



Communication Tools in Child Support

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Available Communication Tools

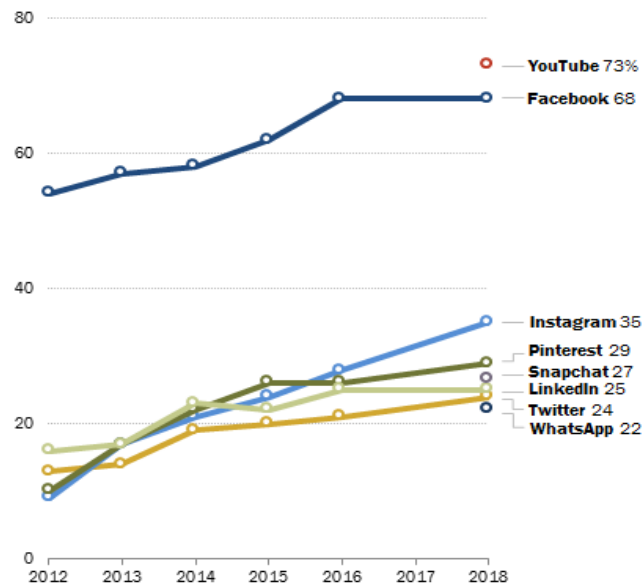
- Telephone – how many people answer their phones?
- Writing – how many people open their mail?
- Email – the open rate for email from government entities is around 26.5% (via mailchimp).
- Text Messaging – the open rate for Text is 99% (SinglePoint) and 95% will be read within 3 minutes (Forbes).
- Social Media
- Apps



Available Communication Tools

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



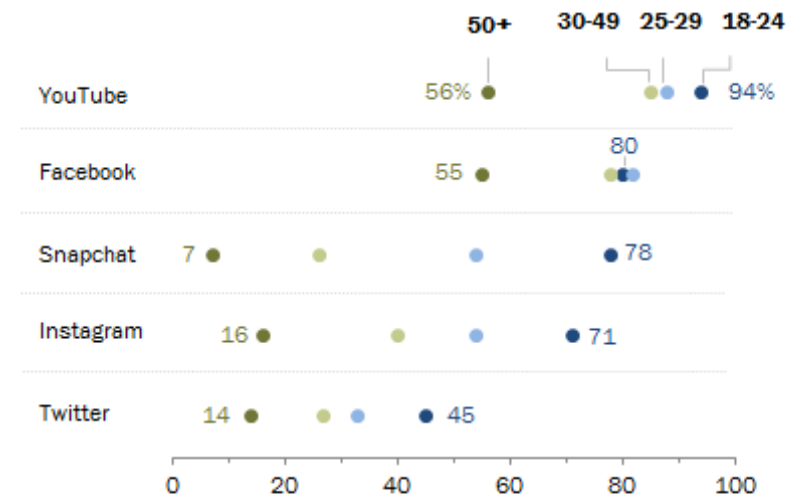
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

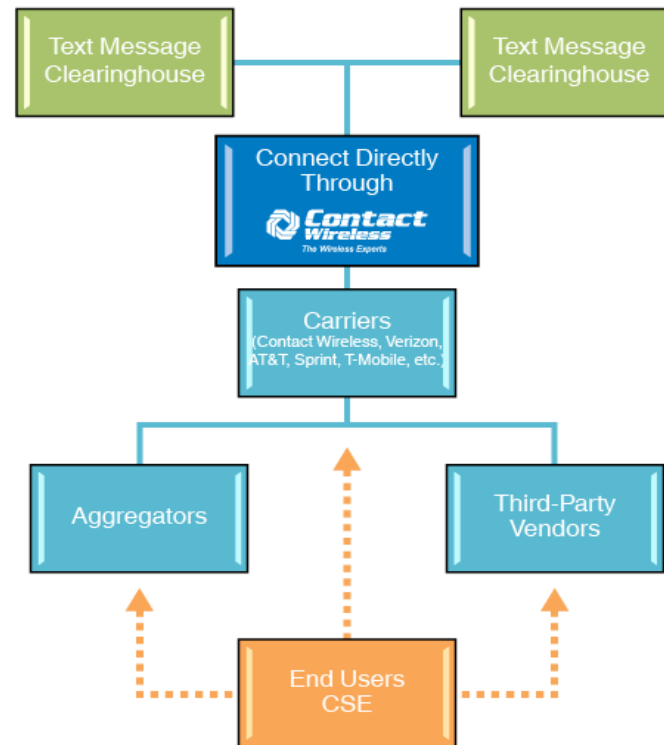
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Texting Statistics by Preference

