



Digital Communications Maturity

Where Strategy Meets Technology

February 29, 2024



Today's Speaker

Talal Said

Principal Solutions Consultant, Granicus

Granicus Is Transforming how Government and People Connect Digitally

Serving
the public's
needs and
interests
since 1999



Connecting
with
government-
provided
information
and services

6K+ Government Customers

15 of 15 Federal Agencies

1K Employees Worldwide

50 States, plus locales in Canada, UK, Ireland, Australia & New Zealand

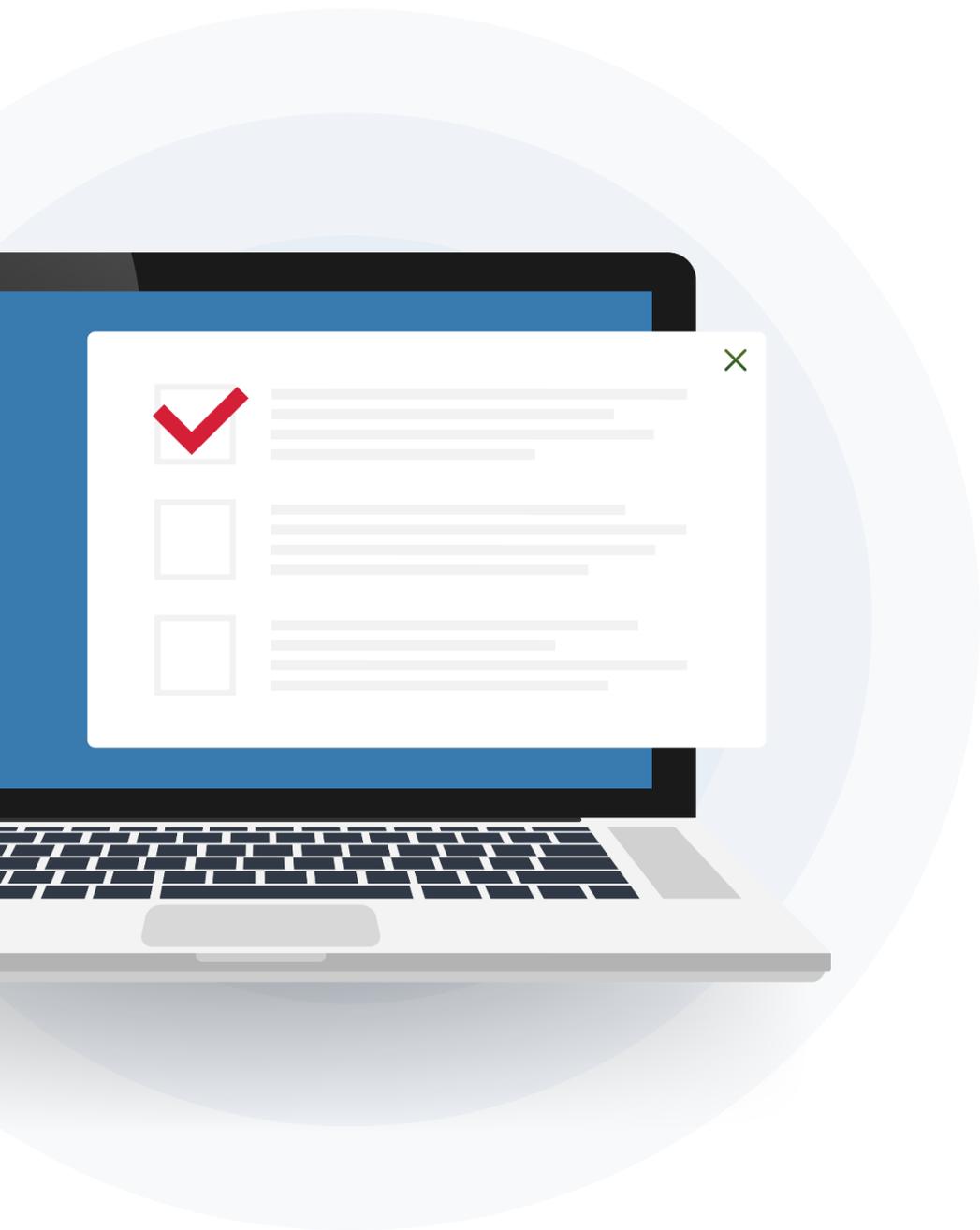
50 of 50 Largest US Cities

Your Mission Is More Important Than Ever

You are being asked to:

- » **Provide reliable and trustworthy information** about initiatives, programs, and services in a way the public can understand.
- » **Standardize communications** across departments and enable team effectiveness with secure and cost-effective tools.
- » **Drive awareness and consumption** of timely and relevant programs and services available to your constituents.





Poll: How would you describe your communication strategy?

1. Broad outreach for general population
2. Broad outreach, moving toward targeting
3. Some targeting for specific groups
4. Advanced multi-channel targeting

“

The Federal Government must design and deliver services in a manner **that people of all abilities can navigate.**

We must use technology to modernize Government and implement services that are **simple to use, accessible, equitable, protective, transparent** and **responsive** for all people of the United States.”

President Joe Biden

*Executive Order on Transforming Federal CX and Service Delivery
to Rebuild Trust in Government*

“

One important reason why members of the public do not take advantage of government programs for which they may be eligible are **administrative burdens** — costs like the **“time tax”** required to: **learn about a program, fill out paperwork, assemble required documents, and schedule visits to government offices.**”

BURDEN REDUCTION REPORT

**“Tackling the Time Tax: How the Federal Government Is Reducing Burdens to Accessing
Critical Benefits and Services”**

*Office of Information & Regulatory Affairs
Office of Management and Budget*



\$140B

Unclaimed government benefits every year

BURDEN REDUCTION REPORT

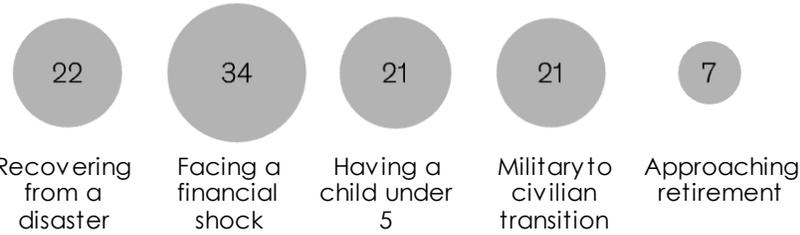
“Tackling the Time Tax: How the Federal Government Is Reducing Burdens to Accessing Critical Benefits and Services”

Office of Information & Regulatory Affairs Office of Management and Budget

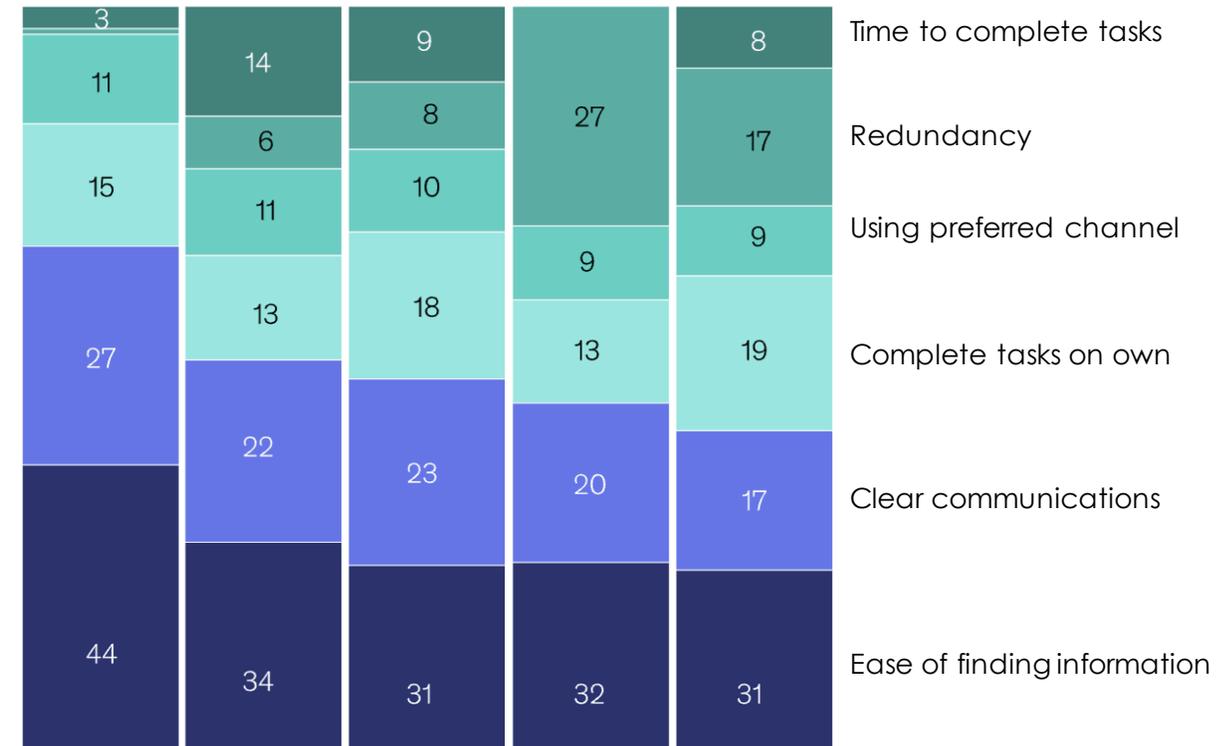
McKinsey & Co: Key Drivers of Customer Burden

Customers who indicated that they found it difficult to navigate services related to experiences

Customer burden, % share (n=6,034)

