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Navigating Complexity

How to Simplify Government Program Adoption

August 22, 2024

Housekeeping

What you need to know

Chat

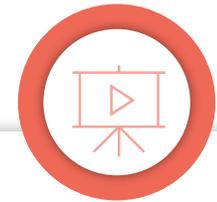Use the Chat function to say hello to your peers!

Tech Issues

Connect with us using the Chat function to let us know your issue and we'll help to resolve it. For larger issues, reach out to us at

marketingevents@granicus.com

Questions

Submit your questions using the Q&A function.

Presentation

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

Today's Speaker

Jeff Tzucker

Manager, Granicus Experience Group

- With Granicus since 2019
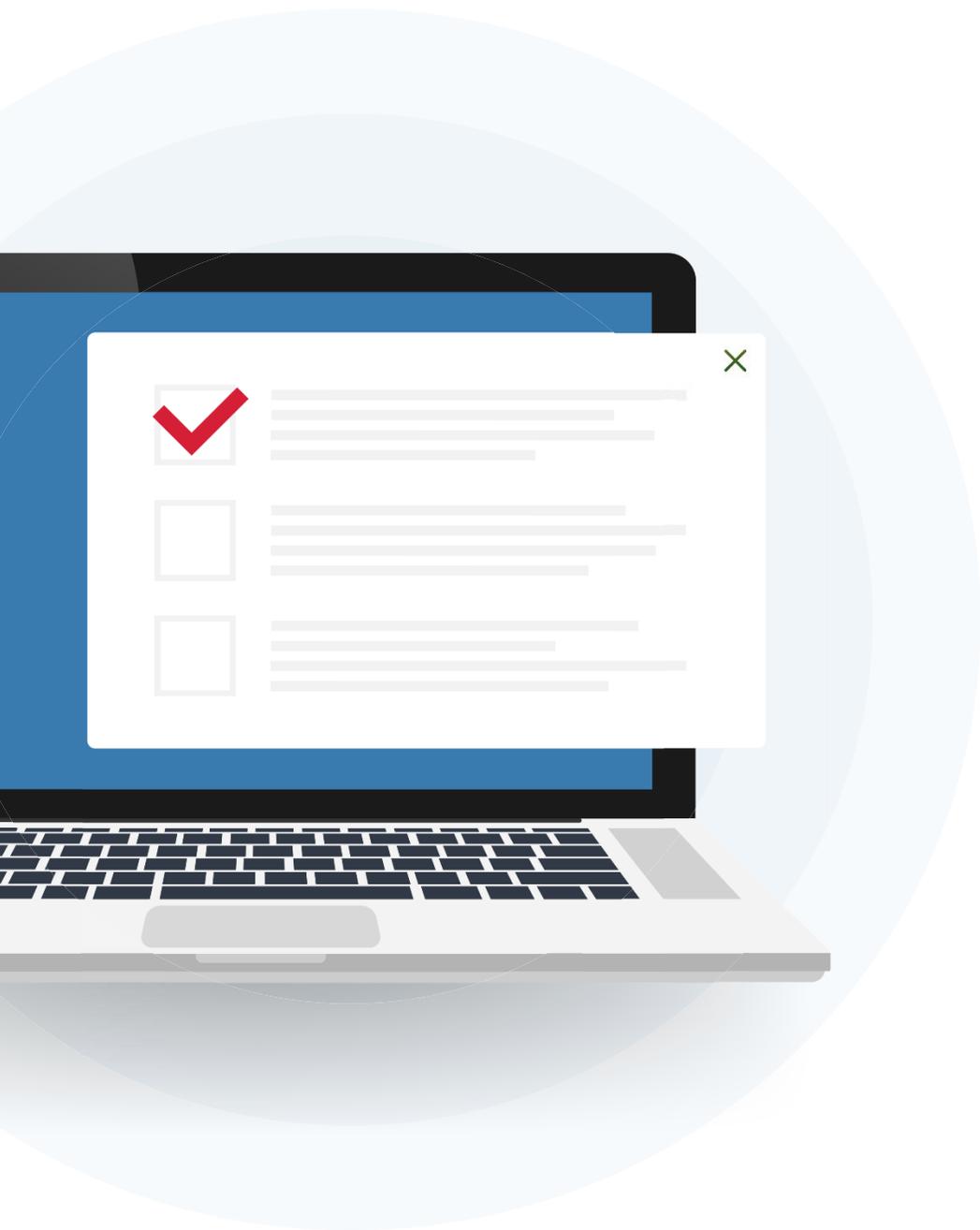- 20+ years of experience in digital, design, marketing, and comms