- 33% of American adults prefer texts to all other forms of communication. (Pew Research Center)
- Text is the most used form of communication for American adults under 50. (Gallup)
- 91% of people who text prefer it over voicemail. (Ring Central)
- Texting is highest rated contact method for customer satisfaction compared to all other communication channels (Text - 90; Phone - 77; Facebook-66 (eWeek)
- Calls cost customer service centers several dollars per conversation. Texts cost pennies per conversation. (Forrester & ContactBabel)
- 64% of consumers are likely to have a positive perception of companies that offer communication via text. (Harris)



How Does Texting Work



Types of Texting

- 2-Way Messages
- 1-Way Messages
- Keyword Driven
- Opt-in
- Opt-out
- Short Codes
- Long Codes



Apps vs Text Messages

- The average smartphone user spends 70 percent of his or her time on just three most frequently used apps. The three most frequently used are generally popular sites like Facebook, YouTube, Google Search, Instagram, or Gmail. In other words, the chances of your app wiggling its way into this 70 percent are fairly slim.
- Roughly 52 percent of all apps lose half of their peak users within three months of launch. This means less than 0.01 percent of all mobile apps are likely to qualify as financially profitable by 2018.
- Mobile Apps have to be downloaded by the user; Text applications are built in.
- Push Notifications are not the same as Text Messages. Push notifications must be accessed through the app.
- Apps use data and may require Wi-Fi to access; Text Messages do not.
- Apps are expensive to develop and update; Text Messaging platforms are not expensive and do not have to be updated or maintained by the Agency.
- Apps are vulnerable to hackers; Text Messaging is regulated and very safe.

(Source of data - Greg Hickman of Mobile Marketing Engine)



How is Child Support Using Texting?

- Payment reminders
- Appointment/court reminders
- Engage parents about case status
- Modifications
- Enforcement
- DNA testing
- Appointments for paperwork completion
- Push links to payment portals or other web pages
- Establish trust and relationship/communication path



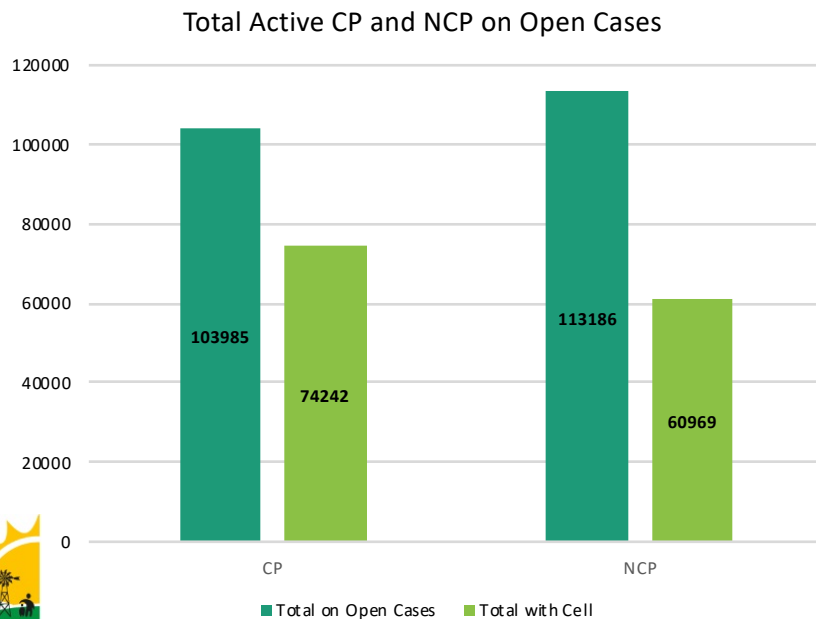
Kansas

Welcome to KS Child Support Service text messaging! KS Child Support Services will send messages for appointments & reminders. KS Child Support Services will NEVER request personal information via a text message. If you do not want to receive text messages from Kansas Child Support Services reply with STOP.