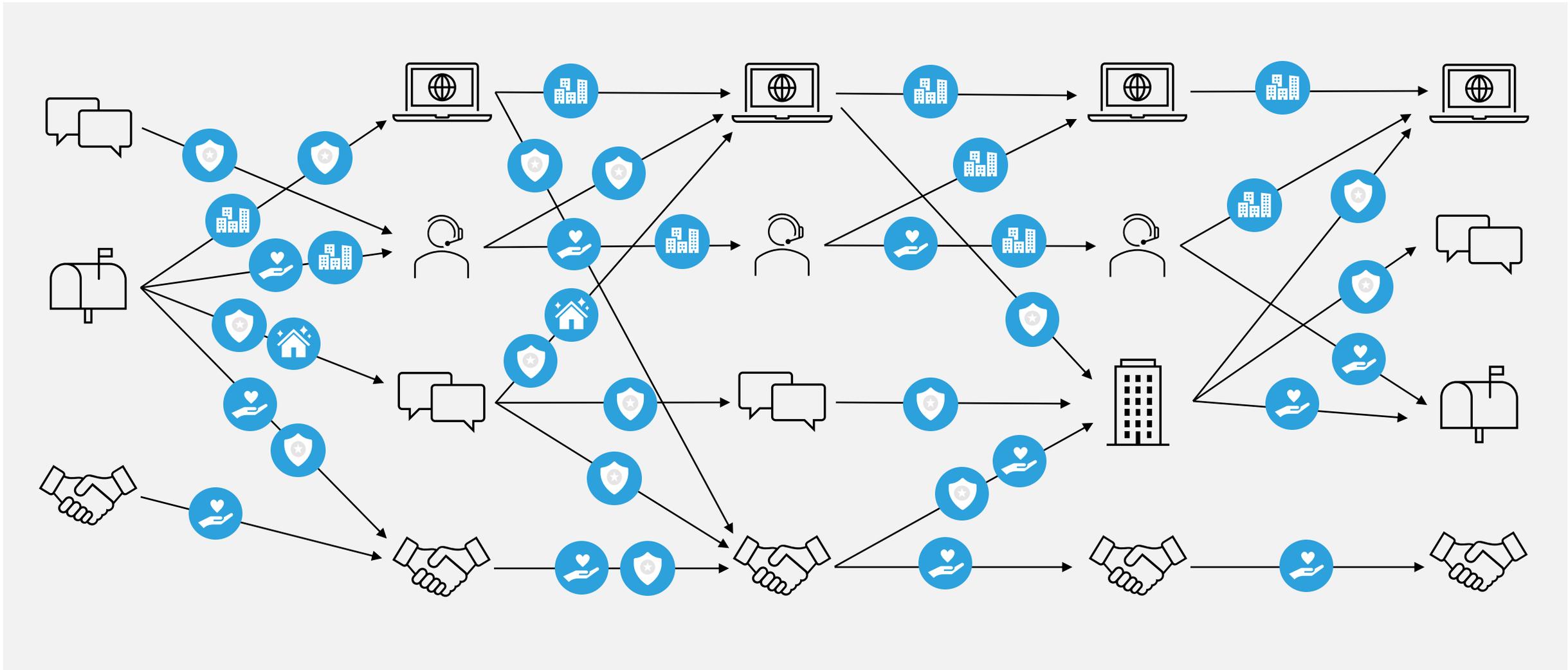


Key drivers of customer burden, \$ of respondents (n=6,034)

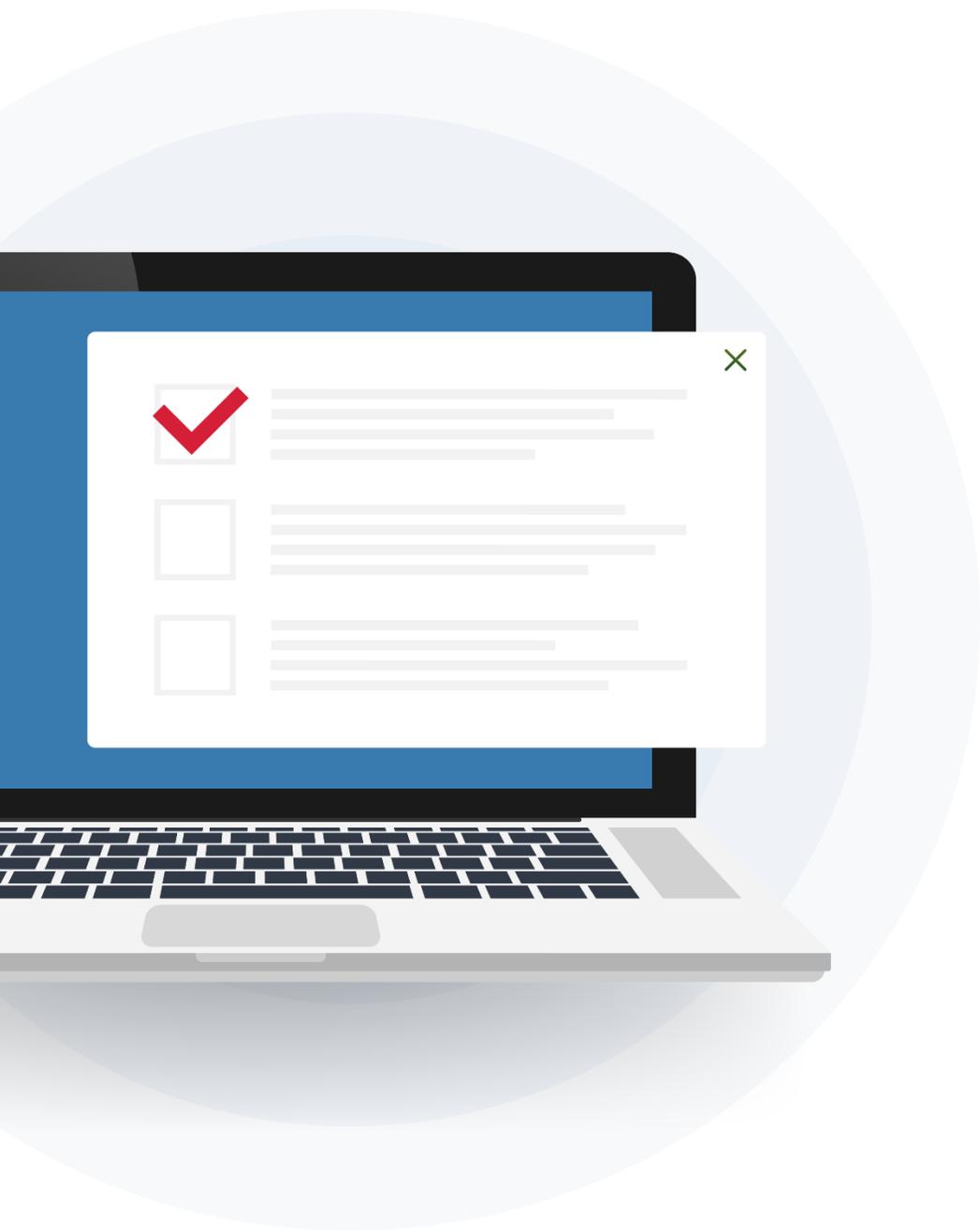


Finding information and **clarity of communication** drive customer burden for many life experiences.

Source: McKinsey



Those most in need **are least able to navigate** complex processes



Poll: What proficiency level do you have with digital communications? (Choose all that apply)

1. Basic batch and blast
2. Primarily newsletters
3. Some segmentation and limited targeting
4. Multichannel messaging (SMS/social/etc.)
5. Fully implemented end-to-end customer journeys

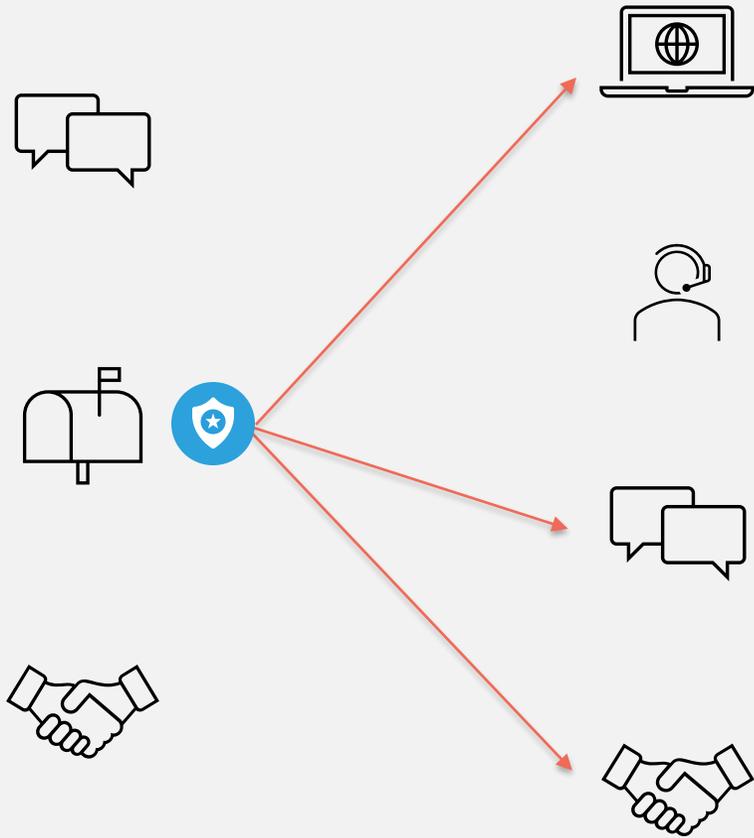
Awareness & Opt-In



Use empathy and data
to guide a multichannel journey.

