8 Barriers of Digital Service Adoption

June 21, 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 Speakers

Nick Geier

Manager,
Experience Services

Charlotte Lee

Strategic CX & Innovation
Lead, Granicus

Jeff Tzucker

Manager,
Experience Services

"

*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
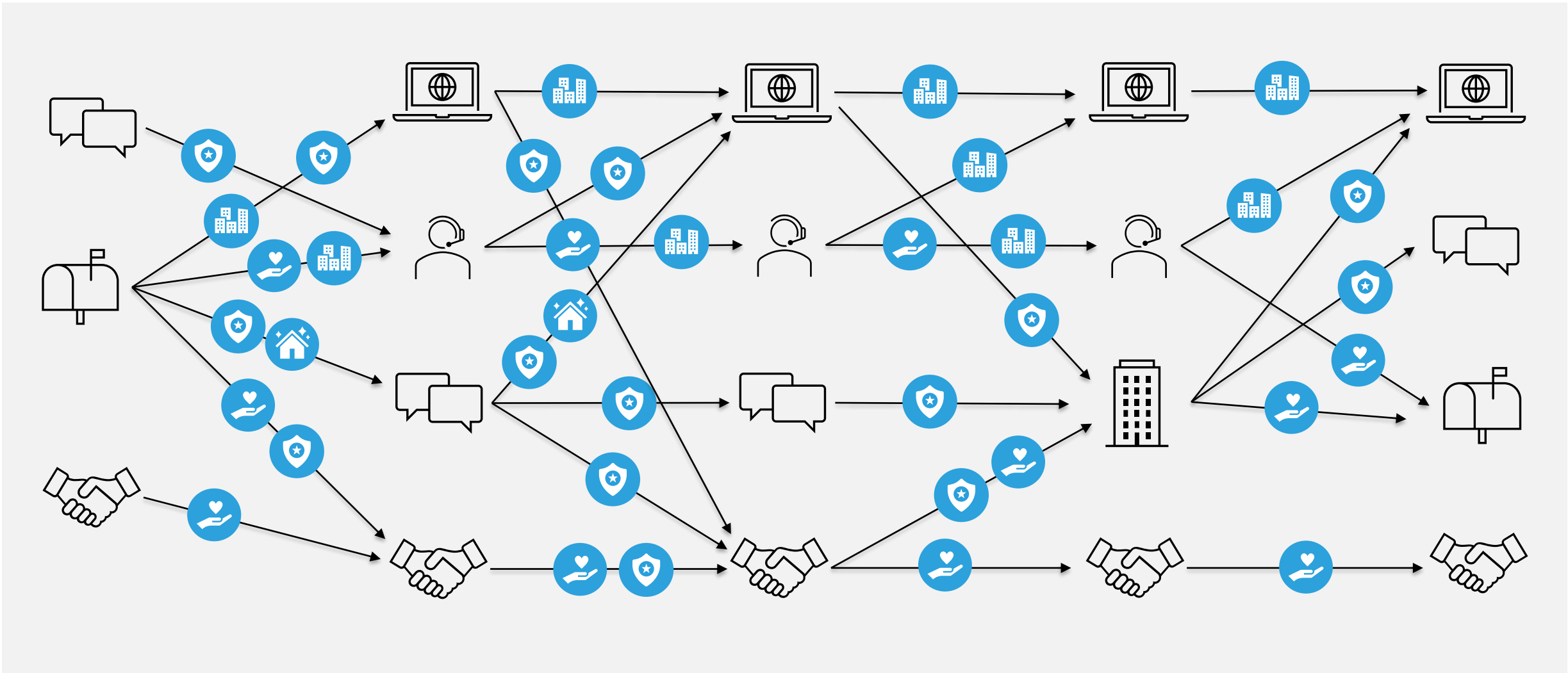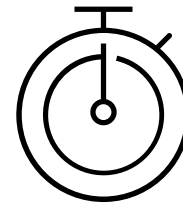
How does this feel?