- Bulk “welcome message” was sent to all customers with a cell phone number in CSS system
 - Around 65,000/57% Custodial Parents
 - Around 49,000/41% Non-Custodial Parents
- Black List created-indicator field added in CSS system to capture decision of customer to receive text messages
- Call Center inquires each time customer called and up-dates indicator as appropriate



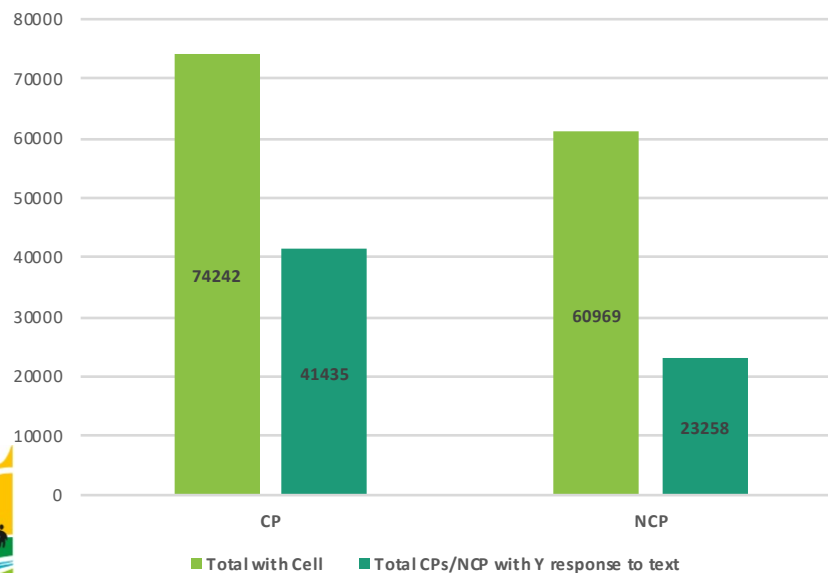
Kansas



- On cases that are currently open, around 74,000 CPs have a cell phone number in our system. This represents 71% of all active CPs.
- On cases that are currently open, around 61,000 NCPs have a cell phone number in our system. This represents 54% of all active NCPs.

Kansas

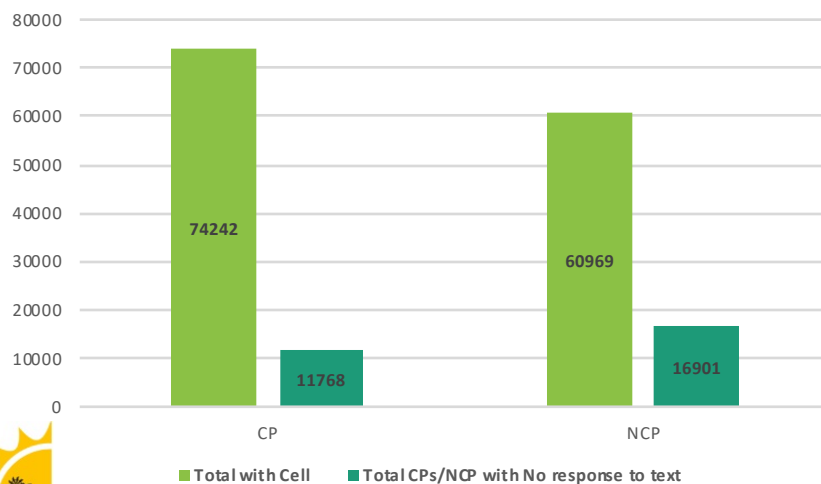
Total Active CP and NCP with Cell and receiving texts



- On cases that are currently open, around 74,000 CPs have a cell phone number in our system. Out of those 74,000, around 41,000 have agreed to receive text messages. This represents about 56% of those CPs with a cell phone.
- On cases that are currently open, around 61,000 NCPs have a cell phone number in our system. Out of those 61,000, around 23,000 have agreed to receive text messages. This represents about 38% of those NCPs with a cell phone.

