

WICSEC 2015

**FORT WORTH**  
CITY OF COWBOYS AND CULTURE

Shaping the Future for Children

# Communicating with Customers

**wicsec**  
western interstate CHILD SUPPORT enforcement council  
Dalworthington



# Customer Communications – Change is Ever-Present...

## 2005:

- Only 68% of adult Americans were internet users
- Only 74% of adult Americans had cell phones
- Limited personal use of smartphones
- Less than 35% of adult Americans used text messages

## Today:

- 87% of adult Americans are internet users
- 91% of adult Americans have a mobile phone
- 64% of adult Americans have a smartphone
- Over 80% of adult Americans use text messages

*Source: Pew Research Center, multiple surveys for Internet and Cell Phone usage ([www.pewresearch.org](http://www.pewresearch.org))*



# Pennsylvania Case Study

## **Evolving outreach mechanisms to adapt to change member demographics:**

- Interactive Voice Response (IVR)
- eReminders (Emails)
- Child Support Website (CSWS)
- Text Messages
- Mobile CSWS



# Pennsylvania – Prior Automated Outreach Programs

- Pennsylvania's Automated Child Support System (PACSES) configured to issue automated calls and emails
- INTERACTIVE VOICE RESPONSE (IVR):
  - *Automated calls to remind case members of **Scheduled Events***
  - *Issued 1-3 days prior to the date*
  - *Allowed for inbound calling to check case information*
- E-REMINDER AUTOMATED EMAILS ISSUED FOR:
  - **Scheduled Event** – *Dates within the next 7 days*
  - **Amount Held Notification** – *Money held because of missing address*
  - **EFT or EPPICard Deposit** – *Amount disbursed to a custodial parent/caretaker*
  - **Missed Payment** – *Payment expected on a certain date/time but not received*
  - **Early Intervention** – *Reminder of support payments that are now due*
  - *Approximately 17k issued per day*
  - *Approximately 404k case members enabled for eReminders*



# Pennsylvania – Interactive Voice Response

- Implemented as part of the original PACSES mainframe rollout in 1999
- Initially supported only inbound calls, providing secure access to member case information
- Replaced with newer technology supporting both inbound and outbound calls



# Pennsylvania – IVR Concerns

- Despite being limited to a single reminder, concern that IVR outbound calling may be intrusive / ineffective.
- LIMITED TIMEFRAME FOR CALLS DURING NON WORK HOURS
  - *Monday-Friday 5:30-9 PM, Saturday 1-9 PM*
  - *No calls Sundays or Holidays*
- POTENTIALLY EXCESSIVE CALLS / CALL ATTEMPTS
  - *Attempts a total of 3 calls per day, per member, for both home and mobile numbers up to a total of 6 calls per day – until a call is completed (to a person or voicemail)*
  - *Daily volume approximately 6000 calls per day*
  - *No opt-in/opt-out (everybody gets a call if qualified)*
- **CONSIDERED COSTLY AND EXCESSIVE FOR THE BENEFITS ACHIEVED**



# Pennsylvania – eReminders

- Implemented as part of the original PACSES mainframe rollout in 1999
- Initially supported only inbound calls, providing secure access to member case information
- Replaced with newer technology supporting both inbound and outbound calls



# Pennsylvania – Child Support Website (CSWS)

- Implemented in 2002
- Supports public and secure users
  - Public users access general Child Support information, FAQs, forms, etc.
  - Registered users provided with secure access to case information
- Current statistics
  - Over 546K registered users
  - Average 10K logins per day
  - 300+ self-service updates per day



# Pennsylvania – Improving Communication



***HOW DO WE INCREASE THE EFFECTIVENESS OF PROACTIVE OUTREACH TO CHILD  
SUPPORT CASE MEMBERS AND POSSIBLY OTHER DHS CONSTITUENTS THROUGH THE  
USE OF NEW TECHNOLOGY?***

# Pennsylvania – Proposed Solutions

- ✓ TEXT MESSAGING
- ✓ ELECTRONIC SUBMISSIONS
- ✓ MOBILE CHILD SUPPORT WEBSITE

# Pennsylvania – Text Messaging

- DHS Bureau of Child Support Enforcement (BCSE) chose text messaging as a new technology for PACSES:
- ✓ TEXT MESSAGES ARE RELATIVELY PRIVATE, EASY TO RETRIEVE, AND PERSISTENT (I.E., CAN BE ACCESSED UNTIL EXPLICITLY DELETED).
- ✓ ALLOWS BCSE TO COMMUNICATE DIRECTLY WITH CHILD SUPPORT CPs AND NCPs VIA A MEMBER-DESIGNATED MOBILE DEVICE.
- ✓ IMPROVES CUSTOMER SERVICE AND CUSTOMER OUTREACH
- ✓ SUPPLEMENTS EXISTING AUTOMATED E-MAIL NOTIFICATIONS AND ALLOWS THE IVR OUTBOUND CALLING PROGRAM TO BE ELIMINATED.