Awareness & Opt-In

Trust & Consideration

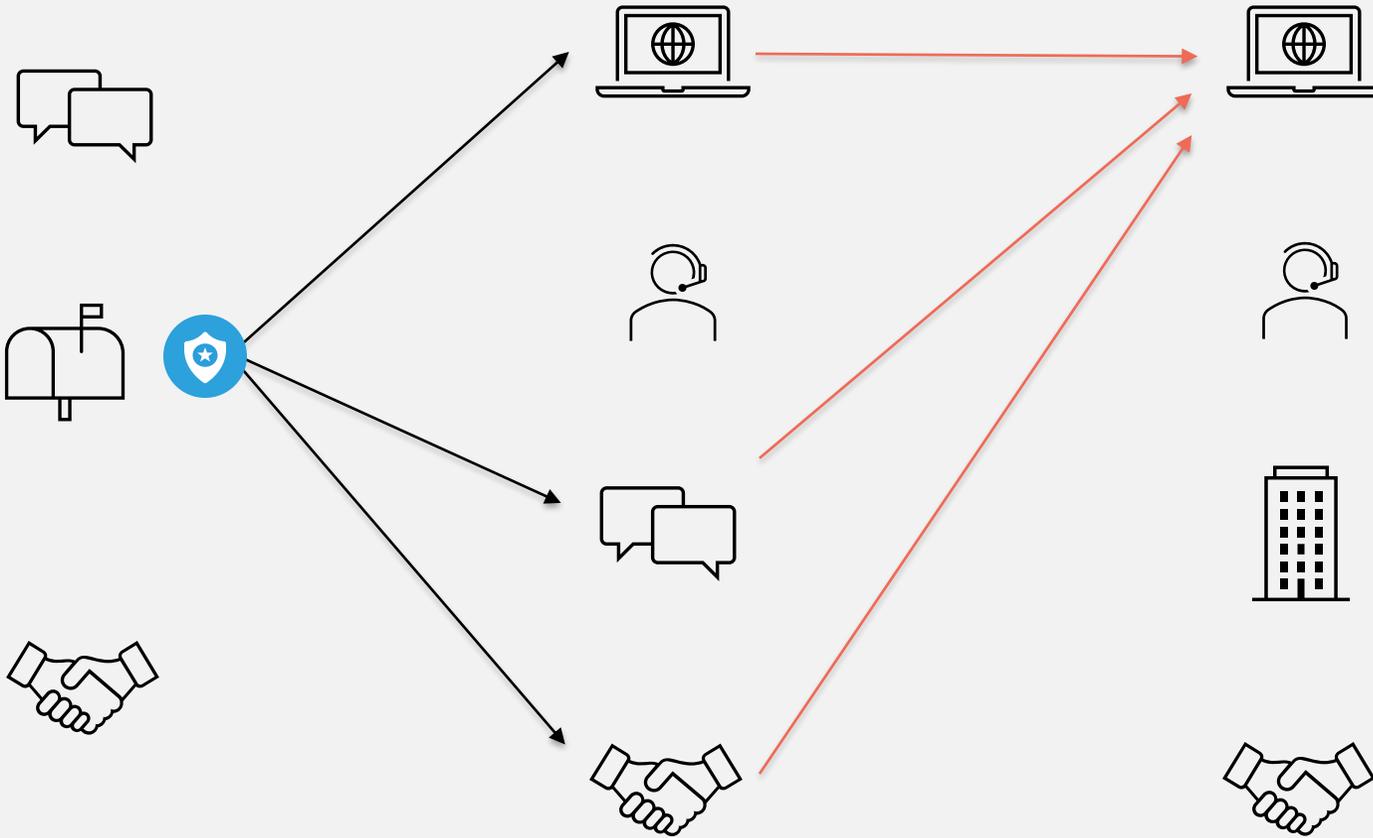


Respected.

Awareness & Opt-In

Trust & Consideration

Decision & Action



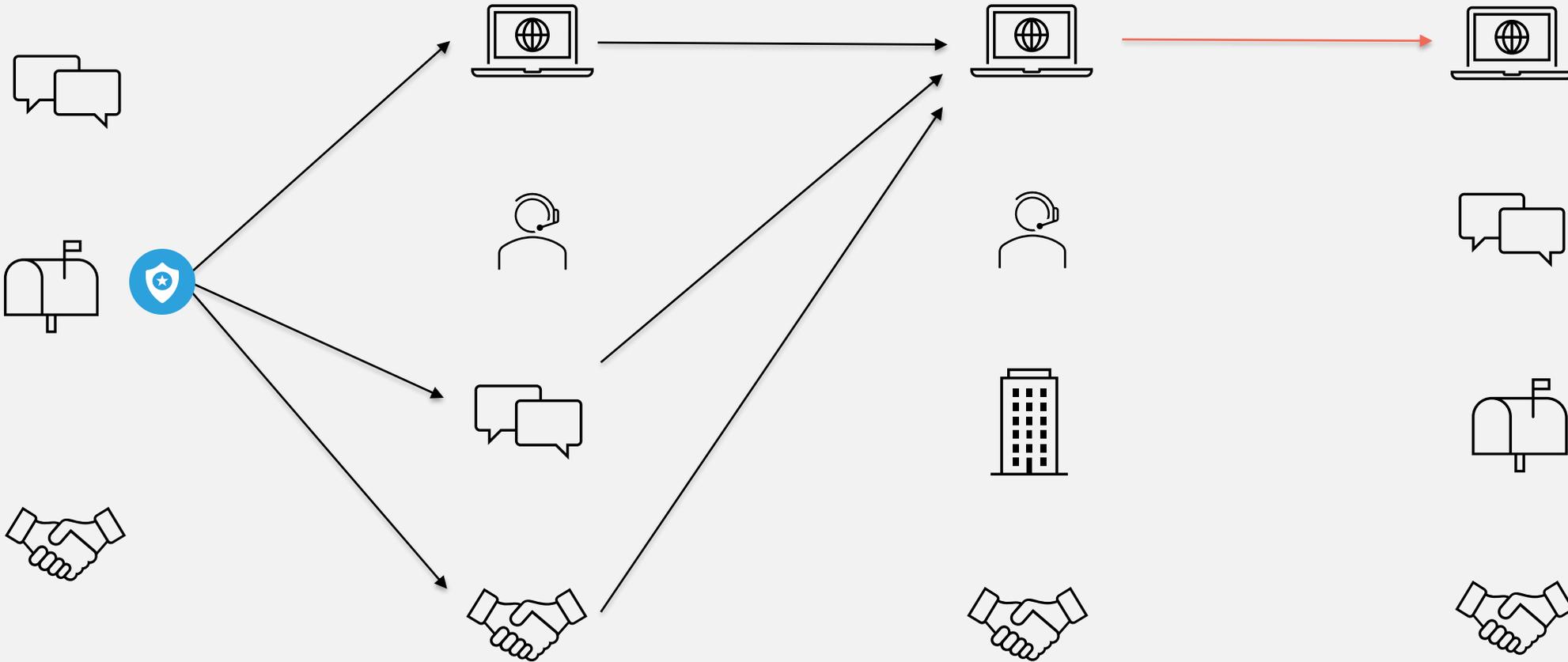
Respected. Remembered.

Awareness & Opt-In

Trust & Consideration

Decision & Action

Management & Engagement



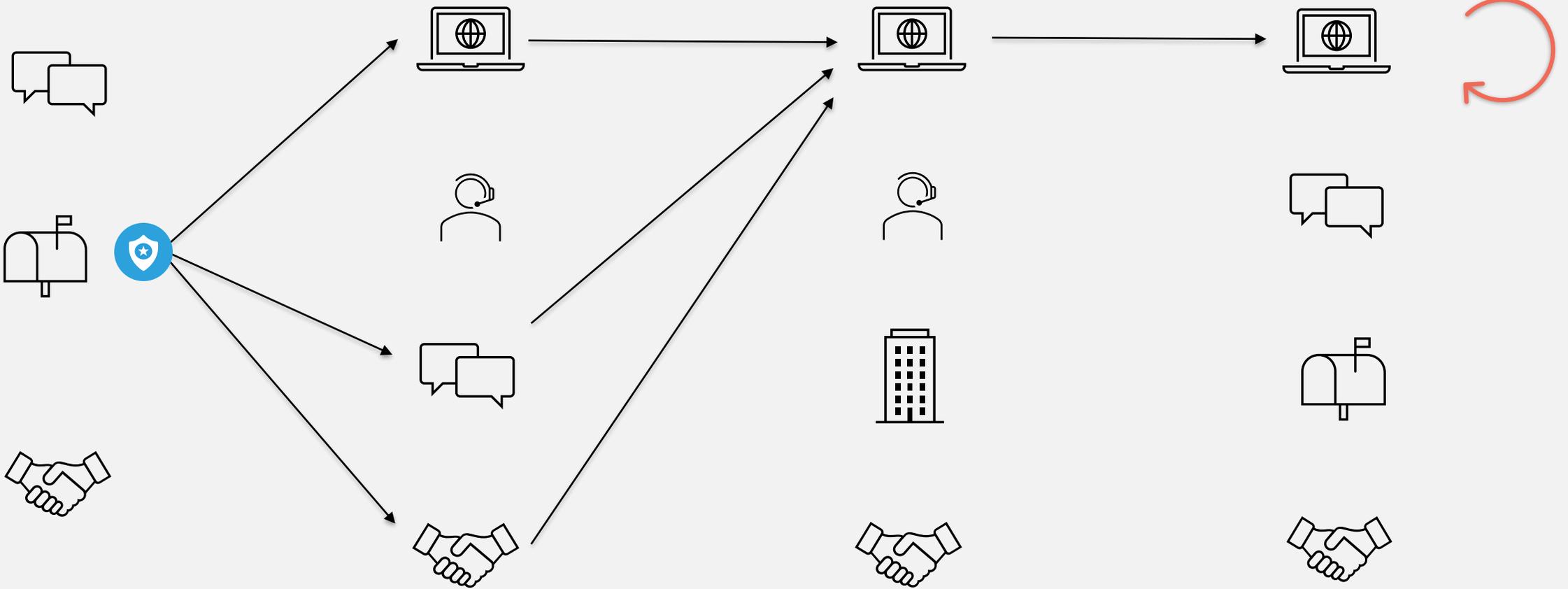
Respected. Remembered. Responded to.

