



Digital Transformation

From Data to Delivery

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VIOLA – the Virtual Interactive Online Application



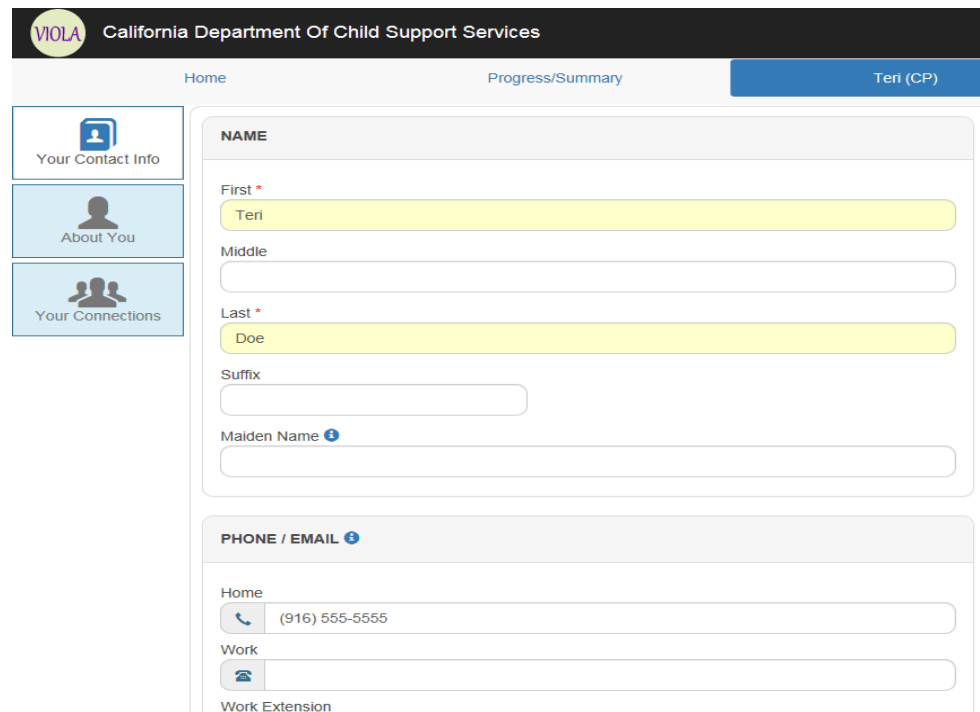
VIOLA

Virtual Interactive Online Application
California Department of Child Support Services

- Responds to the increasing online presence of the customer
- Allows case to open automatically when completed application is filed, with NO caseworker intervention
- Project began in February 2015
- VIOLA went live on December 6, 2015
- Promotion was limited to home page of website and flyers distributed through local child support agencies



VIOLA – the Virtual Interactive Online Application



The screenshot displays the VIOLA application interface for the California Department Of Child Support Services. The top navigation bar includes links for Home, Progress/Summary, and Teri (CP). A left sidebar contains three menu items: Your Contact Info, About You, and Your Connections. The main content area is a form for the user Teri (CP). The form is divided into two main sections: NAME and PHONE / EMAIL. The NAME section includes fields for First (Teri), Middle, Last (Doe), Suffix, and Maiden Name. The PHONE / EMAIL section includes fields for Home (916) 555-5555, Work, and Work Extension.

VIOLA California Department Of Child Support Services

Home Progress/Summary Teri (CP)

Your Contact Info

About You

Your Connections

NAME

First *
Teri

Middle

Last *
Doe

Suffix

Maiden Name ⓘ

PHONE / EMAIL ⓘ

Home
(916) 555-5555

Work

Work Extension

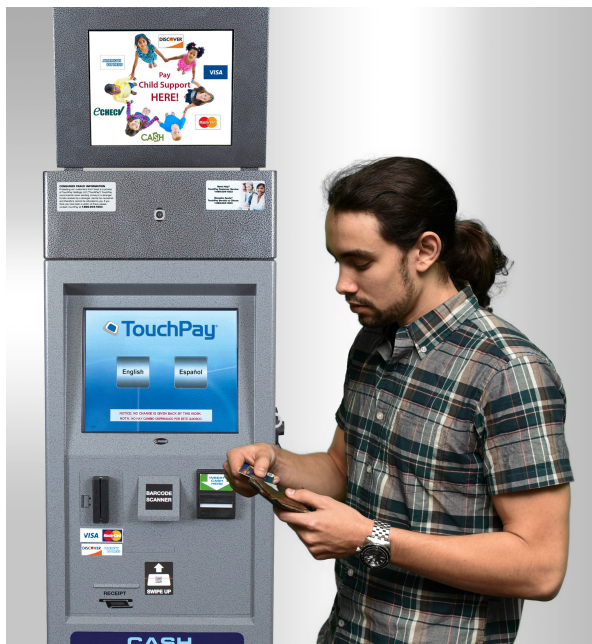
VIOLA – the Virtual Interactive Online Application

LAUNCH AND USE STATISTICS

- First month: 1,784 applications submitted in December 2015
- 35,651 applications submitted in 2016 accounting for 71% of the new non-IV-A cases
- California averages 2600-3000 cases opened online per month
- Yearly totals have stayed around 35,000 since inception
- Last month, VIOLA applications accounted for 77% of non IV-A cases opened



PAYMENT OPTIONS – Automated Payment Kiosks



- Payment Kiosks were piloted in January 2017 accepting cash, credit and debit cards
- Placed in offices, courthouses and prisons
- Saves customers time, offers payment option to the unbanked, and preserves privacy
- Saves staff time, expands locations and resolves security issues with handling cash
- Implementation proceeded county by county, all 58 counties completed by June 2017
- 21 counties no longer accept cash over the counter, and 17 don't accept over the counter payments of any kind