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Agenda

Navigating Complexity: How to Simplify Government Program Adoption

- Intro and Quick Poll

- Considerations

- Four Phases of Communications

- 8 Barriers to Digital Service Adoption

- Questions and Discussion

Poll: What are your biggest challenges when it comes to driving program enrollment?

1. Lack of staff to execute workload

2. Lack of technological capabilities

3. Unclear communications on steps/process

4. Other (share in chat)
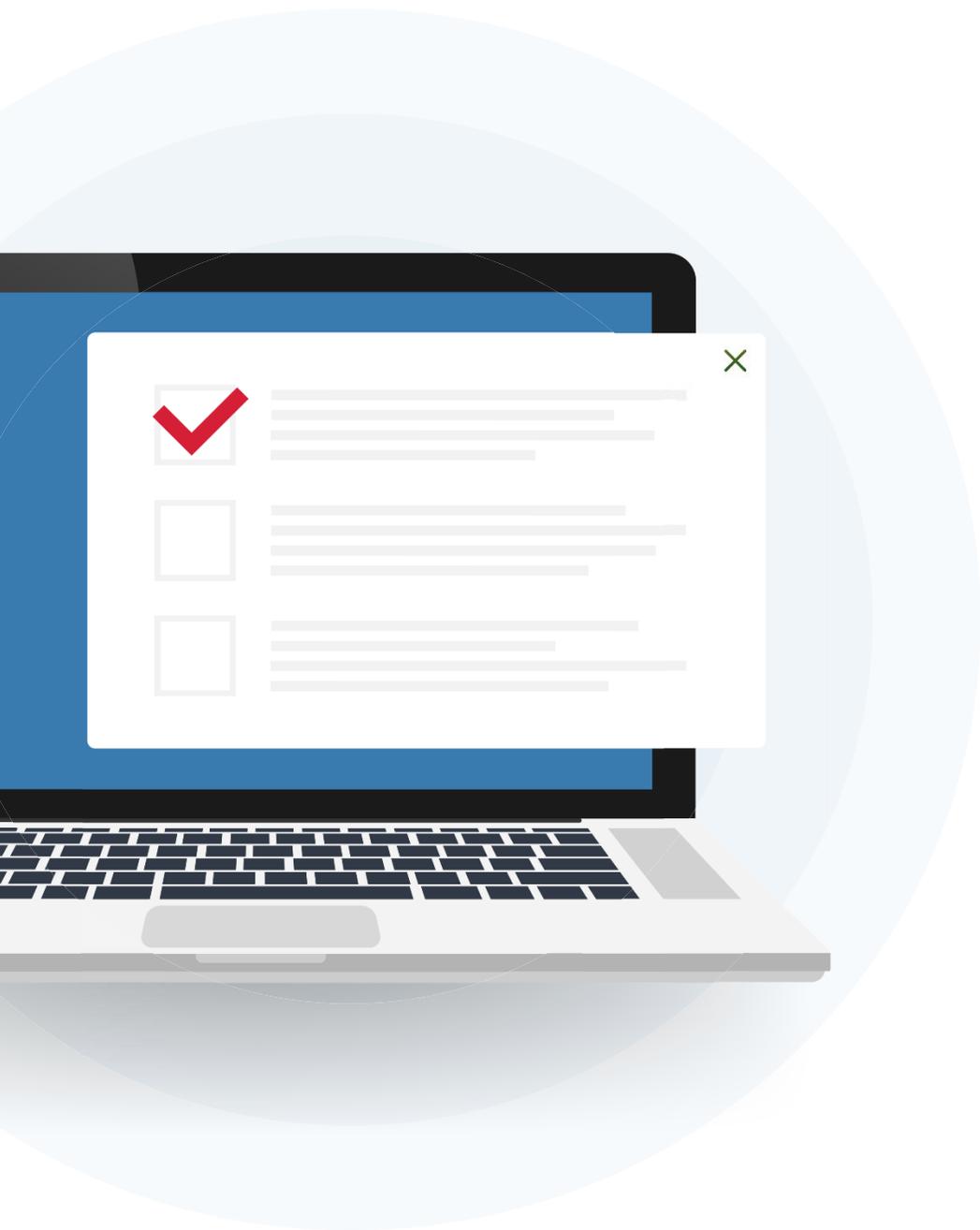
Poll: What do constituents perceive as your agency's barriers to driving enrollment?