*Ultimately the use of text messaging increases the likelihood of communications being received, which in turn increases effectiveness.*

# Pennsylvania – Text Messaging Requirements

- PROVIDE OUTBOUND TEXT MESSAGES FOR MULTIPLE CASE EVENTS:
  - *Scheduled events*
  - *Money on hold*
  - *Missed Payments*
  - *Early Intervention (payment to be made)*
- PROVIDE MEMBERS WITH AN ABILITY TO OPT OUT OF MESSAGING.
  - *The default is to Opt In.*
  - *Once members “Opt Out” no text messages will be sent (with the exception of Missed Payments and Early Intervention) unless or until they opt in again.*
  - *Opt In/Opt Out can be initiated either through direct contact with the DRS office or through self-service via the Child Support Website.*
- PROVIDE SEARCH/FIND CAPABILITY FOR CASE MEMBERS BY MOBILE NUMBER FOR INCORRECT/EXPIRED PHONE NUMBERS.

# Pennsylvania – Text Messaging Requirements

- PROVIDE THE ABILITY FOR COUNTIES TO UTILIZE MASS TEXT FOR CASE MEMBERS MEETING SPECIFIC CRITERIA:
  - *PIM Projects for support of county-specific outreach efforts.*
  - *Requires review and approval of the campaign by BCSE to confirm message content and also control use of text messages.*
- LOG THE ISSUING OF TEXT MESSAGES IN CASE DIARY / MEMBER HISTORY
- PILOT TEXT MESSAGES IN SPECIFIC COUNTIES BEFORE STATEWIDE IMPLEMENTATION.
- REPLACE OUTBOUND IVR (COMPLETELY SUSPEND CALLS).
- IMPLEMENT TEXTING AS A DPW ENTERPRISE SERVICE, ENABLING THE USE OF THE TECHNOLOGY ACROSS PROGRAM AREAS.

# Pennsylvania – Sample Text Messages

- **Scheduled Events:** “You have a support appointment on @date@ at @time@. Call @countyname@ DRS with questions or to opt out of these alerts at @countyphone@.”
- **Money on Hold:** “Your support payment is held until you can provide a new address. Call @countyname@ DRS with questions or to opt out of these alerts at @countyphone@.”
- **Missed Payment:** “We have not yet received your monthly support payment. Call @countyname@ DRS with questions or to opt out of these alerts at @countyphone@.”
- **Early Intervention:** “To avoid enforcement actions you must pay support by the due date. Call @countyname@ DRS with questions or to opt out of these alerts at @countyphone@.”
- **PIM Projects** contain free form text which is requested by County DRS offices and approved by BCSE.

# Pennsylvania – Texting Outcomes

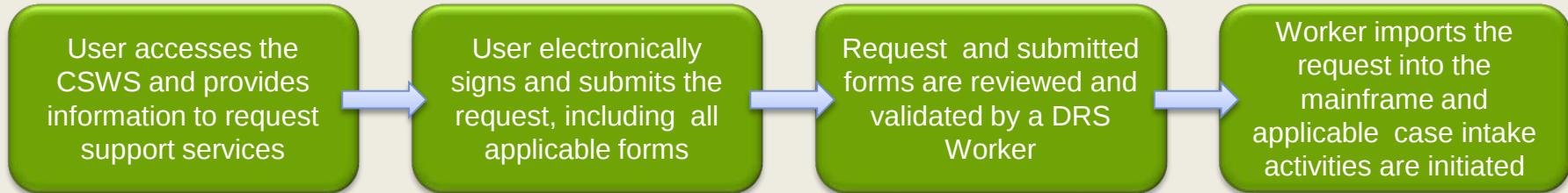
- OVER **475,000** PLAINTIFF AND DEFENDANT MEMBERS ARE OPTED IN TO RECEIVE TEXT MESSAGES.
  - *96.3% of all CPs and NCPs on open cases with mobile phone numbers.*
- OVER **1,000,000** MESSAGES HAVE BEEN SUCCESSFULLY ISSUED WITH A SUCCESSFUL DELIVERY RATE OF **99.8%** THROUGH THE GATEWAY.
  - *Comparative IVR Outbound daily call success rate of 68%.*
- A MORE DIRECT AND SUCCESSFUL OUTREACH FOR MISSED PAYMENTS:
  - *June 2014: **9,854 text messages** issued for which **2,713 cases** received a payment in June or July – **27.53%** success ratio, with a **total of \$1,501,674.09** in subsequent payments on those cases.*
  - *July 2014: **10,295 text messages** issued for which **2,902 cases** received a payment in July or August – **28.19%** success ratio, with a **total of \$1,656,154.83** in subsequent payments on those cases.*
  - *August 2014: **10,642 text messages** issued for which **3,354 cases** received a payment in August or September – **31.52%** success ratio, with a **total of \$1,848,038.37** in subsequent payments on those cases.*

