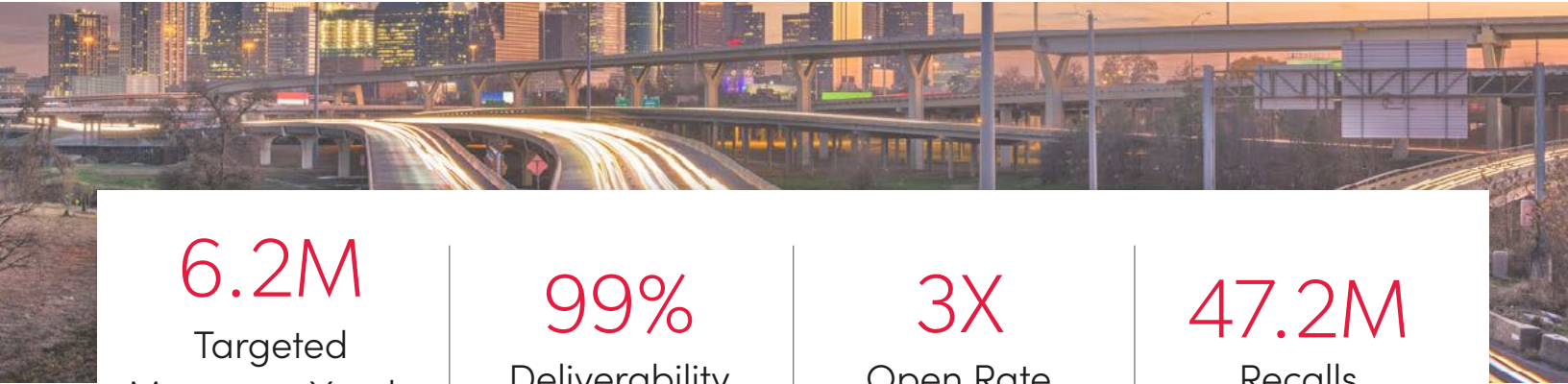




National Highway Traffic Safety Administration

How AC Transit Uses Digital Agenda Management to Boost Productivity & Collaboration



6.2M Targeted Messages Yearly	99% Deliverability	3X Open Rate	47.2M Recalls
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OVERVIEW

The National Highway Traffic Safety Administration (NHTSA) uses govDelivery’s Targeted Messaging Service (TMS) to improve safety by connecting tens of millions of Americans with important vehicle and product recall information.

SITUATION

NHTSA’s in-house email solution for sending important safety and recall notifications to consumers was slow; sometimes it took as long as 24 hours to send emails for major recalls.

SOLUTION

govDelivery TMS enables NHTSA’s team to quickly send consumers a personalized message, with trusted NHTSA branding, notifying them of the problem, the root cause, and how they can remedy after a recall.

RESULTS

“For a high-volume recall, we can usually send all emails within a 20-minute timeframe,” said Rajanala. On top of that, the team can view metrics they need to understand their impact and improve for the future.

MUST HAVE SOLUTION

govDelivery

“ govDelivery TMS is definitely a success for our agency. We’re able to reach consumers more quickly and reliably. I would recommend anyone with a similar need or circumstance to switch to TMS.”

–Gopal Rajanala,
Program Manager