1. Lack of staff to execute workload

2. Lack of technological capabilities

3. Unclear communications on steps/process

4. Other (share in chat)

Communications as Customer Experience:

Drive Program Awareness, Adoption & Impact

Our lessons learned from managing millions of journeys for Granicus customers:

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

Navigating Complexity

Four Things to Consider

1. **Understand Current State.** Put yourself in the shoes of your enrollees. What are they experiencing? Map it out, identifying enrollee pain points to establish quick wins.

2. **Review Frequent Questions.** Review call center questions and talk to case managers to understand where residents are struggling. Provide proactive resources to reduce calls, walk-ins, and other resource-intensive support.

3. **Reframe Comms as Customer Experience**. Move beyond driving comms-drive awareness to considering the full journey, using communications at each touchpoint to guide a process.

4. **Automate**. Identify operational pain points or bottlenecks where adding an automated channel like email/SMS drip campaigns could relieve staff and help enrollees.

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Child Care Enrollment

Goal: Provide proactive document assistance to improve enrollment completion without additional assistance.

	Current Campaign
	Possible future campaign

PHASES USER ACTIONS	PRE-APPLICATION Learn about the program	ENROLLMENT Complete application	ENROLLED Maintain contact	PRE-ENROLL Re-enroll for voucher
Families	+ Eligibility criteria + What documents you will need + How to apply + Benefits of program	**GATHER DOCUMENTS (211)** List of required documents Gather your documents Don't miss chance for vouchers **IF YOU HAVE QUESTIONS** **Text "DOCS" to 555-555-1212**	+ Maximize time with childcare providers + How to spot a quality provider + What to do if you're not happy with your provider + Child wellness	**RENEWAL** It's time to renew (45 days out) Reminder to renew now (15 days out) Tell us how it went
CRITERIA		"Partial" Status		Current enrollees, Time-based
TECH		govD, Two-way SMS		TMS

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Growing your audience is important because **people rely on government for critical information and services** all throughout their lives.

In addition, government information must continue to be the trustworthy source for guidance.

Four Phases of Communications

Using empathy, data, and communications to guide people through their journey

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When there is not enough information given at the right time, anxiety and distrust can arise.

At worst, **customers can be left wondering if government truly wants to help**. *Using empathetic digital communication that respects and understands the needs of the recipient can go a long way during this phase.*

Four Phases of Communications

Using empathy, data, and communications to guide people through their journey

| Awareness | Trust & Consider | Decision & Action |

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Government service delivery ultimately requires awareness to convert into action. There are many factors that enable or inhibit the desired action.

Proactive communications can be used to address hesitations, concerns, and questions.

Four Phases of Communications
Using empathy, data, and communications to guide people through their journey

Awareness	Trust & Consider	Decision & Action	Management & Engagement

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Digital communication channels are critical for advancing the maturity of service delivery experience.

We can **remind, respond, and remember customers by understanding the customer's journey after they have interacted with government**. This creates enduring trust that will help keep people engaged, interested, or accessible in times of emergency.