For government to **guide 8 people to submit** a claim or an application online, they first need **6,000 people** to be aware of the program.
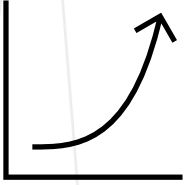
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*GXG Connect360 Metrics that Matter 2023

CONNECT COMMUNICATIONS WITH EXPERIENCE

SPEED OF DELIVERY

Don't wait for time-intensive service modernization. Improve experience challenges *now.*

MEASUREMENT & UNDERSTANDING

Leverage treasure trove of data on your subscribers to **benchmark** your:

- ✓ Customer experience
- ✓ Customer understanding
- ✓ DEI&A impact

CONNECT COMMUNICATIONS WITH **EXPERIENCE**

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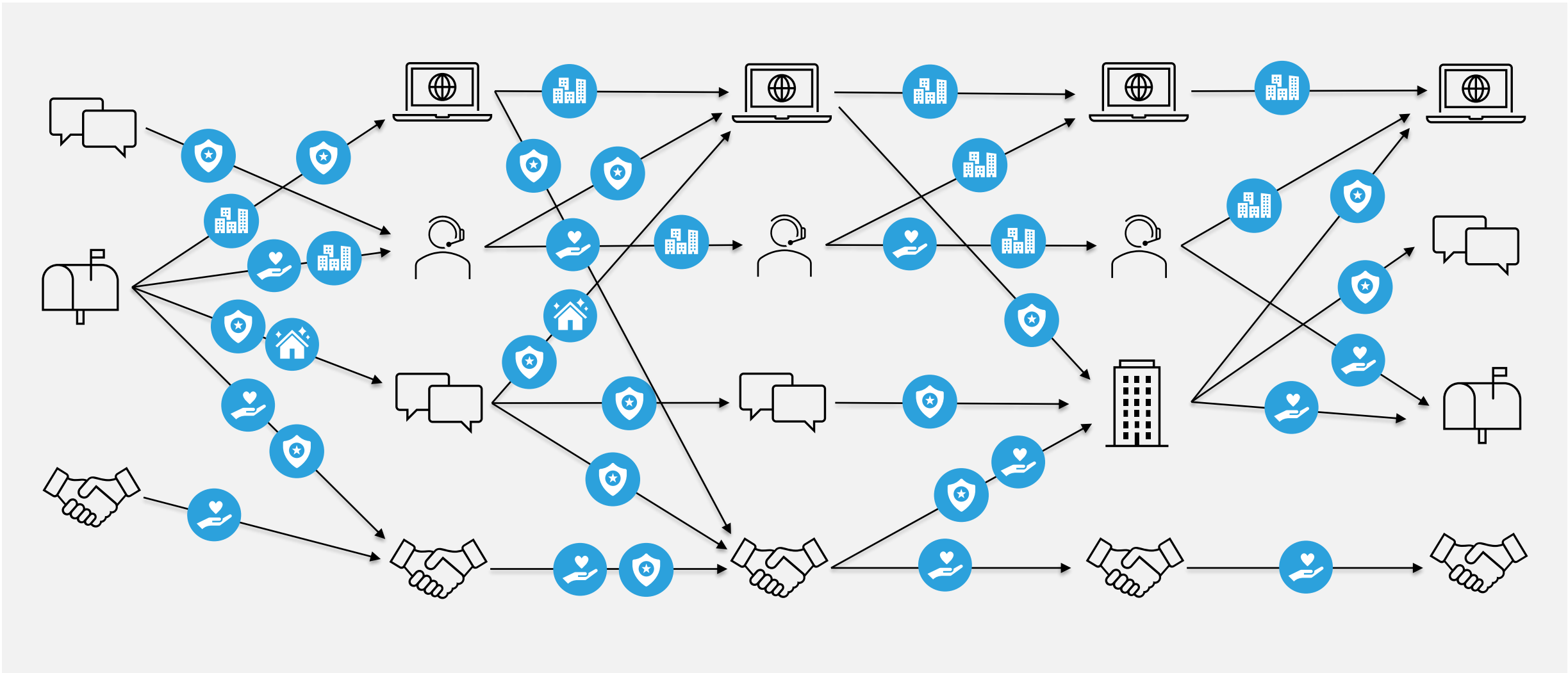**CONNECT COMMUNICATIONS WITH EXPERIENCE**

TRANSPARENCY & TRUST

Demonstrate **respect** for your audiences by valuing their time.

