

- Afghanistan War Veteran
- Served in the Marines for 4 years
- Single male
- Experienced combat-related trauma during deployment
- Discharged from the Marines less than 10 years ago
- Struggling with financial and social stability
- Feels most comfortable around other Veterans
- **Facing my first appearance in Veterans Treatment Court**



WHAT ARE MY GOALS?

- **Eliminate my mental health symptoms to improve the quality of life for my friends and family**
- Understand what PTSD is and if I have it
- Learn what treatments are available for my symptoms
- Keep up to date with ongoing PTSD research and future treatments
- See how others like me are dealing with their PTSD situations



WHAT ARE MY PAIN POINTS?

- **Unwilling to put my own needs before the needs of others**
- Still struggling to adapt to the civilian world and not easily trusting
- Don't want to admit I have a problem or let anyone find out about it
- Confused by VA ecosystem
- Mental health is last in my long list of daily responsibilities
- Afraid of the unknown – what is mental health treatment really like?
- Feeling like a burden on my family and friends



WHAT DO I NEED?

- Understanding of what PTSD is and whether I have it
- List of available treatments and future treatments
- Success stories from others like me so I can better understand the treatment process
- **My family and friends to support me and get me into treatment**



PTSD



Never Been
to Treatment



Began
Treatment
and Stopped



Current
Treatment

**EXAMPLE:
Detailed Persona**



ENGAGEMENT WITH YOU

None

Passive
(e.g. Gets the
org informatio
n via social
media, news,
friends)

Access
(e.g. Uses
website for
research)

Involved
(e.g. Receives
the org emails
and routinely
reads them)

Advocate
(e.g. Shares informat
ion)



PERCEPTION OF THE ORG



Unaware



Negative



Neutral



Positive



CONNECTION TO MILITARY IDENTITY



Rejects
Military
Identity



Embarrassed
by Military
Identity



Accepts
Military
Identity



Promotes
Military
Identity



How do I get back to living
a normal life?



Enabling a Self-Sufficient Public

The right automated message to the right person promotes desired shifts in behavior and move to digital channels, alleviating workforce strain.

Understands the Process

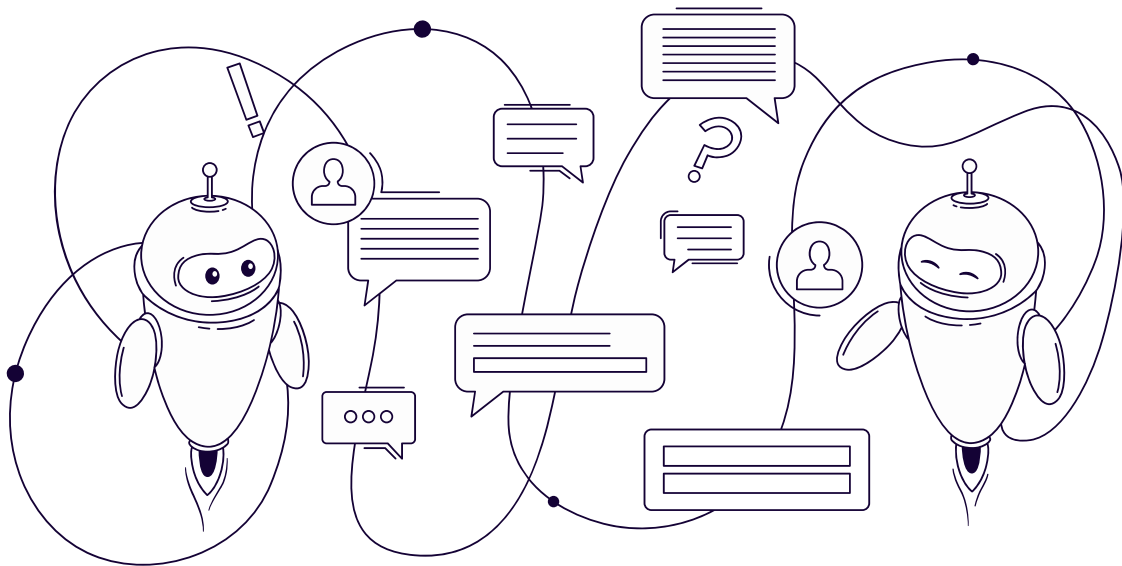
Prepared with **proof of identity** and relevant documents needed to complete the process and minimizes risk of mistakes.