Four Phases of Communications

Using empathy, data, and communications to guide people through their journey

Michael
Student

Goals
- Keep up to date with the research that's happening in my field
- Find, apply for, and win grant and funding opportunities
- Progress in my career – break big story and make my name known

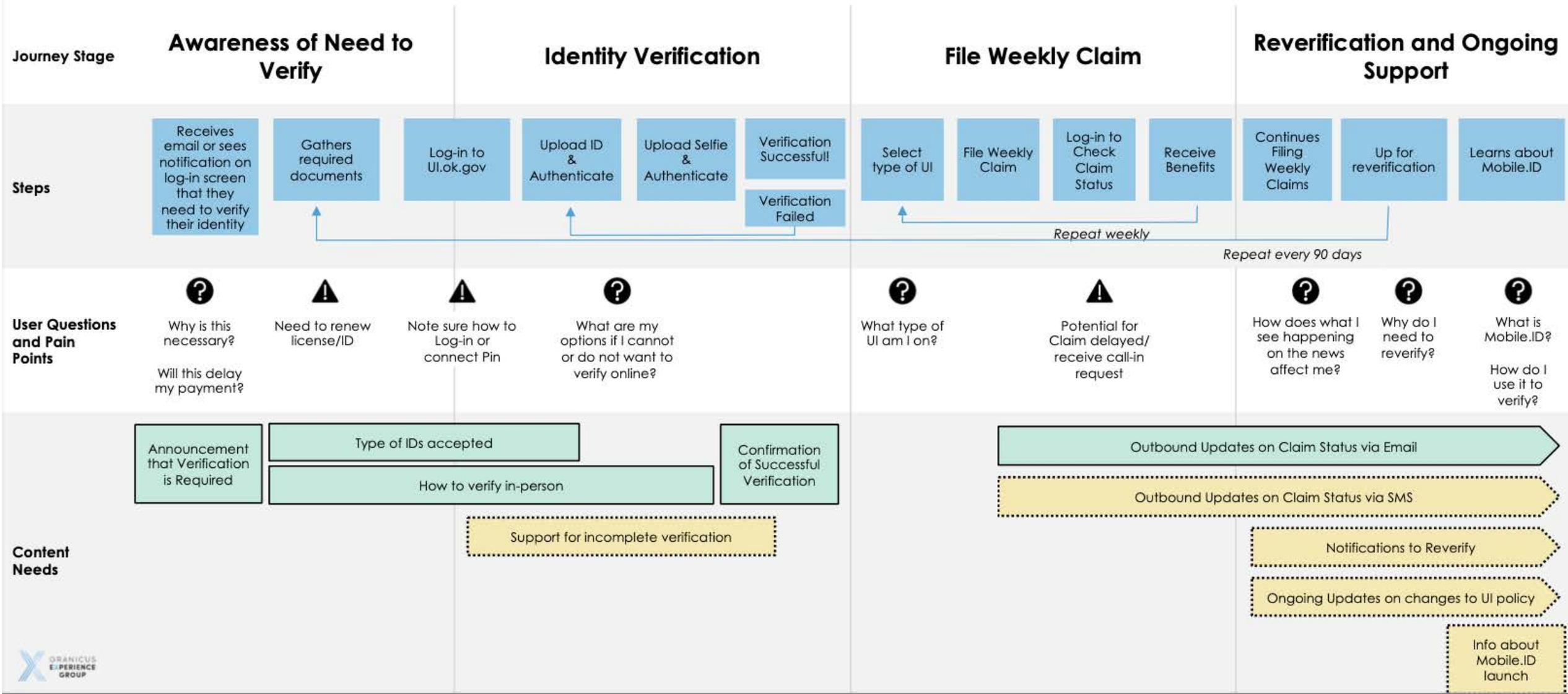| Awareness	Consideration	Decision	Management	Advocacy
QUESTIONS				
• What research opportunities are available in my field? • What can I do to progress my research career?	• What do these ACME funding opportunities offer? • Are any of these opportunities right for me and my career ambitions?	• How do I complete this application? • What makes a good application? • Who won the grant and why?	• How do I publicize my research findings? • What new ACME grant opportunities are available?	• Who else in my field and my university could benefit from these ACME funding opportunities? • How do I share my ACME story to inspire others?
ACTIONS				
• Reads department emails • Talks with supervisor, colleagues, grant office • Googles for research funding opportunities	• Visits ACME website and reads grant details • Identifies a grant that may be a good fit • Discusses opportunity with supervisor	• Works with supervisor and grant office to complete grant • Submits grant • Awaits feedback	• Shares research findings with university • Explores new ACME grant opportunities • Routinely reads ACME emails	• Emails appropriate grant opportunities to colleagues • Shares ACME research emails with colleagues • Advocates for ACME in department and field
INSIGHTS				
• Key conduit to early career researchers are established researchers working as supervisors and university grant office staff	• Detailed segmentation will allow more targeted funding opportunity emails • Funding opportunity emails need to explain why the opp is available, who it's right for, and how to apply	• Create "proposal communities" to provide updates to all applicants of an opportunity at once	• Researchers don't always publicize their findings, share them with ACME, or will deprecate ACME's involvement. ACME must incentivize them to share their findings directly with ACME.	• Turn researchers into ACME advocates who routinely apply for funding, conduct research, publicize their research, and represent ACME across their field.