Awareness & Opt-In

Trust & Consideration

Decision & Action

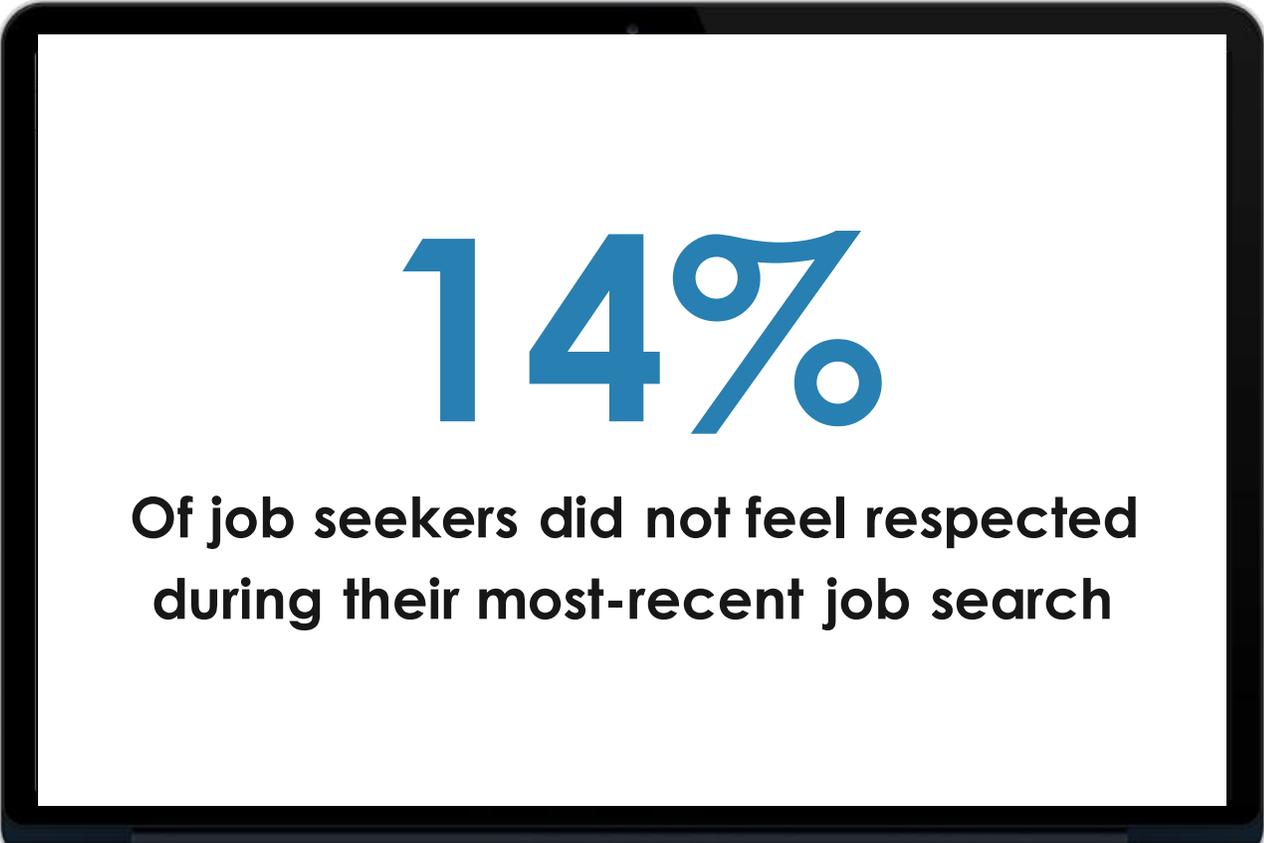
Management & Engagement



Respected. Remembered. Responded to. Reminded.

Respect Me

Building trust is a 2-way street

A laptop screen with a white background and a black border. In the center, the number '14%' is written in a large, bold, blue font. Below it, the text 'Of job seekers did not feel respected during their most-recent job search' is written in a smaller, bold, black font.

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%.)”***

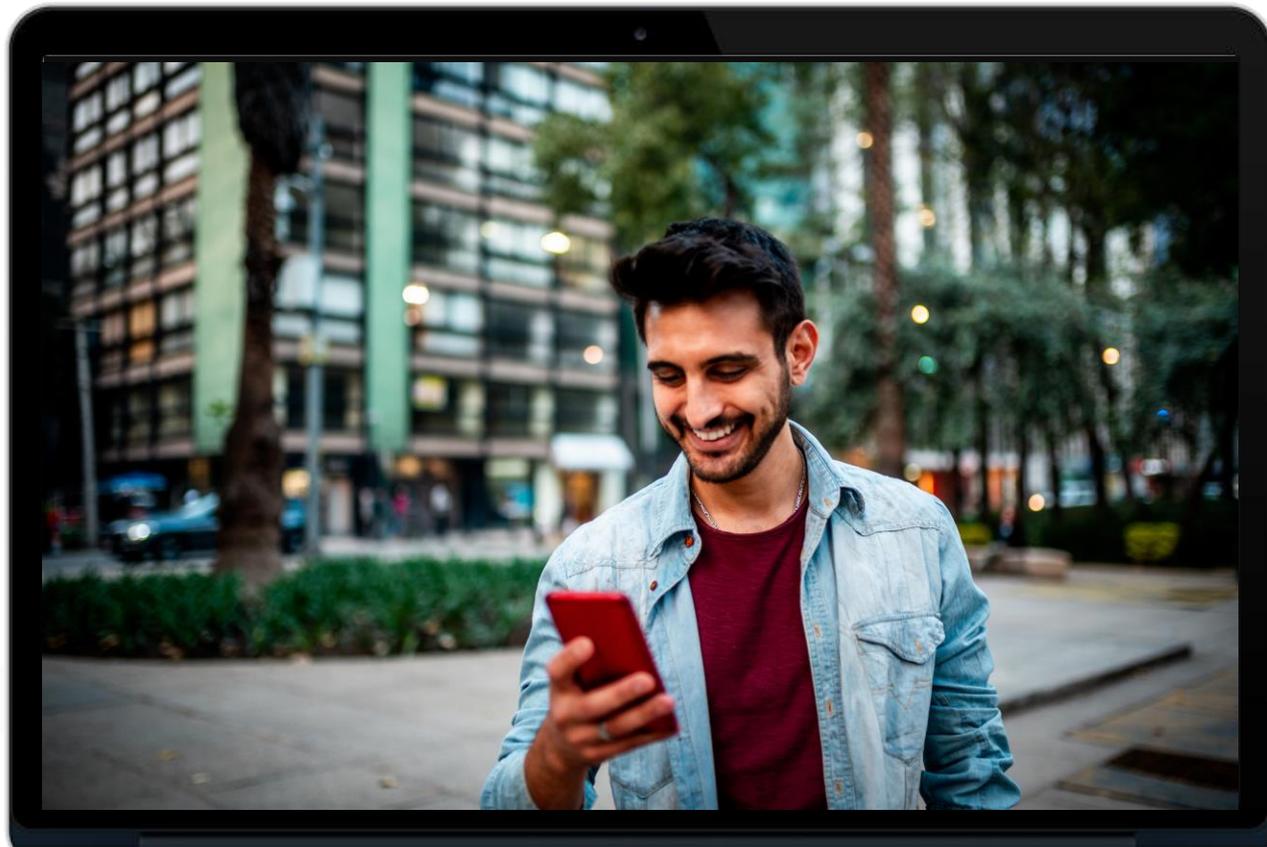
–Valerie Bolden-Barrett, (HR Dive)

Remember Me

World Bank Case Study: Personalized messages improve outcomes

2x

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



Respond to Me

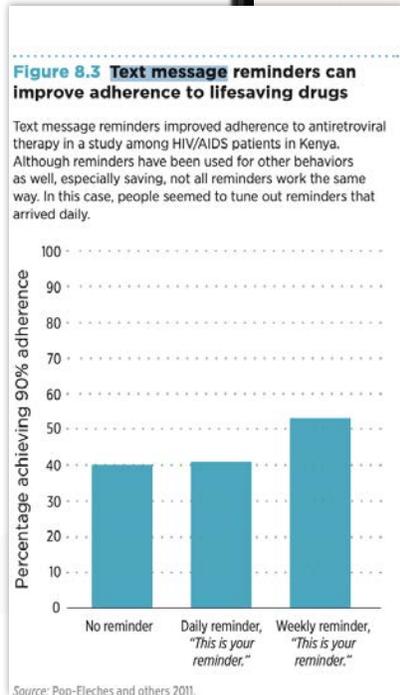
Anticipate questions and message about next steps



1. Confirm an application or other action has been received.
2. Clarify next steps in a process.

Remind Me

Case Study: Text message reminders can improve adherence to lifesaving drugs



↑ 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.

WE EMPOWER GOVERNMENT TO
BUILD BETTER CONSTITUENT EXPERIENCES
AND GET MORE VALUE OUT OF
THEIR CIVIC-ENGAGEMENT TECHNOLOGY.

Connect360 Solutions

Apply strategic communications to measurably improve experience & outcomes



Outreach360



Enrollment360



Workforce360

Outreach360

- ✓ Expert-led, data-driven campaigns to reach everyone, including hard-to-reach populations
- ✓ Bring awareness to new programs, updates, and changes with speed and personalization

Enrollment360

- ✓ Manage people's expectations & guide the user's journey throughout complex applications & processes
- ✓ Encourage behavioral change with action-driven proactive comms
- ✓ Speed of Delivery — augment time-intensive service modernization improve experience challenges

Workforce360

- ✓ Retain and recruit desired talent using segmentation and personalization
- ✓ Enforce trust and seamless change management experience through transparency for employees

“

Agencies can **minimize burden** on the public by developing **enhanced communication**, navigational, and outreach tools.

Help prospective respondents **understand eligibility requirements** or other elements ... which can reduce the overall burden of completing and submitting the information.”