Solves Problems

Feel comfortable **using online tools** and AI services to troubleshoot tasks instead of needing to call or visit in person

On Time

Well-informed and increasingly digitally native population **takes actions** necessary to increase compliance.



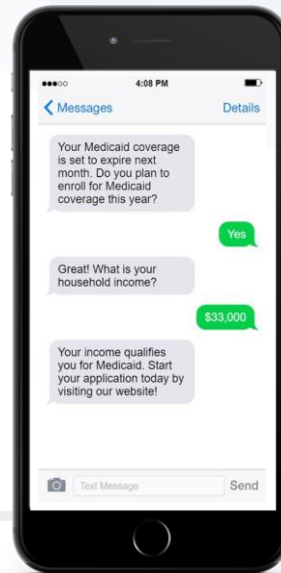
Evidence-Based & Common-Sense Innovation

How **easy** was it for people to take the right next steps?

Respond

14%

Of job seekers did not feel respected during their most-recent job search. "Recruiters could have been more respectful by telling candidates why they weren't advanced to the next stage in the recruitment process, **following up** with candidates soon after an interview (31%); acknowledging receipt of applications (28%); and **sending out timely rejection notices (23%).**"



Remember

2x

Personalized savings reminders that **remember the customer's specific goals** are **2x more effective than generic reminders.**

Remind

+13%

Adherence to antiretroviral therapy studies on HIV/AIDS patients in Kenya went from 40% to 53% with weekly reminders. But only if it was **weekly.** Frequent notices have the opposite effect.

Efficient, Targeted Notifications

**Campaign, Transactional and Always-on
Messaging** across a Variety of Use Cases

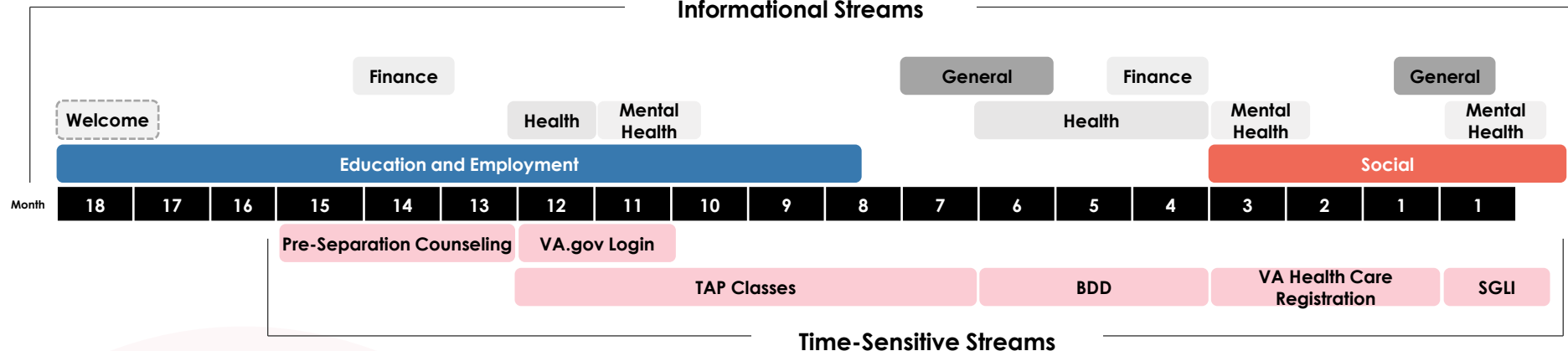


Enhanced & Customized Digital Management

Agencies partner with Granicus to deliver a data-informed communications experience that promotes effective Service Delivery.

This VA example focuses on efficient multi-channel experiences for transitioning service members from 18 months prior to 3 months after separation.