Get people what they need when they need it.
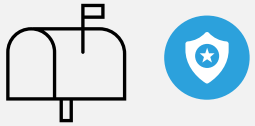
Connect360

Satisfied customers are

9x

more likely to **trust an agency**.
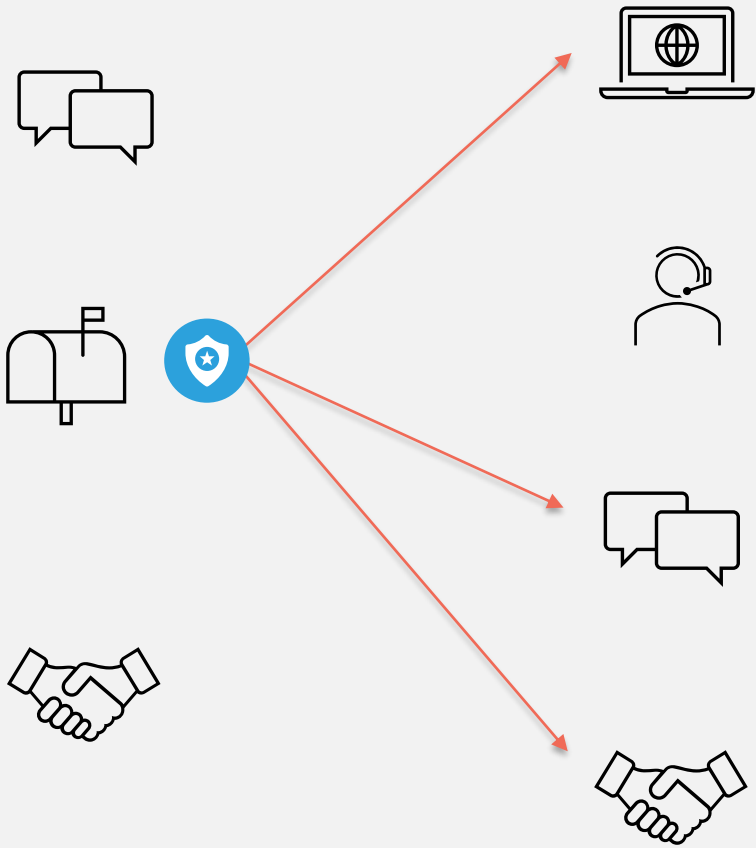
So, instead of this …

Awareness

Use empathy & data
to guide a multichannel journey
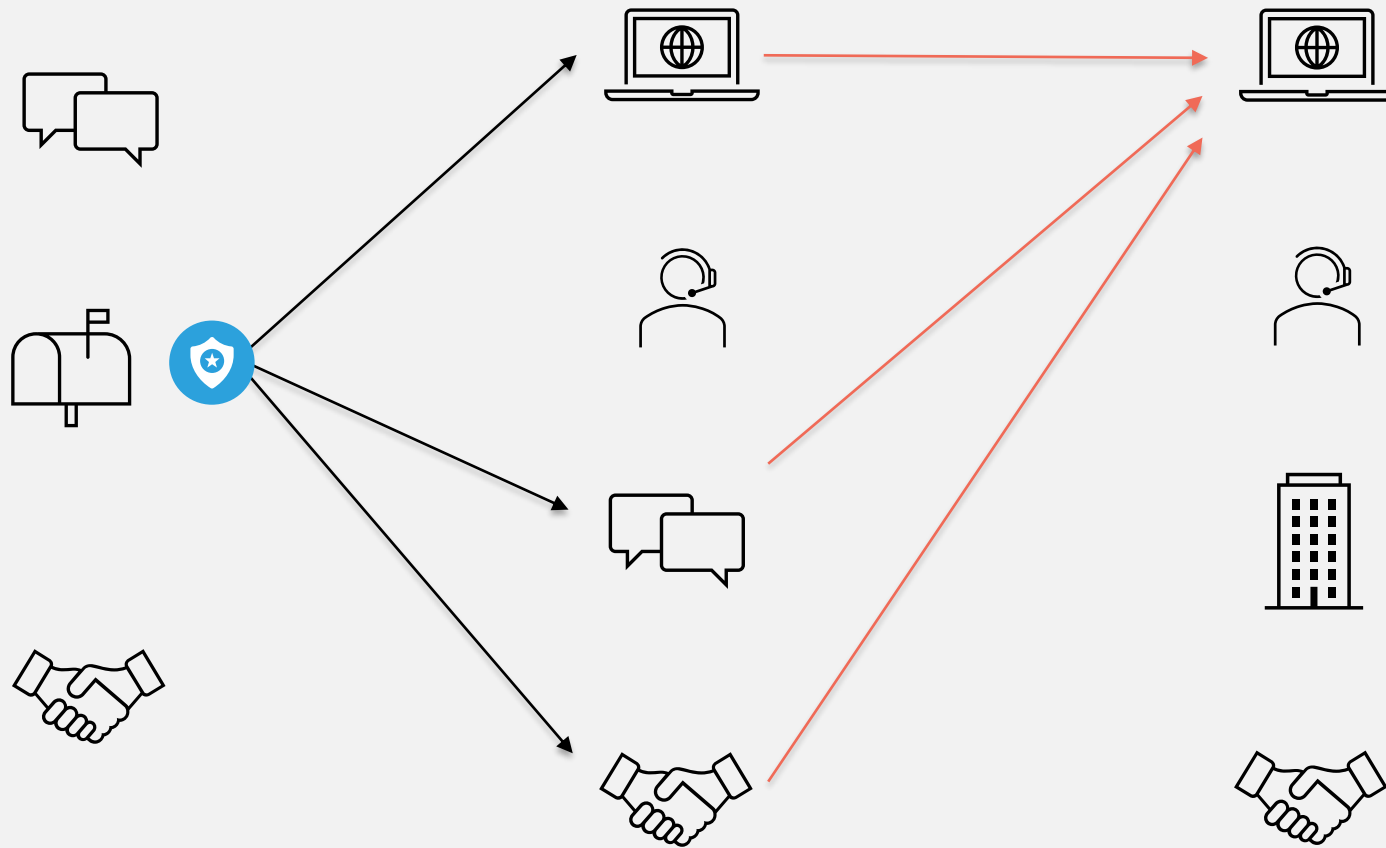
Awareness   Trust & Consider