MEMO, APRIL 13, 2022

“Improving Access to Public Benefits Programs Through the Paperwork Reduction Act”

Office of Information & Regulatory Affairs Office of Management and Budget



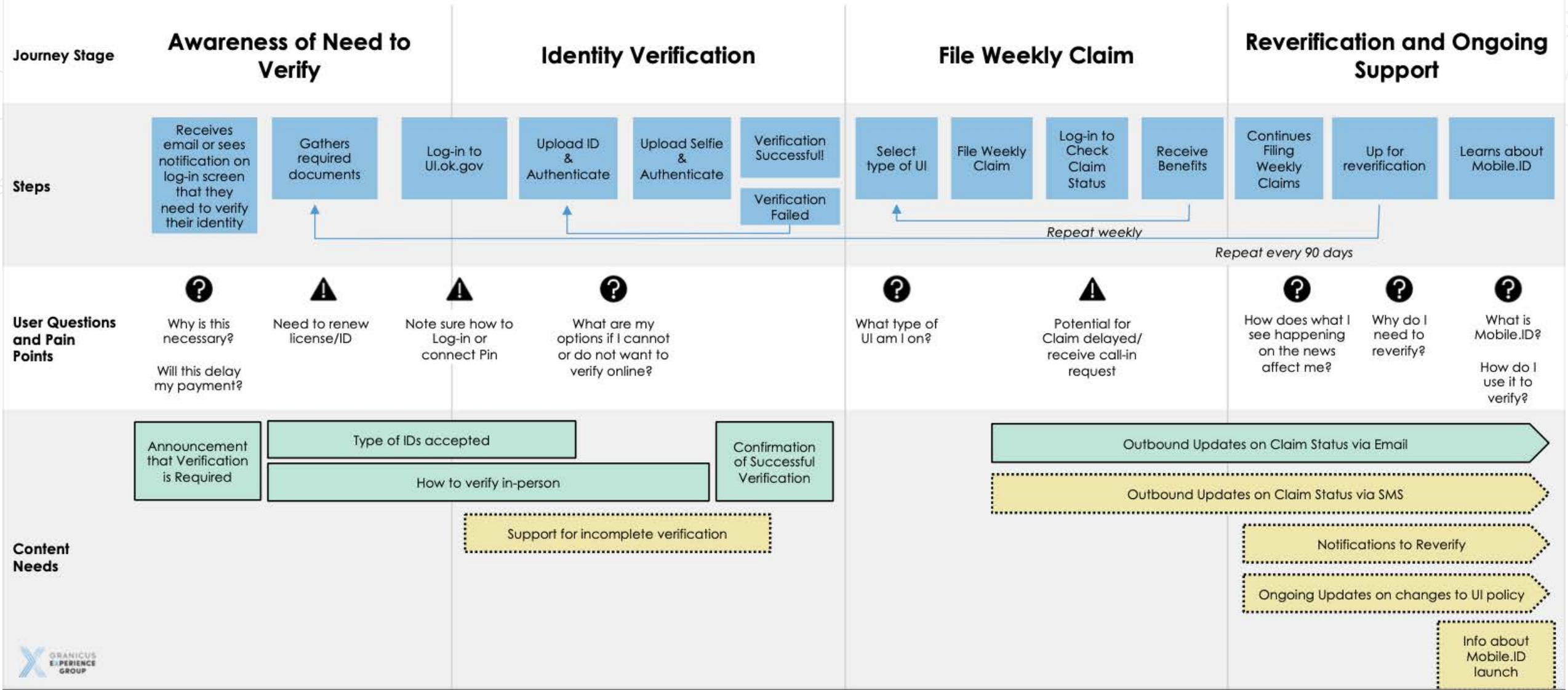


FUTURE STATE USER JOURNEY

Resident Currently Receiving Benefits

KEY SERVICE EXAMPLE
JOURNEY MAP

Existing or Planned Content
Recommended New Content



Guide the Journey

Alleviate anxiety, communicate to empathize and plan for customers going through complex, multi-step processes

HealthCare.gov

Medicare.gov

2024:

21.3 Million Enrollments to Healthcare !

1 Welcome! Let's get you covered

Thank you for taking the first step toward getting health coverage!

Open Enrollment is over but you may be able to get covered if you qualify for a Special Enrollment Period, Medicaid, or CHIP.

[Get Started](#)

[Find out if you qualify for a Special Enrollment Period, Medicaid, or CHIP](#)

We'll be in touch soon! We're here to help and we'll send you reminders before important dates so you don't miss a deadline.

2 Your premium is due today

Urgent: If you haven't already done so, you have just hours left to pay your premium directly to your insurance company or risk losing coverage.

Log in to your [My HealthCare.gov](#) account, select your application and then click the 'Pay Your Premium' button.

[Log In](#)

If you're having trouble making your payment, contact your insurance company right away.

Remember: Today is the last day to pay your premium to ensure you have coverage.

If you've already paid your premium, click [here](#) to stop receiving premium payment reminders.

3 Two days left to enroll

The final day to enroll is two days away and you have not finished your application or selected a 2019 Marketplace plan at [HealthCare.gov](#).

Your 2019 Coverage Status	
2019 Application:	✔ STARTED
2019 Plan:	❗ NONE SELECTED
Assistance:	❗ SEE IF YOU QUALIFY

New, better or more affordable plans may be available to you for 2019. Visit [HealthCare.gov](#) today to finish your application and pick a plan that meets your needs for next year.

[Submit](#)

REMEMBER: The window to enroll in coverage for 2019 closes on Saturday, December 15.

BUILT ON OUR PROVEN APPROACH:

Drive Program Awareness, Adoption, and Impact

Our lessons learned from 10 years of managing millions of journeys for government agencies:

1. Raise awareness, build trust, and increase participation of programs
2. Proactively journey map the customer experience to nurture interest and drive participation
3. Provide measurable results that show agency value and CX engagement



HealthCare.gov **Medicare.gov**

VA



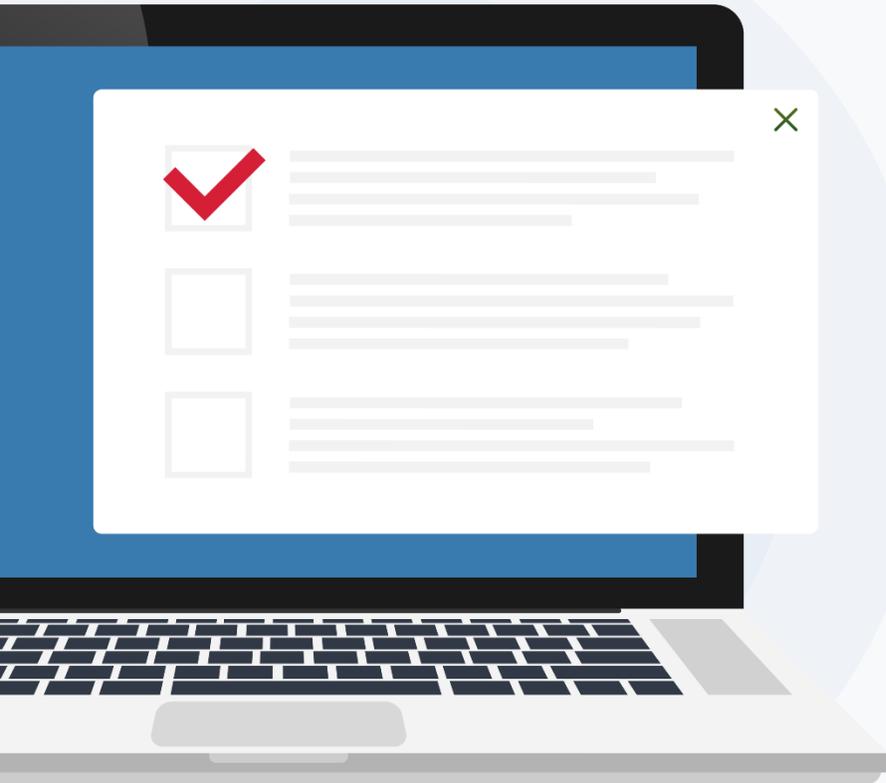
U.S. Department of Veterans Affairs



United States™
Census
Bureau

Washington State
Health Care Authority

Virginia
Medicaid



Poll: Have you done journey mapping in your agency?

1. Yes, we have.
2. No, but I know what it is.
3. Never heard of it.

The Approach



How do people **signup** for
information from you today?

Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

Examples of common topic trees

1. How are your topics currently organized?

(by Department, Topic, Persona?)

2. Do they know how to navigate?

Subscription Topics

- beth test group ⓘ
- San Diego/LA
- ebenefits users
- eBenefits users 2
- eBenefits users 3
- community sleep
- Progressive Hawaii contacts
- VIC applicants
- Progressive Car giveaway
- Phillips A Sept22
- Phillips B Sept22
- FL Hurricane 13counties ⓘ
- NC-Asheboro ATLAS ⓘ
- SE Texas VEAC ALL
- SE Texas VEAC partial
- Salisbury VA Burn Pits
- CO VEAC rural
- theSITREP

Subscription Topics

- News
 - News Releases
 - Director's Blog ⓘ
 - NIH Research Matters ⓘ
 - NIH News in Health ⓘ
 - NIH Health Information ⓘ
 - NIH OD YouTube Channel
 - NIH Record (Employee Newsletter)
 - All of Us ⓘ
 - Reproducibility
 - Science, Health, and Public Trust ⓘ
 - HEAL Initiative ⓘ
 - COVID-19
 - UNITE ⓘ
- About NIH
 - Director's Blog ⓘ
 - Director's Page ⓘ
 - NIH Record (Employee Newsletter)
 - All of Us ⓘ
 - Science, Health, and Public Trust ⓘ
 - NIH en Español ⓘ
 - HEAL Initiative ⓘ
 - COVID-19
 - UNITE ⓘ
- Health
- ORWH ⓘ
- OBSSR ⓘ

