CX Reimagined: How to create equitable digital experiences

April 11, 2023

Granicus is Transforming how Government and People Connect Digitally

Serving the public's needs & interests since 1999

500K+
GOVIES
Across 6,000 agencies

GRANICUS
Civic Engagement Platform

Web · Comms · Services · Mtgs · Records

Consulting

300M+
PEOPLE
Across the US, UK, & ANZ

Connecting with government-provided information and services
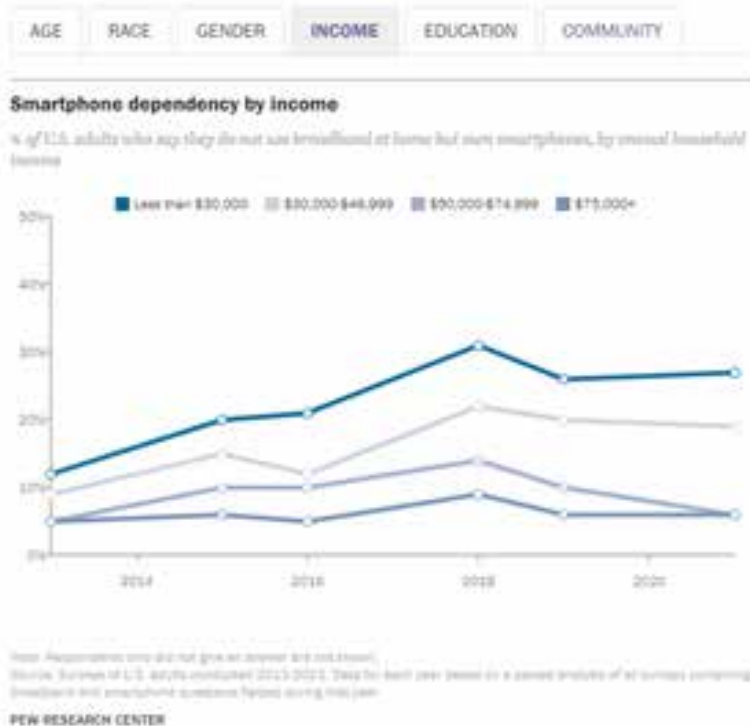
Today's Speaker

Jeff Tzucker

Manager, Granicus Experience Group (GXG)

Smartphone Dependence

Who is smartphone dependent?

Reliance on smartphones for online access is especially common among younger adults, lower-income Americans and those with a high school education or less.

Equality vs Equity

Put People First

Build experiences with the audience's needs and goals front and center

- What is your audience's reading level?

- What languages does your audience speak?

- Awareness, perception, goal

- Channel preference: Where do people want to be reached?

Eliminate Friction

- Audit current state

- Identity potential hurdles that hinder people from getting to the end goal faster

- Map touchpoints to understand audience needs at each step of the journey

- Build the journey to support the audience's goal

Use SMS

- Prepaid, upfront, no-cost texting solutions

- Make it easy to sign up

- Text-to-subscribe

- Custom short-code

- How are you using SMS?

- Why are you using SMS?
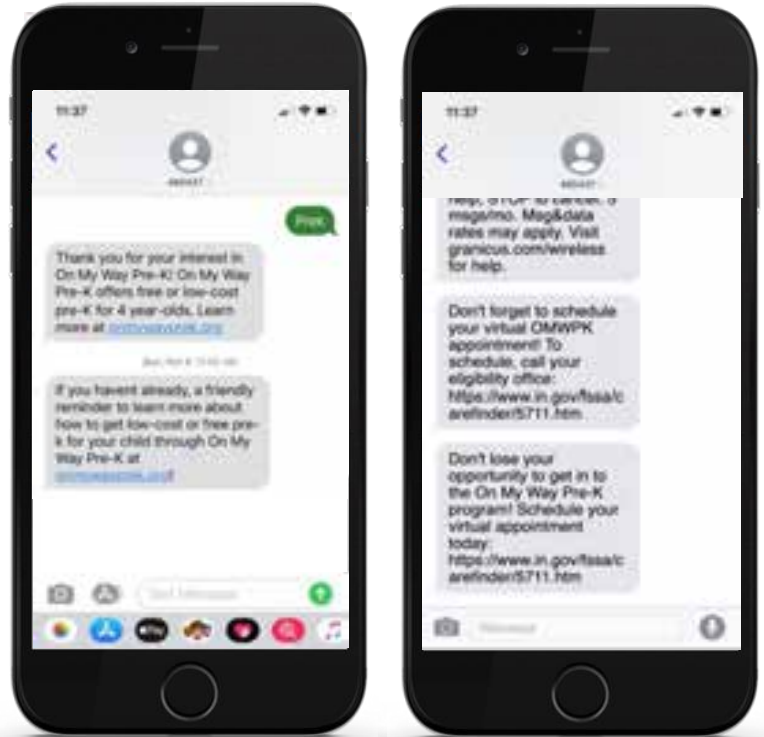
Indiana FSSA

Goal: Distribute regular info to frontline childcare providers during the pandemic and increase community awareness of critical FSSA services in the Office of Early Childhood and Out-of-School Learning

10k+ Average subscriber growth per month

28 Automated drip campaign developed and launched

48% Open rates using text and SMS to reach families moving frequently

Indiana Family & Social Services Administration

"COVID changed everything for everyone, especially social services. And we were determined not to shut down childcare services. There were too many essential workers that would be impacted by not having that available."

– Marni Lemons, Deputy Director of Communications

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Leverage Community Partners

- Integrate digital outreach with trusted community partners

- Identify trusted influencers within niche or hyper-local communities

- Partner to advocate and amplify critical information

Community Partner Examples

1

Pastors/church leaders

2

School leadership

3

Scout troop leaders

4

Anyone who is already a **trusted source** for the community you're trying to engage

Go Where Your Audience Is

- ✓ Food pantries

- ✓ Churches

- ✓ Homeless shelters

- ✓ Community organizations

- ✓ Make your online services accessible in public libraries

- ✓ Technology alone can only do so much

Find Government Partners

- Talk to offices with similar audiences who likely need information from your agency as well

- Cross-promote relevant content and information about services

- Share data across agencies and departments

District of Columbia, Fire and Emergency Medical Services (DCFEMS)

Goal: Increase health literacy and reduce 911 non-emergency calls with digital campaigns

1.3M Text Messages

36K Clicks on SMS Links

10% Reduction in Non-Emergency 911 Calls

"Without the help of the Granicus Experience Group (GXG), we would not have seen the engagement or success in getting our patients to the right form of care so quickly."

– Dr. Robert Holman, Chief Medical Director for FEMS

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Measure and Improve Over Time

✓ **Deliver Value** – whether it's more relevant content or new tools and services, continuously uncover new ways to deliver value

✓ **Use Data and Reporting** – to inform ways to improve your services. For example: *"What were the response rates from lower income subscribers?"*

✓ **Use the Data and Insights** – to grow your digital maturity, moving closer towards a personalized, relevant and seamless user experience