8 Barriers to Digital Service Adoption

KEY STEPS IN ENROLLMENT PROCESSES

STEP 1. CREATING ACCOUNT	STEP 2. LOGIN	STEP 3. COMPARISON	STEP 4. STARTING APPLICATION
X	X	X	X X
STEP FAILED: People don't create accounts	**STEP FAILED:** People don't login	**STEP FAILED:** People don't maximize benefits	**STEP FAILED:** People don't start application

STEP 5. NAVIGATING REQUIREMENTS	STEP 6. GATHERING DOCS AND INFO	STEP 7. SUBMISSION (SUCCESS)	STEP 8. ENROLLMENT (RESULTS)
X	X	X	X X
STEP FAILED: People don't complete applications	**STEP FAILED:** People drop off in the middle of the application	**STEP FAILED:** People are unsure of submission status	**STEP FAILED:** People receive enrollment or eligibility rejection

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X **STEP FAILED:** *People don't create accounts*	X **STEP FAILED:** *People don't login*	X **STEP FAILED:** *People don't maximize benefits*	X X **STEP FAILED:** *People don't start application*
Consider: 1. Poor / overwhelming UX 2. Poorly timed actions 3. Unapproachable requirements	**Consider:** 1. Login messaging does not drive urgency 2. Unclear benefits 3. Failed login-password reset	**Consider:** 1. Socio-economic experiences 2. No incentive to take initiative 3. Information is intimidating, complex	**Consider:** 1. No urgency, incentive 2. Access to technology 3. Can't make decision

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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

Get Started

Find out if you qualify

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.

Proactive messaging at each moment that matters in a complex process

- Guide the journey
- Alleviate anxiety
- Communicate to empathize

8 Barriers to Digital Service Adoption

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Consider: 1. Process is too long, can't finish 2. Remembering so user can save and return 3. Requirements intimidating (gov docs)	Consider: 1. Time: Returning people forget 2. Third party APIs, other agencies 3. System is not intuitive, difficult to continue	Consider: 1. Tech unclear about final submission 2. Outreach, no confirmation 3. Lack of trust in process	Consider: 1. Problem or change during eligibility 2. Data is not managed after submission 3. Understanding 'what's next'

8 Barriers to Digital Service Adoption

STEP 5. NAVIGATING REQUIREMENTS	STEP 6. GATHERING DOCS AND INFO	STEP 7. SUBMISSION (SUCCESS)	STEP 8. ENROLLMENT (RESULTS)
X	X	X	X
STEP FAILED: People d... app...	STEP FAILED: ...n the ...cation	STEP FAILED: People are unsure of submission status	STEP FAILED: People receive enrollment or eligibility rejection

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 _____ 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.

Expand workforce capacity

- Channel shift
- Call center deflection
- Increased automation

CX and Performance Metrics

An idea of a place to start

- Have you increased the number of applicants and by how much?

- Was there a change in the percentage of applicants completing an enrollment? By how much?

- Was call volume reduced and by how much? How many hours have you saved by reducing the call volume?

- What are your open and click rates for the new communications? Website traffic?

- Measure sentiment by regularly gathering feedback.

Questions and Discussion

Thank You

Questions? Contact info@granicus.com

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