Subscription Topics

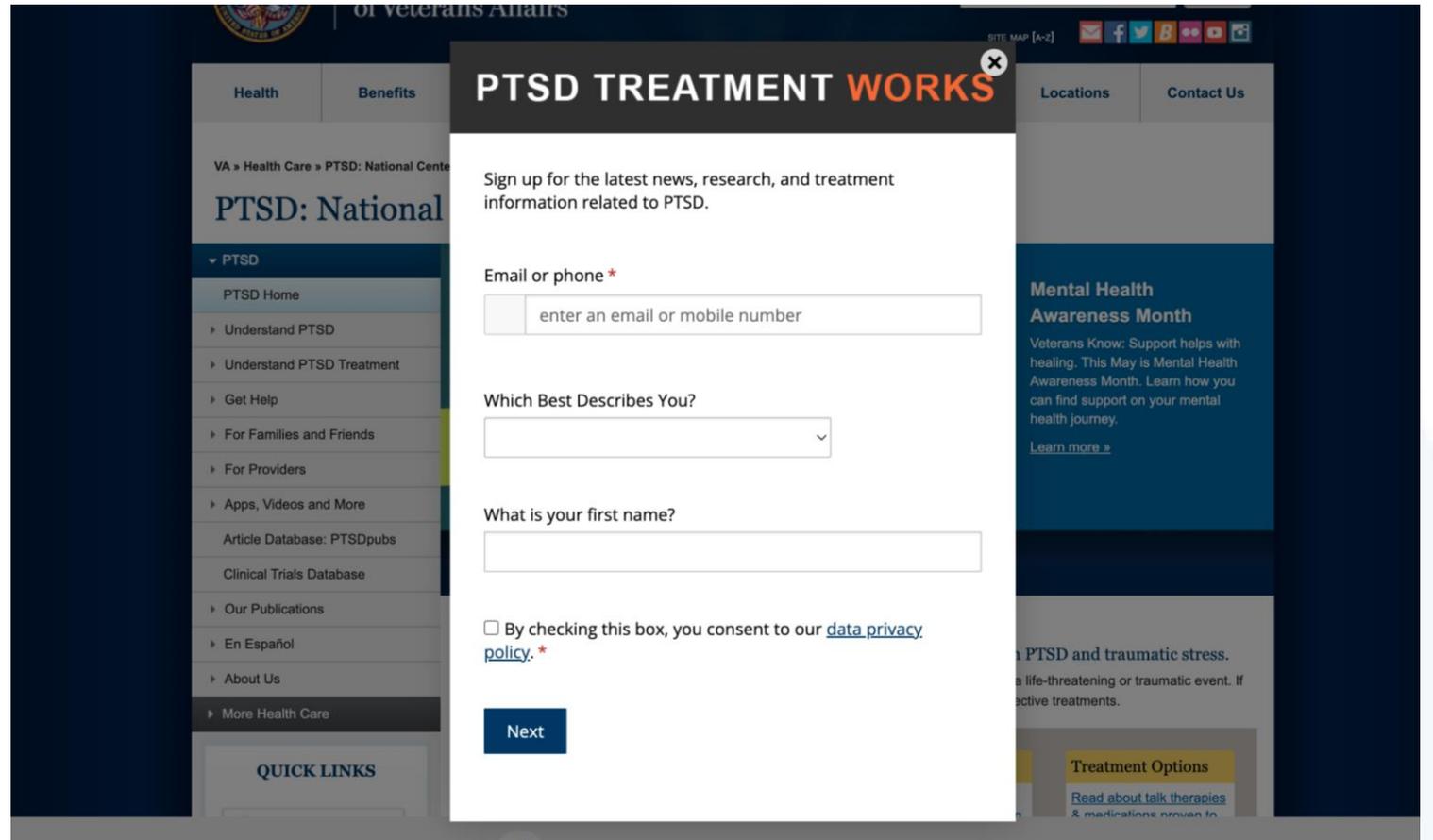
- What's New?
 - Tax scam and fraud alerts
 - Tax Law Changes ⓘ
 - Information for businesses
 - Information for farmers
- Tax Reform
 - Tax Law Changes ⓘ
 - Tax Reform
- News Room
 - Press Releases
 - Tax Law Changes ⓘ
 - Disaster Relief Information ⓘ
- Careers
 - Current Job Vacancies
- Individuals
 - Updates for Tax Professionals
 - Military Information
 - Income Tax Information
 - Income Tax Information- En Español
 - Opportunities to give us feedback ⓘ
 - Landlords CRP
 - Audit Room and Virtual Room
- Tax Professionals
 - Forms and Instructions
 - Updates for Tax Professionals
 - Electronic Filing Updates
 - Tax scam and fraud alerts
 - Opportunities to give us feedback ⓘ



Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

Align capture to
segmentation and
channel preference



The screenshot displays a sign-up form titled "PTSD TREATMENT WORKS" overlaid on a website page. The form includes the following fields and elements:

- Header: "PTSD TREATMENT WORKS" with a close button (X).
- Text: "Sign up for the latest news, research, and treatment information related to PTSD."
- Field: "Email or phone*" with a placeholder "enter an email or mobile number".
- Field: "Which Best Describes You?" with a dropdown menu.
- Field: "What is your first name?" with a text input box.
- Text: "By checking this box, you consent to our [data privacy policy](#).*" with an unchecked checkbox.
- Button: "Next".

The background website shows a navigation menu with "Health" and "Benefits" tabs, and a sidebar with "PTSD: National Center" and a list of links including "PTSD Home", "Understand PTSD", "Understand PTSD Treatment", "Get Help", "For Families and Friends", "For Providers", "Apps, Videos and More", "Article Database: PTSDpubs", "Clinical Trials Database", "Our Publications", "En Español", "About Us", and "More Health Care". A "QUICK LINKS" section is also visible at the bottom of the sidebar.

Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

Align capture to
segmentation and
channel preference

The screenshot shows a sign-up form titled "PTSD TREATMENT WORKS" overlaid on a website page. The form includes the following elements:

- A header with the title "PTSD TREATMENT WORKS" and a close button (X).
- Text: "Sign up for the latest news, research, and treatment information related to PTSD."
- A red-bordered input field labeled "Email or phone*" with placeholder text "enter an email or mobile number".
- A dropdown menu labeled "Which Best Describes You?".
- An input field labeled "What is your first name?".
- A checkbox with the text: "By checking this box, you consent to our [data privacy policy](#).*"
- A blue "Next" button.

The background website page shows a navigation menu with "Health" and "Benefits" tabs, and a sidebar with "PTSD: National Center" and various sub-links like "PTSD Home", "Understand PTSD", etc. There is also a "QUICK LINKS" section at the bottom.

Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

Align capture to
segmentation and
channel preference

The screenshot displays a sign-up form titled "PTSD TREATMENT WORKS" on the Department of Veterans Affairs website. The form includes a header with the title and a close button, a sub-header asking to sign up for news and research, and a text input field for "Email or phone *". Below this is a dropdown menu titled "Which Best Describes You?" with a red border. The dropdown is open, showing a list of user roles: Veteran (selected with a checkmark), Family Member or Friend of a Veteran, Mental Health Clinician or Student, Social Worker, Non-Profit Staff, Vet Center Staff, Partner Agency, VA Employee, and Member of the General Public. A "Next" button is located at the bottom of the dropdown. The background shows the website's navigation menu and a sidebar with "QUICK LINKS".

Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

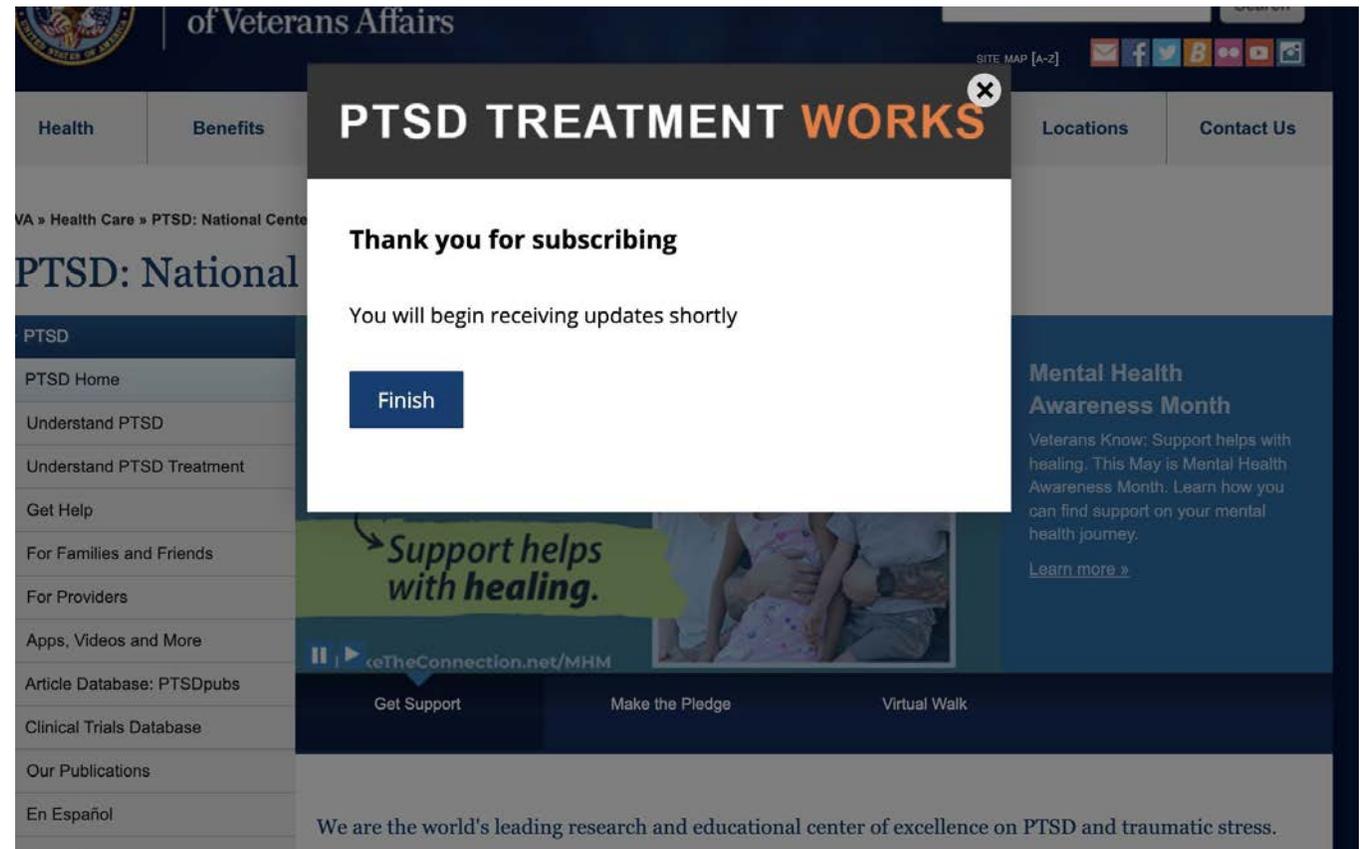
Align capture to
segmentation and
channel preference