Kansas

Total Active CP and NCP with Cell and not receiving texts



- On cases that are currently open, around 74,000 CPs have a cell phone number in our system. Out of those 74,000, only about 12,000 have said no to receiving text messages. This represents about 16% of those CPs with a cell phone.
- On cases that are currently open, around 61,000 NCPs have a cell phone number in our system. Out of those 61,000, about 17,000 have said no to receiving text messages. This represents about 28% of those NCPs with a cell phone.
- There are about 21,000 each remaining CPs and NCPs that have a cell phone and haven't yet had a response recorded in the CSS system.

Kansas

Text Etiquette

- *Do your best to avoid abbreviations and acronyms*
 - Texting is meant to be a fast form of communication, so it is common to use abbreviations and shortcuts such as “LOL” (laugh out loud), “np” (no problem), or ‘u’ (you). These types of shortcuts can be construed as being unprofessional and should not be used. Only type what you would be comfortable saying to the customer out loud. Also avoid using business specific acronyms the customer may not understand, such as EVL (employment verification letter) or DRA (Domestic Relations Affidavit). The safest route is to type out the entire word or phrase.
- *Be aware of your tone; be friendly and polite*
 - When you are writing short and fast, you are not always thinking about your tone and your text may sound harsher than you intend. Write in complete sentences to avoid sounding abrupt, and always read your message out loud before sending to make sure it does not sound harsh. Avoid negative words such as ‘failure’, ‘wrong’, ‘neglected’; use positive words like ‘please’ and ‘thank you’.
- *Keep text messages brief (less than 140 characters)*
 - If more information needs to be provided that 140 characters would allow, call the customer instead, or send a text to tell the customer you have information for them and ask for a call back.
- *Ensure quality and relevant content*
 - *Do not reply with one word.* This goes along with being friendly and polite. One word, abrupt messages could be construed as being rude. For example, if your answer to the customer is ‘Yes’, use ‘Yes, that is correct’. Give the person a good reply if they are texting with you.



Kansas

Text Etiquette Continued

- *Do not type in all CAPS*
 - Reading CAPS is harder and is generally referred to as YELLING.
- *Do not use emojis*
- *Use punctuation*
 - Type your texts using the same punctuation you would use in your emails/letters. Since these are business texts, make sure they present you well.
- *Refrain from texting outside of business hours (8am-5pm, M-F)*
 - This applies to the recipients time, not the sender.
- *Do not use texts to change scheduled meeting date/time/place last minute*
 - Participants may not read the text in time.
- *Respond promptly*
 - Just as is the expectation with phone calls, text messages should be replied to within two business days.



Kansas

Individual Text Examples

- **Individual Appointment**

- KS CSS Reminder: You have an interview/appointment scheduled on MM/DD/YY for TT:TT am/pm, at [office address]. Reply by text or call 888-757-2445 with questions or to reschedule your interview.

- **DNA Testing**

- KS CSS Reminder: You have a DNA test scheduled on MM/DD/YY for TT:TT am/pm at, [address]. Bring your government issued photo ID. Reply by text or call 888-757-2445 for questions.
 - *Kansas completed a trial with BetaGov who found that show-up rate was 17% higher for those who received a text reminder.*

- **Hearing Reminder**

- KS CSS Reminder: You have a hearing scheduled MM/DD/YY for TT:TT am/pm, at KS [JD#] Judicial District Court. Reply by text or call 888-757-2445 for questions.

- **Message received, will check and get back with you:**

- KS CSS: Thank you for your message. I am checking on your case and will get back with you as soon as possible with further information.



Kansas

Individual Text Examples

- **Paperwork due**

- KS CSS Reminder: Your paperwork was due MM/DD/YY and has not been received. Failure to return the requested information may result in a non-cooperation penalty &/or closure of your case. Reply by text or call 888-757-2445 for questions.

- **Pending non-cooperation penalty**

- KS CSS Reminder: We have failed to receive the requested information to proceed with your case. Failure to contact our office within the next 24 hours will result in a non-cooperation penalty and notification to your assistance worker. Your benefits could be affected. Reply by text or call 888-757-2445 for questions.