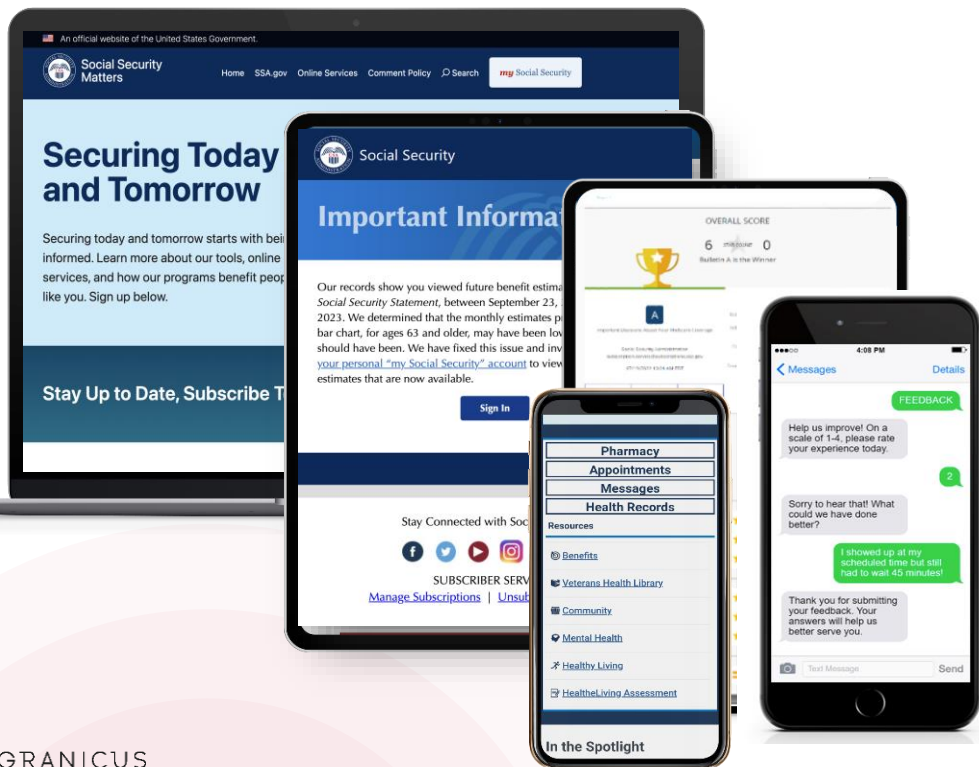
Informational Streams



The Granicus interdisciplinary team works to boost digital service delivery adoption, increase online self-sufficiency, and automate notifications to encourage desired behavior.

Unified & Automated

Mass Communications to Drive Action



DIRECT, UNPARALLELED REACH

Send vital information directly to the public, with communications and engagement across all Federal agencies and **360M unique subscribers**

ACTION DRIVING NOTIFICATIONS

Targeted, one-to-one messaging to **direct people through redetermination** of benefits or streamline other inter-agency processes

MAXIMIZE DIGITAL, AI/ML & AUTOMATION

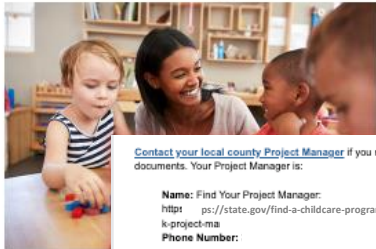
Deploy proven channel shift strategies to dramatically **reduce paper-based services** and call center personnel support

Guiding the Journey and Managing Expectations

Complete Your Application

Thank You for Starting
Your Application

Complete Your Application



Contact your local county Project Manager if you need help uploading your documents. Your Project Manager is:

Name: Find Your Project Manager:
<https://state.gov/find-a-childcare-program/>
Phone Number:

Upload Documents

approved program for your child to [website](#) and click on the [programs](#). Your Project Manager can also give you

Find a Program

Eligibility Determination


been received, your application will be screened for final determination. Whether you are approved or by an eligibility specialist with further directions.

1539 Email Recipients
68.4% Open Rate
21.8% Click Rate

1467 SMS Recipients
452 Clicks

Reminder:
Complete Your Application

Time is Running Out!



Hello Friend,

in a couple of
Please verify

member, once
and then upload
ad

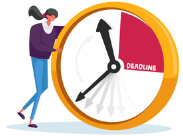
quickly as you

1812 Email Recipients*
76.5% Open Rate
44.2% Click Rate

1751 SMS Recipients
1343 Clicks

Your Application Is Now
Inactive Until It's Completed

Oops, Did You Forget?



We have some important news concerning your **2023-2024 application**. Your status has been moved to **inactive** due to your application not being completed in a timely manner.

Good news, **we can reactivate your application** once [all necessary documents](#) have been received and you won't need to submit a new application! You will need to [reapply online](#).

[act the opportunity for on today](#). Please

471 Email Recipients
71.1% Open Rate
16.3% Click Rate

460 SMS Recipients
224 Clicks

Common Notification Use Cases

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

- ✓ **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)
- ✓ **Fee Recovery: Allow travelers to secure** park passes and camping reservations



Thank you!

**We look forward to
connecting with you.**

info@granicus.com