The screenshot shows a web page for the Department of Veterans Affairs (VA) with a sign-up form titled "PTSD TREATMENT WORKS". The form is overlaid on a page with a dark blue header and a sidebar. The sidebar contains a navigation menu with items like "PTSD Home", "Understand PTSD", "Understand PTSD Treatment", "Get Help", "For Families and Friends", "For Providers", "Apps, Videos and More", "Article Database: PTSDpubs", "Clinical Trials Database", "Our Publications", "En Español", "About Us", and "More Health Care". The main content area of the page includes a "Mental Health Awareness Month" section and a "Treatment Options" section. The sign-up form itself has a white background and a dark blue header with the title "PTSD TREATMENT WORKS". Below the title, it says "Sign up for the latest news, research, and treatment information related to PTSD." The form contains the following elements: a text input field for "Email or phone*" with a placeholder "enter an email or mobile number"; a dropdown menu for "Which Best Describes You?"; a text input field for "What is your first name?" which is highlighted with a red border; a checkbox for "By checking this box, you consent to our [data privacy policy](#).*"; and a blue "Next" button at the bottom.

Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

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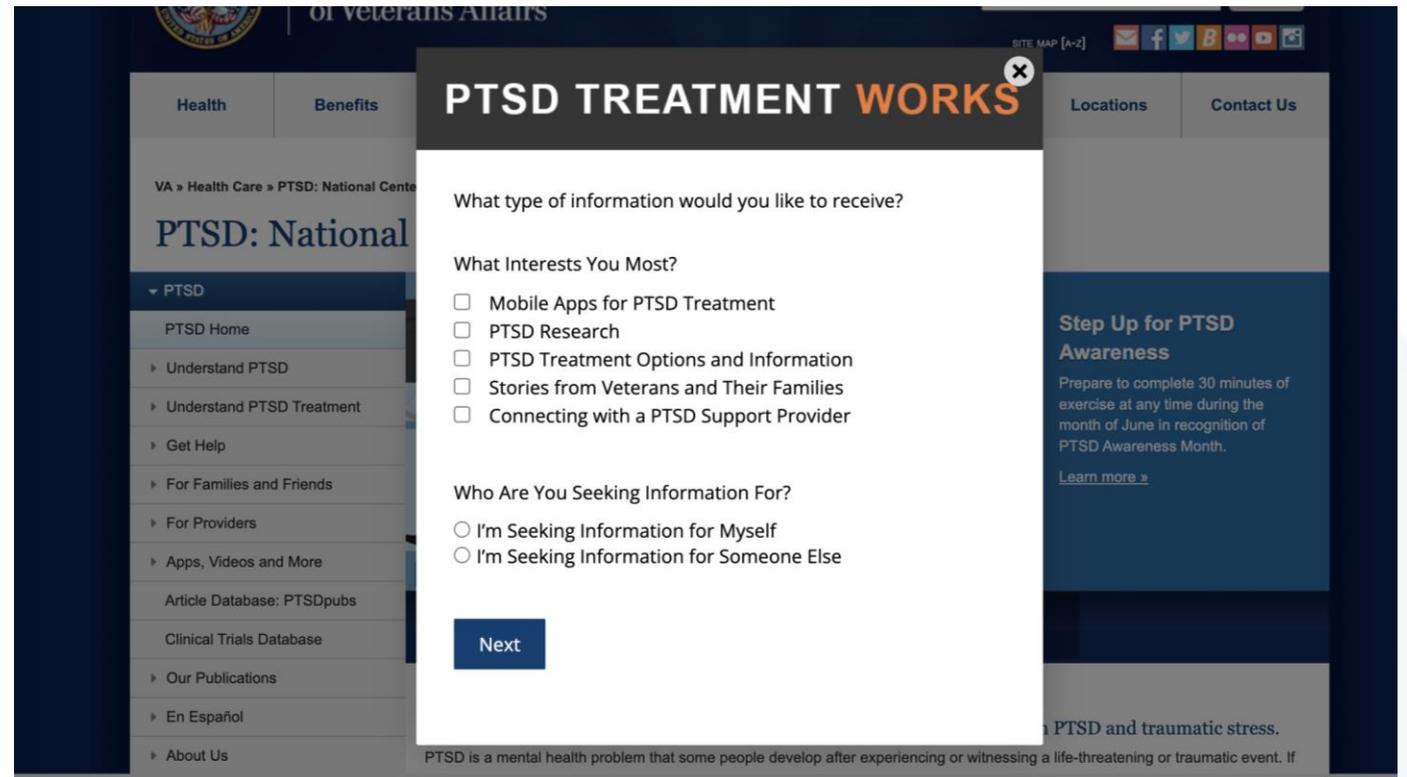


What **questions** might you ask people as they sign up?

Engage Subscribers

Segmentation based on metadata and behavior

Ask questions to understand your audiences' content and information needs and interests





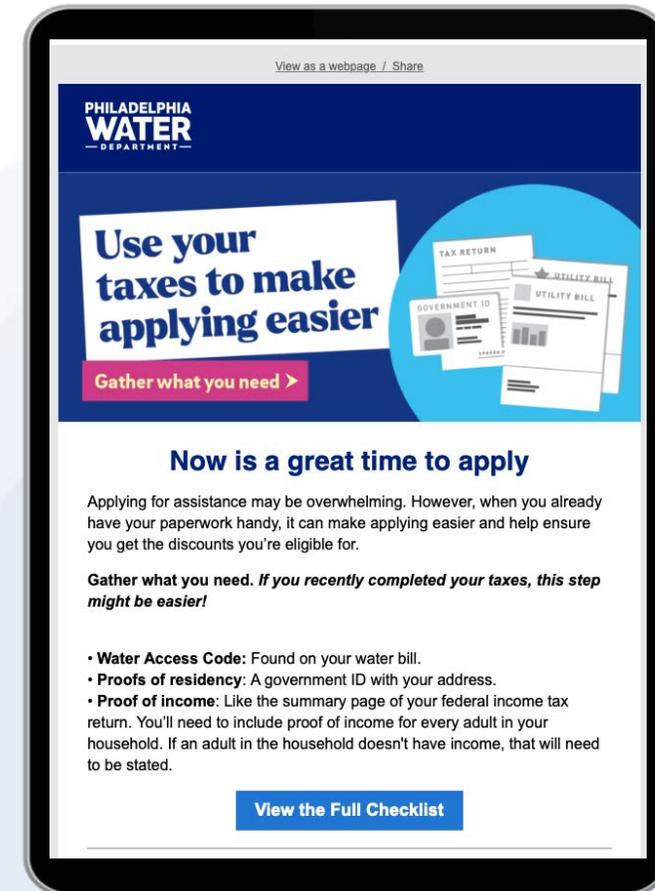
What types of **campaigns** have you sent in the past year?

Automate Campaigns for Scale & Sustainability

Align multi-phase, interactive & dynamic campaigns to customer journeys

Assess current approach to content management, campaigns & reporting. Various campaign types include:

- Foundational
- Programmatic
- Evergreen
- Transactional



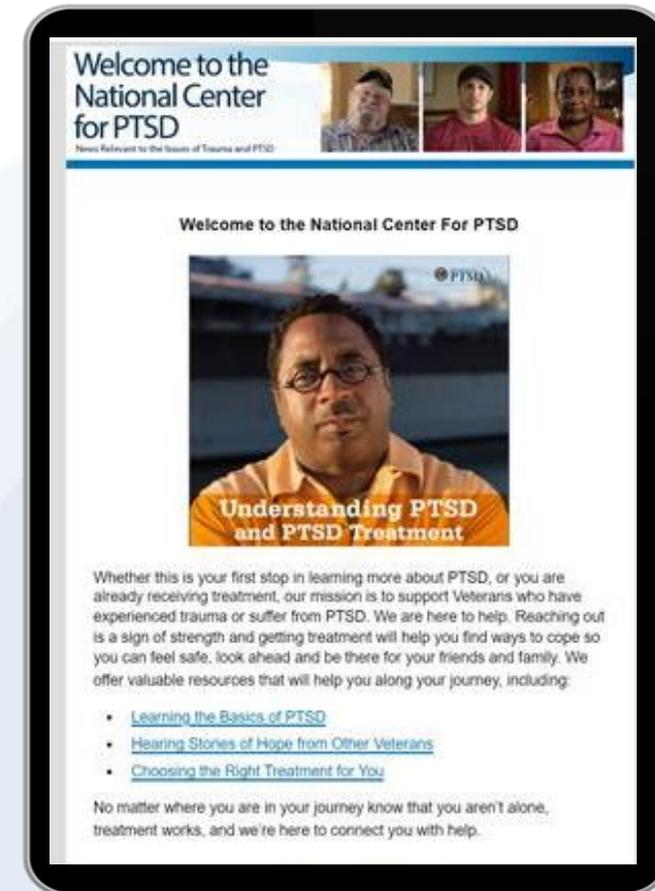
Automate Campaigns for Scale & Sustainability

Align multi-phase, interactive & dynamic campaigns to customer journeys

Foundational

Build and maintain a healthy email outreach audience. **Examples could include:**

- Welcome message to all new subscribers
- Re-engagement message to sleepy subscribers
- Questions message to gather more information and meaningfully segment your audience based on interests



43%

Average open rate for Welcome messages, compared to 36% for other message types.