Kansas

Bulk Text Examples

- **License Restriction**

- KS CSS Reminder: Your child support obligation is delinquent. As a result, your driver's license is in the process of being restricted. Reply by text or call 888-757-2445 to make payment arrangements.
- KS CSS Reminder: Your child support obligation is delinquent; your license has been restricted. Reply by text or call 888-757-2445 to make arrangements and avoid further enforcement activities.

- **NCPs Paying by Money Order – Targeted Group**

- KS CSS KPC: Looking for a faster, more reliable way to pay your support? Visit our website www.kspaycenter.com and click on “Make a Payment” to see where you can make cash payments using PayNearMe and MoneyGram. If you have questions, call 877-572-5722



Kansas

Bulk Text Examples

- **Monthly Payment Reminder**

- KS CSS SNxxDxxxxxx
 - September Current \$500.00
 - Arrears Through August \$5,000.00
 - Total Due \$5500.00
 - Pay at www.kspaycenter.com
 - For Questions call 888-757-2445



Kansas

Contact Information

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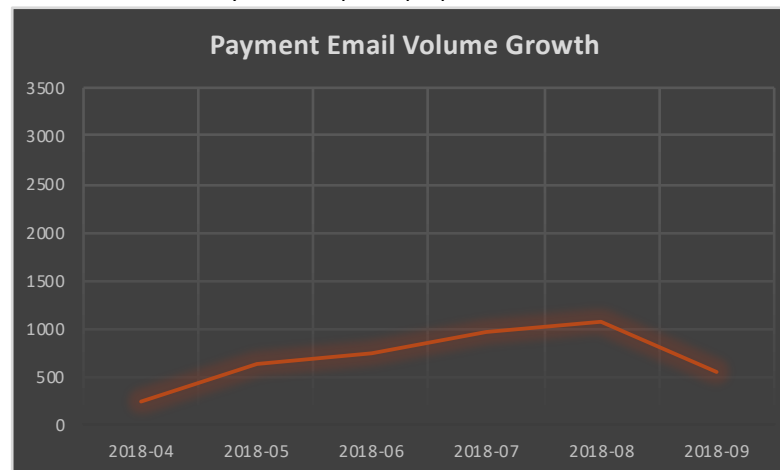
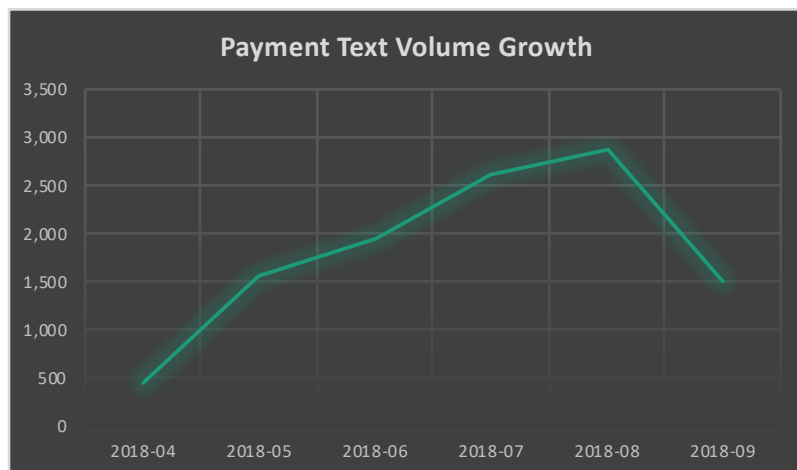
Ashley.Dexter@ks.gov



