



## ABOUT

Wrexham County Borough Council is located in north-east Wales, UK. The council serves nearly 135,000 residents, 25,000 of whom are subscribed to receive email bulletins on a range of topics from adult social care to tourism and events. Wrexham is using Granicus technologies to build an audience online. Through targeted digital communications which align with the council's strategic priorities, Wrexham is already engaging nearly 20% of the local population.



*Manually scheduling 20 different bin collection reminders a week, 80 a month (half in English, half in Welsh), took a whole day to manage.*

*Huw Ap Dewi, Performance & Development Officer at Wrexham County Borough Council*

## AUTOMATED MESSAGING REDUCES "MISSED BIN" CUSTOMER CALLS BY 48%

### SITUATION

**MANUALLY SCHEDULING MULTIPLE BIN COLLECTION REMINDERS WAS TIME-CONSUMING AND LABOUR-INTENSIVE.**

Like many local authorities, Wrexham County Borough Council is working hard to streamline its waste and recycling services, reduce inefficiencies, and improve collection and recycling rates across the county.

An effective collection service means fewer residents will need to call or visit the council to ask:

- Which bin do I need to put out?
- When will my bins be emptied?
- Why weren't they emptied?
- What do I need to do now?

Wrexham knows that well-informed residents are more likely to present the right bin at the right time and therefore less likely to need to contact the council via more expensive channels. To provide timely reminders to residents about their bin collection days, the council adopted Granicus' citizen engagement platform, the GovDelivery Communications Cloud, in April 2015. Residents subscribe to email reminders specific to their collection round.

With multiple rounds and the need to communicate with residents in two languages, Wrexham sends thousands of e-bulletins a month.

Until recently, scheduling the reminders for the month ahead was a repetitive task that took a communications officer one working day. They had to build and schedule e-bulletins in English and Welsh for two collection rounds (Calendar 1 and Calendar 2) which alternate weekly between general waste and garden waste collection. Both rounds take place every day (Monday to Friday) in different locations across the county.

## METRICS

**48%**

REDUCTION IN  
CALLS ABOUT  
"MISSED BINS"

**27%**

REDUCTION IN  
CONTAMINATED  
RECYCLING BINS

**8HR**

JOB NOW FULLY  
AUTOMATED

**53%**

INCREASE IN NEW  
SUBSCRIPTIONS A  
WEEK

**~8K**

RESIDENTS RECEIVE  
BIN COLLECTION  
REMINDERS

**60%**

OPEN RATE ON  
COLLECTION  
REMINDERS

## SOLUTION

### AUDIENCE SEGMENTATION AND MARKETING AUTOMATION DELIVER PERSONALISED REMINDERS.

To streamline the production of the bin collection reminders, Wrexham recently upgraded to the Advanced Package for GovDelivery Communications Cloud – an advanced government-citizen campaign management technology.

#### 4 ways Wrexham is improving resident communications with the Advanced Package for Communications Cloud:

- 1. Segment audience to send targeted messages.** When a resident subscribes to collection reminders, they select their collection day and calendar. They automatically fall into an audience segment and are guaranteed to receive the right message at the right time.
- 2. Automate sends and reduce staff time required.** Wrexham set up a series of repeat email campaigns for each collection round using the 'campaign feature'. Once activated, they are fully automated, require no maintenance, and can be edited or paused at any time.
- 3. Deploy 'welcome' and 're-engagement campaigns' to activate audiences.** Automated welcome campaigns (sent 30 days after someone first subscribes) invite new subscribers to opt in to other topics that may be of interest. Wrexham also deploys re-engagement campaigns to revive dormant subscribers. For those who have not engaged with content for over 60 days, a bespoke 'we miss you' message helps to re-pique subscribers' interest and remind them of what they're missing.
- 4. A/B testing helps optimise engagement rates.** By using 50/50 or 10/10/80 automated A/B testing, Wrexham is learning what subject lines, imagery, formatting, language and messaging are most effective at driving open and click rates.

## RESULTS

### REDUCED WORKLOAD AND IMPROVED CUSTOMER SERVICE

Wrexham is using marketing automation and audience segmentation to provide residents with the information they need to take the right action at the right time. More people know when to put their bins out and what can and can't go in recycling bins. This reduces the need to contact the council about missed bins. Using the Advanced Package for GovDelivery Communications Cloud to manage bin collection reminders alone has already reduced the workload of a communications officer by a day a month, customer calls about missed bins are down 48 per cent, and recycling contamination rates have reduced by 27 percent thanks to this proactive comms strategy.

Want to take your public engagement strategy to the next level with marketing automation and audience segmentation?

Get in touch today: [info@granicus.com](mailto:info@granicus.com)