

Met Office

Email and Digital Subscription Management



The Met Office uses GovDelivery's digital communication platform to inform subscribers of changes to important Met Office web pages. The service allows subscribers to stay up-to-date at times of severe weather through its fully-automated and time-critical Severe Weather Warning service. In addition to the latest weather warnings, users can also subscribe to receive alerts on the latest news or the latest job vacancies. The following shows how the Met Office is leveraging its website (<http://www.metoffice.gov.uk/>) to automatically deliver personalised communications to subscribers.

Solution Benefits

Agency Benefits

Automation

Streamline the process of communicating new information the public.

- GovDelivery automatically delivers message alerts to subscribers when content updates occur.
- Messages are triggered by website changes – no need to manually approve and send messages.
- Provides a method for constantly re-engaging subscribers and pulling them back to the Met Office website.
- Provides greater communication reach at much lower cost than previously possible.

Subscriber Benefits

Personalisation

Give subscribers what they want, how and when they want it.

- Subscribers have access to more information that is delivered directly to them.
- Engage subscribers by communicating relevant, timely content.

GovDelivery's digital communication platform is used by more than 300 government entities. [Full Client List.](#)

Met Office Email Alerts – How it Works

Agency: Automation Makes Communication Efficient & Easy

When the Met Office updates its severe weather warnings webpage an email is automatically created and delivered to subscribers of that topic (broken down by region).

From: Met Office [metoffice@service.govdelivery.com] Sent: Mon 9/21/2009 4:02 PM
To: Renee Houser
Cc:
Subject: 21/12/14: Heavy Rain - Highlands & Eilean Siar

21/12/14: Heavy Rain - Highlands & Eilean Siar

FLASH Warning of Heavy Rain for Highlands & Eilean Siar valid from 1430 Mon 21 Sep to 2359 Mon 21 Sep

Please do not reply to this email.

Update your subscriptions, modify your e-mail address, or unsubscribe at any time on your [Subscriber Preferences Page](#). You will need to use your e-mail address to log in.

If you have questions or technical problems with the subscription service, please contact support@govdelivery.com.

All other enquiries can be directed to enquiries@metoffice.gov.uk.

This service is provided free of charge by the Met Office. Visit us on the web at www.metoffice.gov.uk, or follow the [Met Office on Twitter](#).

Subscriber Signup Process: Personalisation Improves Subscriber Satisfaction

1. Subscriber follows the email subscription link located on the homepage and throughout the Met Office Web Site.

Please confirm your e-mail address to ensure deliverability of alerts

Enter E-mail Address: renee.houser@govdelivery.com
Confirm E-mail Address: renee.houser@govdelivery.com

2. Subscriber enters and confirms email address.

3. Citizen chooses the topics of interest from one succinct subscription page.

Quick Subscribe for renee.houser@govdelivery.com

Met Office offers updates on the topics below. Subscribe by checking the boxes; unsubscribe by unchecking the boxes.

Access your [subscriber preferences](#) to update your subscriptions or modify your e-mail address without adding subscriptions.

- Jobs and Careers
 - Job vacancies
- News
 - News Releases
- Weather Warnings
 - Orkney & Shetland
 - Highlands & Eilean Siar
 - Grampian
 - Strathclyde
 - Central, Tayside & Fife
 - SW Scotland, Lothian Borders
 - Northern Ireland
 - Wales
 - North West England
 - North East England
 - Yorkshire & Humber
 - West Midlands
 - East Midlands
 - East of England
 - South West England
 - London & South East England

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