Nebraska

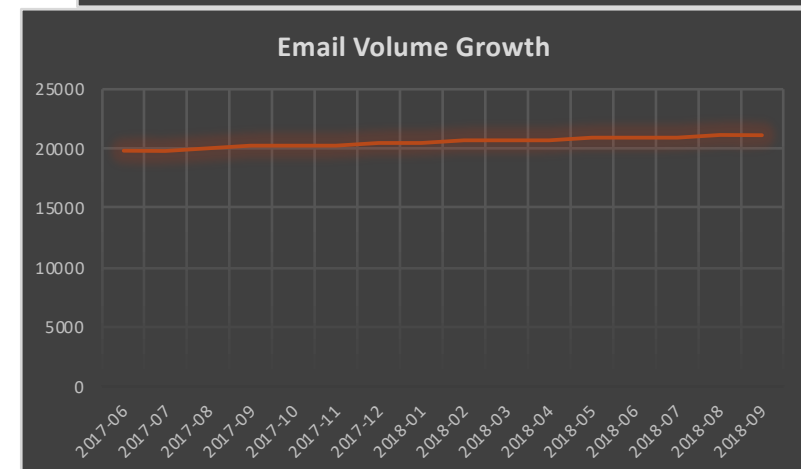
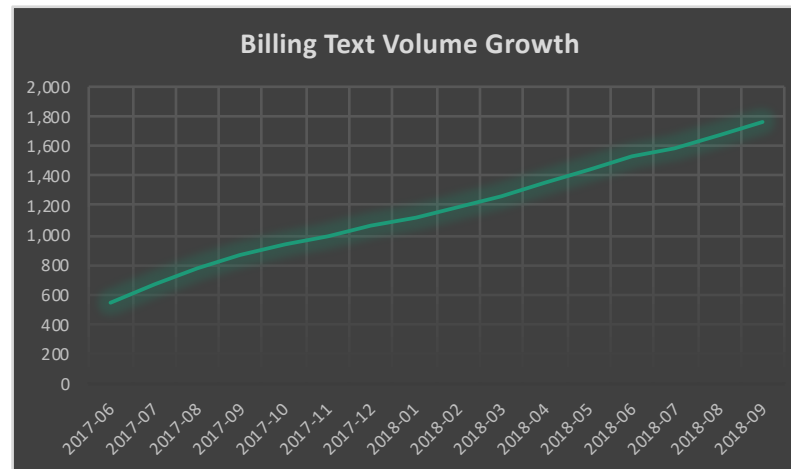
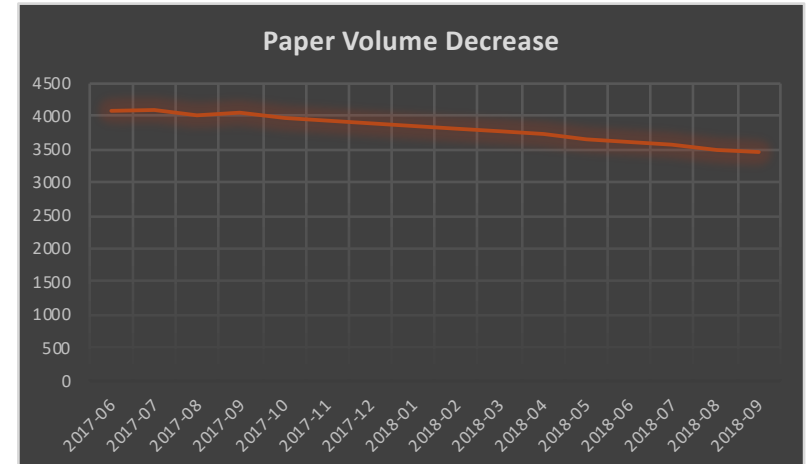
Month	Text Volume	Growth	Email Volume	Growth
2018-04	443		240	
2018-05	1,565	253.27%	631	162.92%
2018-06	1,932	23.45%	728	15.37%
2018-07	2,603	34.73%	975	33.93%
2018-08	2,873	10.37%	1,069	9.64%
2018-09	1,503	-42.26%	544	-44.21%
Total	10,919		4,187	

- Began both text and email payment notifications to parents receiving payments in April 2018
- Adoption rate of text messages is higher than email notifications
- Working on setting up website to allow for enrollment as all enrollment currently is being done over our phones
- Goal is to reduce the 1,500 – 1,900 payment inquiry phone calls we receive monthly
- Notices are sent at 6:05 pm after our office closes and informs payment has been disbursed by direct deposit, prepaid card, or a mailed check



