

9th Annual Digital Communications Summit

#DCcomm16

April 28, 2016

THE MOBILE CITIZEN EXPERIENCE

01

THE STATE OF MOBILE

02

WHAT IT MEANS FOR THE
CITIZEN EXPERIENCE

03

HOW GOVERNMENT AGENCIES
CAN TAKE ADVANTAGE



Your audiences are fast-paced



8 sec
average
attention span



17 min
between phone checks,
30 secs at a time

Texting is more universal than ever

2x

Low-income Americans text twice as much as average

94%

Seniors over 70+ who text at least once per week

4 sec

People read texts within 4 seconds, on average

Trust in government is at all-time low

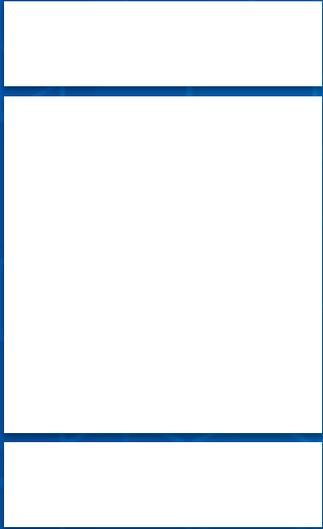
75%

1960's



24%

Today



AUTHORITATIVE

Teach programs or concepts
from start to finish



DISTRIBUTED

Incremental learning and
actions build to goal.



2 Sides of Tomorrow's Mobile Citizen Experience

1 Backbreakingly Simple Pieces...

*I didn't have time to write
a short letter, so I wrote a
long one instead.*

— Mark Twain

WITHIN SESSIONS

2-way isn't just for queries or surveys. Interaction (aka conversation) brings key messages to life.

ACROSS SESSIONS

Look beyond start, end, or major deadlines. Engage 2-4x each week for entire program.

...Strategically
Joined **2**

Build citizen experiences via time, not bulk

Learn about
FAFSA
program

See FAFSA
deadlines

Apply for
FAFSA

Check your
application
status

GovDelivery Interactive Texting

2-way, automated
logic engine

Precision
dashboard &
analysis



1

Improving Early Literacy



16-week message campaign developed by services team in English and Spanish

Vocabulary, singing, and speech tips texted to parents of children under 5

92% of enrolled parents reported that their child learned new words as a result of these messages

2

Public Health Monitoring



8-week message campaign with advanced logic and personalization

Health tips and monitoring questions by text to vulnerable people

Scaled to support millions of participants

3 Citizen Reporting



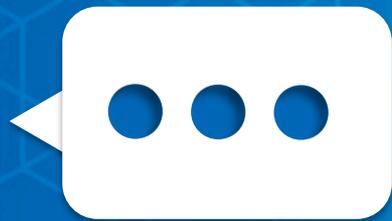
8-question reporting tool including email integration with agency workflow

300% growth in citizen participation from web-based tool

4 agencies updated policies as a result of reports

1 Simple Pieces...

...Strategically
Joined **2**





Thank you

THANK YOU!