

# SUCCESS STORY

## DRIVER AND VEHICLE STANDARDS AGENCY

SHIFT TO WELL-BRANDED DIGITAL COMMUNICATIONS  
DRIVES WEBSITE TRAFFIC AND OPERATOR ENGAGEMENT.



### SITUATION

**Migrate print-oriented audience to digital communications.**

“Moving On,” a quarterly eight-page newspaper, kept large vehicle fleet drivers and operators engaged and informed of changes to road safety regulations. The challenge is to find a way to provide Driver and Vehicle Standards Agency’s (DVSA) news digitally to a very mobile audience.



### SOLUTION

**Preserving design ensures recognition; linking bulletin to blog maintains interest.**

To respond to a clear customer preference for email communications, support the government’s drive to go Digital by Default and save on print and postage costs, DVSA stopped printing “Moving On.” Instead, the agency sent the newsletter out as an email starting in November 2012. The design of the replacement email reflected the original print newsletter, so that customers would recognise the publication.

Weak analytic returns prompted DVSA to update its digital strategy when it transferred content to GOV.UK in November 2013. The agency transformed the email newsletter into a blog, instead emailing article summaries linking back to its blog to send more readers to their web pages. Eight months later, the agency refreshed its design to tie the “Moving On” brand more closely to that of GOV.UK.

Design best practices help customers triage content and more easily find articles that interest them. Reducing their



Driver & Vehicle  
Standards  
Agency

### ABOUT

The Driver and Vehicle Standards Agency (DVSA) improves road safety in Great Britain by setting standards for driving and motorcycling, and making sure drivers, vehicle operators and MOT garages understand and follow road worthiness standards. An executive agency of the Department for Transport, DVSA also provides a range of licensing, testing, education and enforcement services.

email size, creating clearer calls to action, and adding ‘read more’ links at the end of each summary resulted in better analytic results for DVSA. Its emails include a main feature and graphic at the top, and list the most recent blog updates. Each article has a clear title, summary, graphic, and link to the full article on the blog itself, and each article is written in the Government Digital Service style—clear, concise, and easy to understand.



**SOLUTION**

In addition to generating 94.5% of DVSA's blog visitors, "Moving On" has provided critical information about:

- Online 'Find your nearest testing station' service
- Load security
- Preparing large vehicles for MOT
- CPC deadline for truck drivers
- New risk rating reports
- New enforcement methods
- Providing IVA updates
- Drivers hours and keeping work records
- New Guide to Maintaining Road worthiness
- Messages from the Office of the Traffic Commissioner
- DVLA's 'No more tax disc' campaign



**RESULTS**

Since its inception, the evolution of a compelling design has driven the growth of "Moving On" to over 77,200 subscribers, and over the last year it has seen an average open rate of 34%. "Moving On" is sent to 56% of all operators, who account for 85% of commercial vehicles on British roads. The "Moving On" topic makes up 75% of the overall subscriber numbers for the DVSA direct suite of email alerts.

A customer survey conducted in January 2014 revealed that 66% of respondents read "Moving On" to help them stay compliant with updates about rule changes. With a satisfaction rating of 94%, 96% of respondents share "Moving On" with colleagues.



**METRICS**

**265K** TOTAL SUBSCRIBERS  
*as of 2015*

**56%** OF ALL OPERATORS SUBSCRIBED

**66%** READ TO STAY COMPLIANT

**94%** SATISFACTION RATING

**96%** SHARE IT WITH COLLEAGUES



2014 WINNER  
**DIGITAL STRATEGY**  
& IMPACT AWARDS

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