PLUS:

5% average click rates compared to 3%

Automate Campaigns for Scale & Sustainability

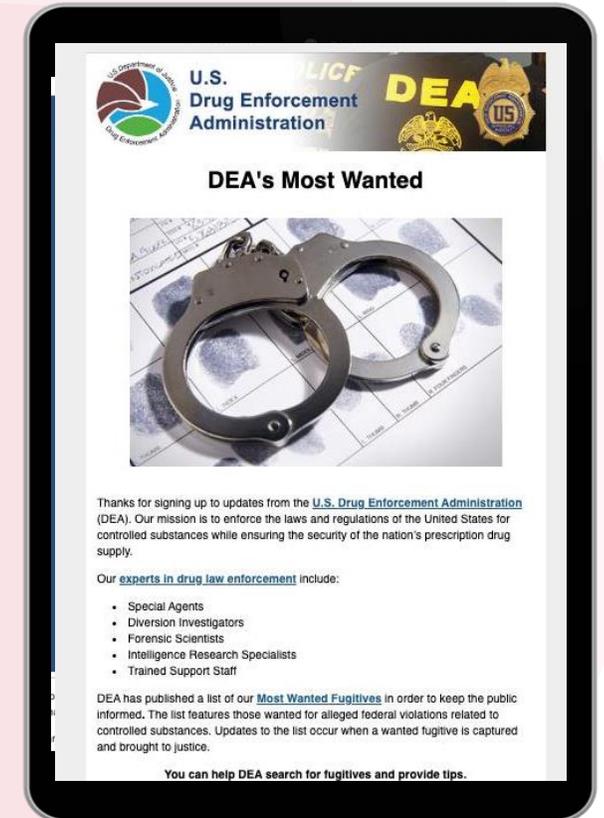
Align multi-phase, interactive & dynamic campaigns to customer journeys

Evergreen

Continually engage and educate your audience, even when you do not have timely actions you need them to take.

Examples could include:

- Monthly Tips
- Promotion of resources
- Policy reminders



Automate Campaigns for Scale & Sustainability

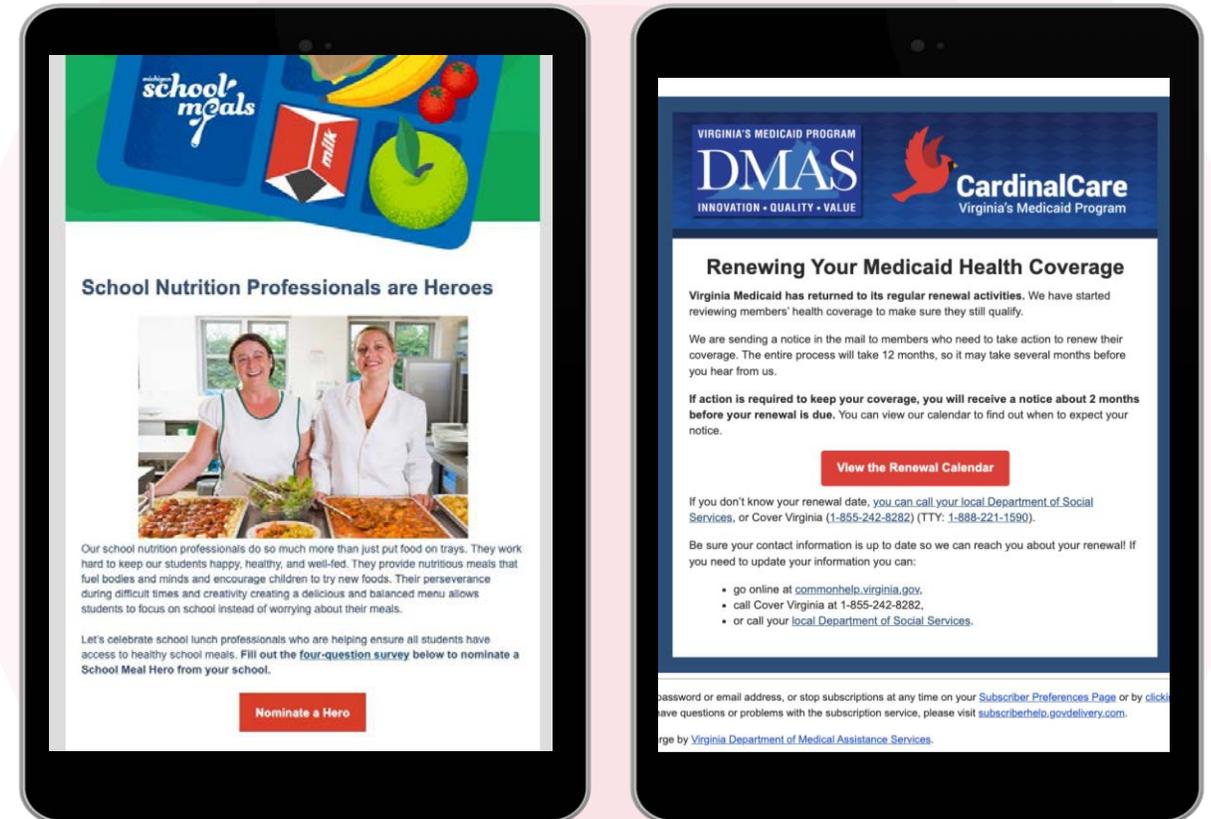
Align multi-phase, interactive & dynamic campaigns to customer journeys

Programmatic

Multi-touch outreach to support priority programs and initiatives.

Examples could include:

- National Awareness Month, Week, etc
- Ramp up to Open Enrollment, Open Season, Application Season, etc



Automate Campaigns for Scale & Sustainability

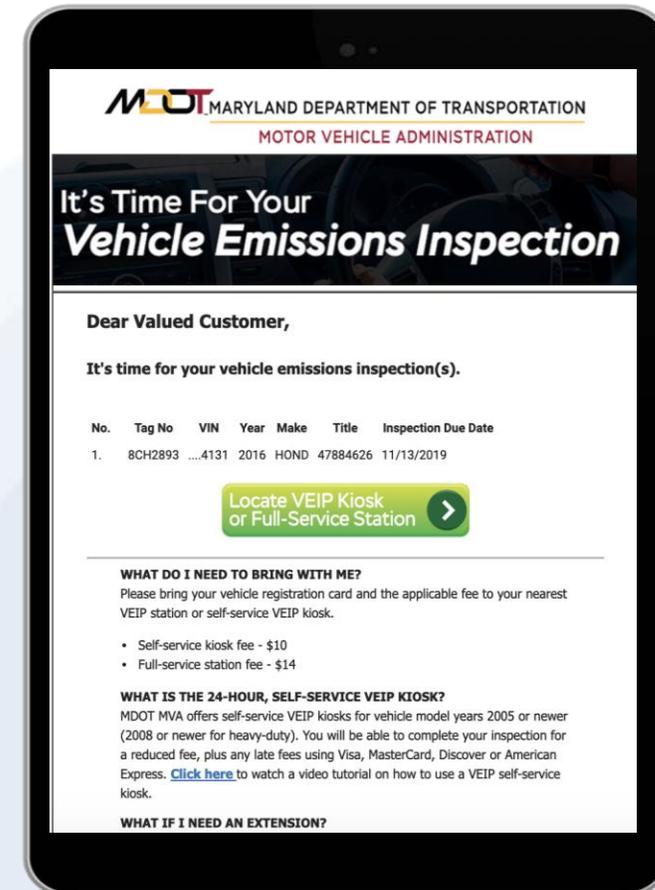
Align multi-phase, interactive & dynamic campaigns to customer journeys

Transactional

Prompt audience members to take specific actions relevant to their journey.

Examples could include:

- Renewal notification
- Application incomplete reminder
- Copy request confirmation



Reach the Targeted Audience

Link proactive messaging with moments that matter



CAMPAIGN PLANS

Extend strategic blueprint into a **suite of campaign plans** to drill down on goals, audience, messages per campaign, and cadence/timing. Determine **data needs**, including configuration, topic creation, questions, and data uploads.



CONTENT CREATION & OPTIMIZATION

Draft content for **individual messages, opt-in capture points**, and **toolkits**, including visual content and design. Manage review & approval process across multiple stakeholders. Includes proofreading, editing, verifying link destination, and recommended link shortening.



PROGRAMMATIC MANAGEMENT

Design & optimize **drip campaigns, link-tracking parameters** and **A/B testing strategies**. A drip campaign is a series of messages scheduled to send to segmented recipients at preplanned moments. Link-tracking parameters allows us to measure the impact of outreach on site behavior, enabling data-driven decisions.

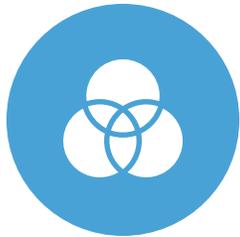


REPORTING & ANALYSIS

Analyze the growth and effectiveness of the program through **regular, custom reports**. Track key metrics and trends and **uncover insights** to inform recommendations for **optimization** for programmatic and automated messaging.

GXG'S EXPERIENCE CENTER

Successful digital initiatives require more than just the right technology. Organizations also need the right strategy and culture. GXG's Experience Center workshops are designed to solve customers' unique pain points and enable progress toward an achievable goal. The GXG team of strategic designers will facilitate a virtual workshop with a series of design-thinking and brainstorming activities to better understand a customer's current state and foster alignment across teams.



ALIGNMENT

We'll align your teams to gain insight across roles and disciplines to develop shared understanding of your goals and current state.



EMPATHY

Building empathy for your audience is critical for shaping your teams' decisions moving forward. We'll use design thinking exercises to begin to gather persona information.



PLANS & PRIORITIES

Brainstorm ideas for specific challenges and build shared ownership across your team. Prioritize team goals and develop steps to accomplish them.

Thank You

Questions? Contact info@granicus.com