Respected.

Awareness Trust & Consider Decision & Action

Respected. Remembered.
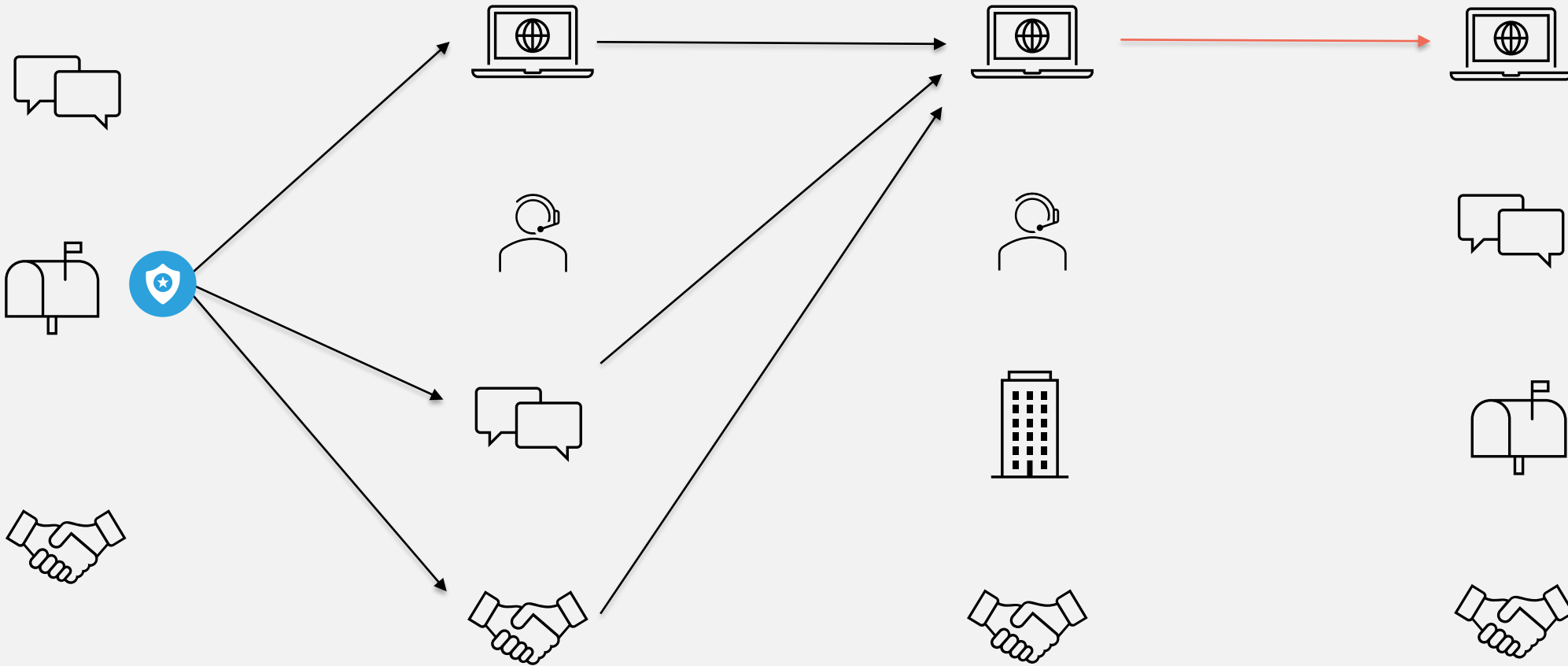
Awareness | Trust & Consider | Decision & Action | Management & Engagement