Nebraska

Month	Text Volume	Growth	Email Volume	Growth	Paper Volume	Paper Decrease
2017-06	546		19,826		4,088	
2017-07	667	22.16%	19,912	0.43%	4,084	-0.10%
2017-08	779	16.79%	20,038	0.63%	4,033	-1.25%
2017-09	865	11.04%	20,155	0.58%	4,046	0.32%
2017-10	932	7.75%	20,263	0.54%	3,985	-1.51%
2017-11	997	6.97%	20,325	0.31%	3,944	-1.03%
2017-12	1,068	7.12%	20,412	0.43%	3,889	-1.39%
2018-01	1,113	4.21%	20,505	0.46%	3,841	-1.23%
2018-02	1,185	6.47%	20,599	0.46%	3,819	-0.57%
2018-03	1,262	6.50%	20,691	0.45%	3,778	-1.07%
2018-04	1,347	6.74%	20,775	0.41%	3,743	-0.93%
2018-05	1,447	7.42%	20,849	0.36%	3,656	-2.32%
2018-06	1,529	5.67%	20,919	0.34%	3,608	-1.31%
2018-07	1,585	3.66%	20,963	0.21%	3,571	-1.03%
2018-08	1,669	5.30%	21,044	0.39%	3,508	-1.76%
2018-09	1,763	5.63%	21,131	0.41%	3,464	-1.25%
Total	18,754		328,407		61,057	



Nebraska

- Text messaging has higher adoption rate as nearly every paying parent possesses a phone capable of receiving text
- Text messaging is more user friendly
- Most email capabilities are available by providing text message urls directly linking party to the information you are wishing to share

Sample Text Messages

TROY, your October billing statement is now ready. Visit <https://childsupport.nebraska.gov/gr-lander.aspx?arp=AR2EAVPULXXJ3> to schedule a payment or get information.

TROY, PayNearMe payments are now FREE. Click <https://www.paynearme.com/nebraskachild> to get a new payment code. Your ARP Id is AR2EAVPULXXJ3.

TROY, an NCSPC payment of \$10,000.00 has been sent to your bank account, visit <https://childsupport.nebraska.gov/vph.aspx?arp=AR2EAVPULXXJ3> for details.



SHEKAELA Please call the Nebraska Child Support Payment Center 1-877-631-9973. We have a payment for you. Thanks

HEATHER www.childsupport.nebraska.gov ARP ID AR2CH2GRAJL3P temp pw heather

Credit Card/Debit Card by phone: call 402-471-1120 option 2 for payment processing. Enter your Bank Card ID: 115122 & 4 digit Pin 7246. - 2.49% processing fee for credit card payments & no fee for debit card payments

Please call Stacy at the Nebraska Child Support Payment Center regarding an over-payment you received 402-480-5661

HI NIKKI, I ran your recovery payment of \$53.00 with your checking account ending in *7229 today, also set back up your monthly Auto Withdrawal to pull on 9/25/18 this month.

Nebraska

- Goals are to use text messaging to further automate SDU functions and improve on all services to both paying and receiving parents
- Add payment reminders for paying parents when a payment has not yet been received and schedule it for the last week of each month
- Reduce our customer service call numbers so we can focus more on outreach attempting to better educate and assist paying and receiving parents who may be experiencing bigger difficulties
- Use text messaging to reduce paper mailings, meet all requirements via url links to what would have been the paper mailed; prepaid card enrollment, direct deposit enrollment, auto-withdrawal enrollment etc.



What Other States are Saying

- Texting is being used by child support, TANF, Workforce Solutions in many states: Pennsylvania, Colorado, New York, Missouri, Kansas, Nebraska, Arizona, California, Florida, and Wisconsin.
- California – Response rate for long-term delinquents was 48%.
- Allegheny County, PA – reduced their attendance at legal clinics for NCPs from 95% no show rate to 5% no show rate when texting was implemented.
- Colorado – Reduced their bench warrants when texting implemented. Appearances to appointments and hearings have increased.
- Overall – collection rates have increased with texting, customers like text reminders.



When to Text

According to Reader's Digest Texting is best in these situations:

- When you are discussing sensitive information
- When you travel
- When you are super busy
- When you are organizing a group
- When you want your business to engage
- When you are in danger
- When you are shy/don't want to talk

