

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 to 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).

The screenshot shows the Met Office website with a 'UK: severe weather warnings' section. A callout box points to the 'Weather warnings overview' section, stating: '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)'. Below the website screenshot is an email alert notification with the following details:

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

The email body contains a link to '21/12/14: Heavy Rain - Highlands & Eilean Siar' and a 'FLASH Warning of Heavy Rain for Highlands & Eilean Siar valid from 1430 Mon 21 Sep to 2359 Mon 21 Sep'. It also includes instructions on how to update subscriptions and contact support.

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.

2. Subscriber enters and confirms email address.

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

The screenshot shows the Met Office website with a 'Quick Subscribe for renee.houser@govdelivery.com' section. It includes a form to confirm the email address and a list of topics to subscribe to, such as 'Jobs and Careers', 'News', and 'Weather Warnings'. The 'Weather Warnings' section is expanded, showing various regions like 'Orkney & Shetland', 'Highlands & Eilean Siar', etc. A callout box points to the 'Weather Warnings' section, stating: '3. Citizen chooses the topics of interest from one succinct subscription page.'

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