Respected. Remembered. Responded to.

Awareness | Trust & Consider | Decision & Action | Management & Engagement
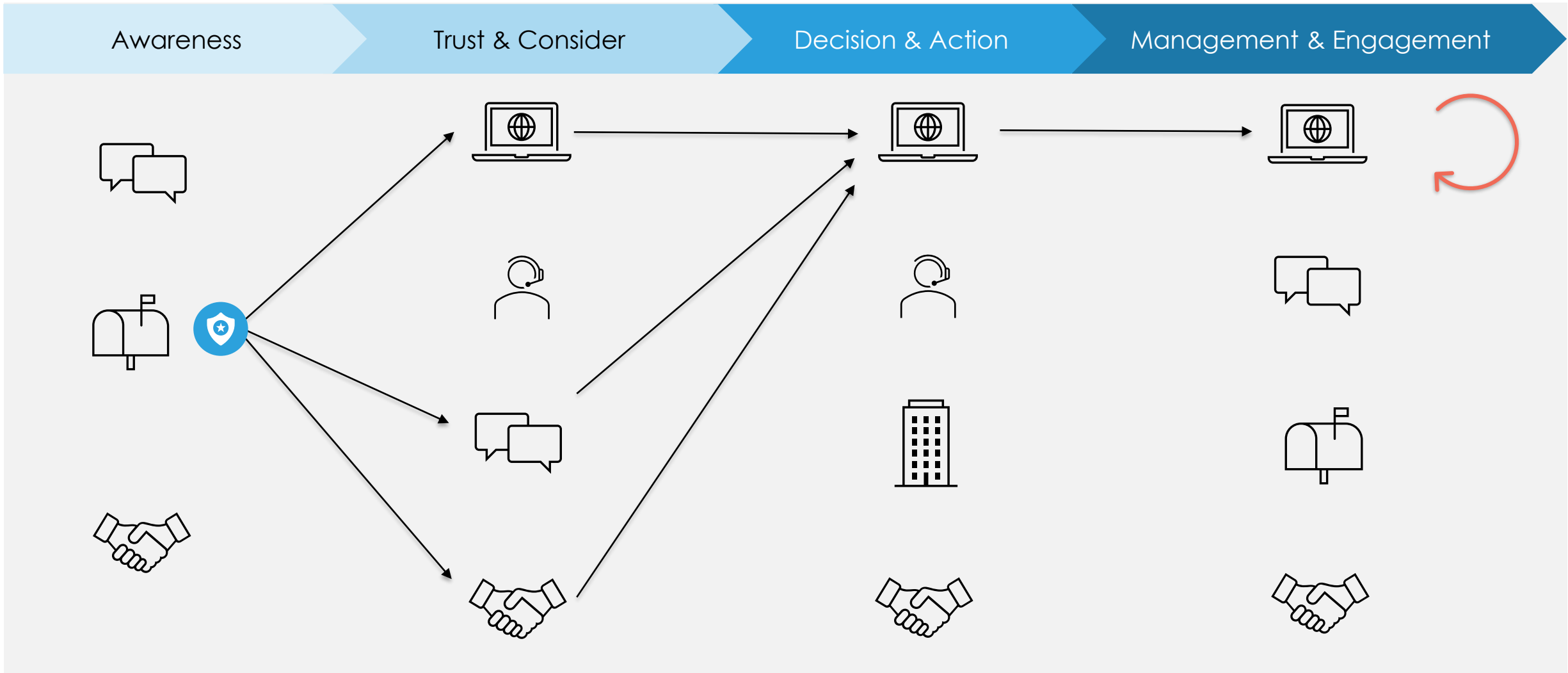
Respected. Remembered. Responded to. Reminded.