# Pennsylvania – E-Submission Overview

- AN ON-LINE INTAKE QUESTIONNAIRE WAS IMPLEMENTED IN APRIL 2013
  - *Has demonstrated a gradual increase in the percentage of new cases created from imported questionnaires from 2% in April to over 5% today*
- E-SUBMISSION PROVIDES THE “NEXT STEP” OF ON-LINE INTAKE – THE ABILITY TO ELECTRONICALLY COMPLETE, SIGN, AND SUBMIT FORMS VIA THE CHILD SUPPORT WEBSITE (CSWS)
  - *Eliminates the need for citizens to appear in the DRS office to manually sign forms to initiate support services*
  - *Reduces the need for workers to manually kick off case intake workflow within the legacy mainframe PACSES*
- ALSO ALLOWS ATTORNEYS COMPLETE, ELECTRONICALLY SIGN, AND SUBMIT FORMS ON BEHALF OF THEIR CLIENT(S) VIA THE CSWS



# Pennsylvania – E-Submission Overview



- REGISTERED NEW AND EXISTING MEMBERS AS WELL AS ATTORNEYS WILL BE ABLE TO SUBMIT REQUESTS FOR THE FOLLOWING ACTIONS:
  - *New Complaint for Child and / or Spousal Support (receive OR pay)*
  - *Petition for Modification*
  - *Petition for Recovery of Overpayments (Active or Terminated Case)*
  - *Withdrawal of Complaint*
  - *Entry of Appearance*
  - *Withdrawal of Appearance*

# Pennsylvania – E-Submission Overview

**PA Child Support Program**  
Doing what's best for our children

Search | Site Map | Contact Us

PA STATE AGENCIES | ONLINE SERVICES

Payee Home | My Account | My Cases | Program Info | Resources

Logged In As: MAB

Forms | Estimator | Terms | Services Provided | Useful Links | Frequently Asked Questions | Contact

### Request Support Services

You last visited this site

As a security feature, you will be logged off after 20 minutes of inactivity.

#### View/Resume a Request for Support Services

| Support Services Request ID | Name of Non-Submitting Party | Status     | Last Updated Date |
|-----------------------------|------------------------------|------------|-------------------|
| 1660549758                  | Sarina Jordan                | Submitted  | 06/18/2000        |
| 1119660533                  | Ashley Jordan                | Incomplete | 06/18/2000        |
| 5753386559                  | Sarah Jordan                 | Submitted  | 06/18/2000        |

**Don't see your Support Services Request ID?**  
If you do not see your Support Services ID, it may be because:

- Your support services request was processed and a case was already created for it (please log into the "Receiving Support" or "Paying Support" tab on the homepage to access specific information about your case)
- Thirty days have passed since the support service request was saved but it was not submitted with all required information

Welcome to the Support Services Request created as an easy way to submit information to the Relations Section (DRS) as the **first step** in services.

Request Support Services can be used to do the following:

| Support Services                                                        | Description                                                                                                                                                |
|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Submit a New Complaint for Child and/or Spousal Support</a> | The Complaint for Support support case. This action order be established for the support. The Complaint for requesting to receive support.                 |
| <a href="#">Submit a Petition for Modification</a>                      | The Petition for Modification support order. This action support order entered for be changed or reinstated.                                               |
| <a href="#">Submit a Withdrawal of Complaint</a>                        | The Withdrawal of Complaint previously submitted/entered be submitted to request the Complaint for Child Support withdrawn by the Court.                   |
| <a href="#">Submit a Petition for Recovery of Overpayments</a>          | The Petition for Recovery recover an overpayment of case or a case that terminate be completed to submit an order to recover the overpayment of last year. |

**PA Child Support Program**  
Doing what's best for our children

Search | Site Map | Contact Us

PA STATE AGENCIES | ONLINE SERVICES

Payee Home | My Account | My Cases | Program Info | Resources

Logged In As: Monica Burton | LOGOUT

### New Complaint for Child Support

Support Services Request ID: C6686388528

Cancel | Save & Finish Later | Submit

Demographics | Contact | Employer/Income | Attorney | Insurance | Marital/Paternity | Prior/Existing Support Order | Miscellaneous | New Complaint

Submitter | Non-Submitter | Child 1

**Submitter**

First Name: Maggie

Middle Name:

Last Name: Smith

Suffix:

List any other name(s) by which Submitter has been known:

Sex: Female

What is Submitter's mother's maiden name? First:

What is Submitter's mother's maiden name? Middle:

What is Submitter's mother's maiden name? Last:

What is Submitter's mother's maiden name? Suffix:

What is Submitter's father's first name?

What is Submitter's father's middle name?

What is Submitter's father's last name?

# Pennsylvania – E-Submission Takeaways

- GIVE THE CASE MEMBER THEIR TIME BACK!
  - *Eliminate the need for citizens or attorneys to physically appear in the DRS office to sign paper forms*
- GIVE THE WORKER THEIR TIME BACK!
  - *Reduce the time workers are currently spending physically meeting with citizens and clients' attorneys to have them sign paper forms*

# Pennsylvania – Mobile CSWS

- Newest mechanism implemented in May, 2015
- Followed successful text messaging initiative, which demonstrated significant case member population with mobile devices
- Increase usage of the CSWS with a design optimized for mobile devices
- Already represents almost 40% of CSWS traffic