BUILT ON OUR PROVEN APPROACH:

Drive Program Awareness, Adoption, and Impact

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

| Awareness | Trust & Consider | Decision & Action | Management & Engagement |

Who do we need to reach?

How do people perceive our agency (program, etc.) & our messages?

What actions do we want people to take?

How might we stay connected & be helpful?

Four Phases of Communications

Using empathy, data, and communications to guide people through their journey, whether that's becoming aware of & understanding a key initiative
or completing a complex process
or recruiting and retaining the workforce

*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

Connect360

GROWING AN AUDIENCE

95%

of subscribers will become aware
of your initiative
with GXG's strategic approach
to the signup journey.

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*GXG Connect360 Metrics that Matter 2023

Awareness	Trust & Consider

*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.*

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**.

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

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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**.

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

8 Barriers of Digital Service Adoption

8 Barriers to Digital Service Adoption

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 & INFO	STEP 7. SUBMISSION (SUCCESS)	STEP 8. ENROLLMENT (RESULTS)
X 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

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 *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

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
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*

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

STARTING AN APPLICATION

30%

of those engaged by GXG through personalized communications **will decide to start an application**

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GROUP

8 Barriers to Digital Service Adoption

KEY STEPS IN ENROLLMENT PROCESSES

STEP 5. NAVIGATING REQUIREMENTS	STEP 6. GATHERING DOCS & INFO	STEP 7. SUBMISSION (SUCCESS)	STEP 8. ENROLLMENT (RESULTS)
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*
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 & INFO	STEP 7. SUBMISSION (SUCCESS)	STEP 8. ENROLLMENT (RESULTS)
X	X	X	X X
STEP FAILED: *People d... app...*	*STEP FAILED:* *... in 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

Your signature has been verified, and your ballot will be counted.

Hello, Nick!

Your ballot is on its way to

If you do not receive your
296-VOTE (8683).

Happy voting!

Hello, Nick!

Your ballot has been r
processed and verified

Learn more about how

Thanks for voting!

Hello Nick,

There was an issue wit

counts.

Learn more about the i

Hello Nick,

Your vote counts! Your signature has been verified and your ballot will be counted in
this election.

Visit kce.wiki/results for election results after 8 p.m. on Election Day.

Thanks for voting!

Have questions?

Call us at
206-296-VOTE (8683)
or email elections@kingco

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206-296-VOTE (8683)
or email elections@kin

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or email elections@kin

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206-296-VOTE (8683)
or email elections@kingcounty.gov.

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King County Elections — ¡vota!

El Departamento de Elecciones del Condado de King no pudo verificar la firma en su boleta.

Estimado(a) Nick,

Hay un problema con su firma.

Tome las medidas necesarias para asegurarse de que su voto cuente.

Conozca más sobre este problema y como arreglarlo en kce.wiki/LocalizadorBoleta.

Si tiene alguna pregunta

Llámenos al:
206-296-VOTE (8683)
o envíenos un correo electrónico a
elections@kingcounty.gov.

Síganos en:

twitter.com/kcelections

facebook.com/kcelections

instagram.com/kcelections

King County Elections — 투표하세요!

투표용지 알림 귀하의 투표용지가 발송되었습니다.

Nick님 안녕하세요,

귀하의 투표용지가 곧 도착할 것입니다.

5일 내에 투표용지를 받지 못하시면, 킹카운티 선거국 206-296-VOTE (8683)으로 전화하십시오.

즐겁게 투표하십시오!

질문이 있으십니까?

206-296-VOTE (8683)으로
전화하시거나,
elections@kingcounty.gov로 이메일 하십시오.

저희를 팔로우 하세요!

twitter.com/kcelections

facebook.com/kcelections

instagram.com/kcelections

King County

"It's peace of mind for voters, knowing where their ballot is, and it gives them more time to take care of an issue if one arises."

2022 General Election

80%

Challenged voters who received ballot alerts **took action** to cure/correct

48%

Cure rate for other voters

2023 Special Election

65%

Turnout among voters opted into ballot alerts

34%

Overall voter turnout

GRANICUS

Thank you!

Questions? Contact info@granicus.com