PAYMENT OPTIONS – Automated Payment Kiosks

- “Training” the customer was implemented at the discretion of each county or region
- FAQs on a large poster were placed close to the kiosks – production costs for pieces promoting the launch were borne by the vendor
- Some offices devoted a staffer to assisting with kiosk transactions for the first month or two



BEFORE YOU START:

- 1) Have any of the following IDs Ready
Participant ID Number
State ID Card
Social Security Number
- 2) Single transaction limit is \$2,999
For payments totaling over \$10,000, talk to a Child Support Specialist.
- 3) Kiosk Can't Accept:
Money Orders
Cashier's Checks
Gift Cards
Prepaid Debit Cards
Third Party Checks
- 4) Kiosk Gives **NO** Change
- 5) How Fast? Allow 3 to 4 days for processing.



Touch the screen to begin!

PAYMENT OPTIONS – Automated Payment Kiosks

Automated Payment Kiosk Collections

Collections February 2017 (first full month of operation, 7 kiosks):

\$244,252.00

Collections June 2017 (76 kiosks, installation complete)

\$4.3 Million

TOTAL COLLECTIONS in 2017: \$40.2 Million

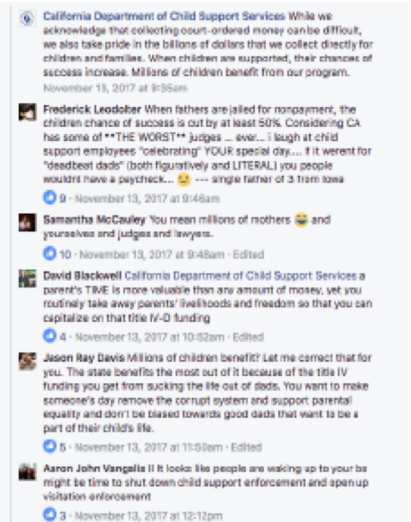
**Caseloads declined 3%, but distributions INCREASED by 2%
FFY 2017 over FFY 2016**



SOCIAL MEDIA

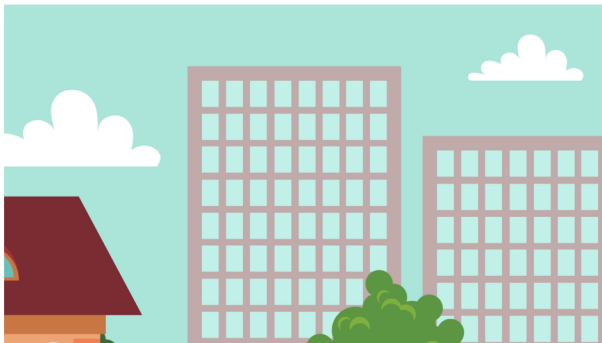
SHIFTING THE EMPHASIS

- Well-meant posts can create a storm of negative comments
- Parenting advice is not credible from us
- Focus on EDUCATING the customer
- It's okay to repeat, there are new customers every day



SOCIAL MEDIA

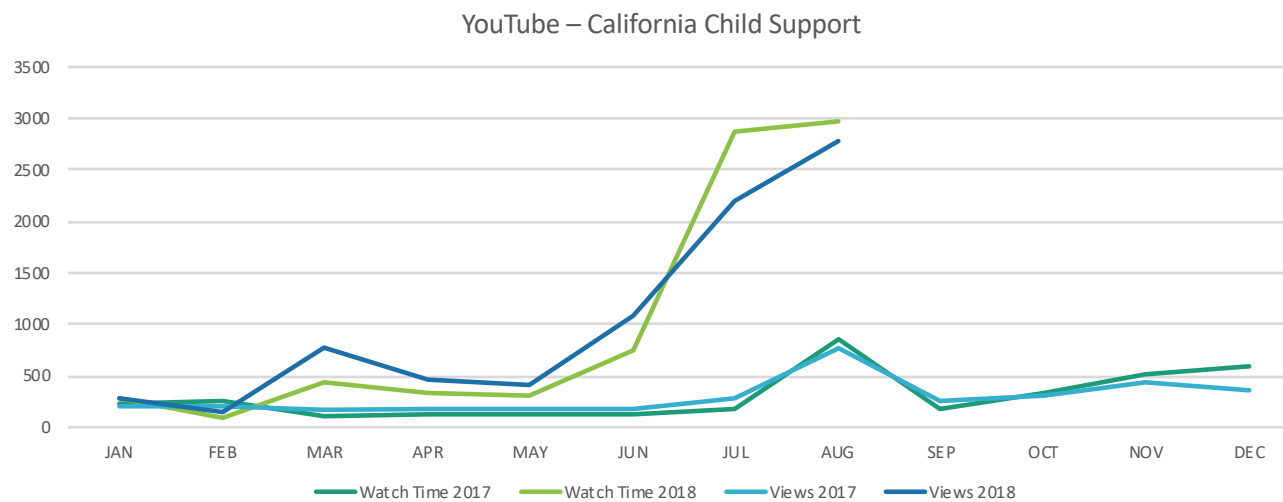
CREATING A DESTINATION



In 2018 CA DCSS created a new Video Resource Library: brief Quick Tips and longer Instructional Videos in both English and Spanish, each answering one question at a time in simple language. Links to the videos were placed in social media posts and embedded on the CA DCSS website.

SOCIAL MEDIA

THE EFFECT ON YOU TUBE



SOCIAL MEDIA

CHILD SUPPORT AWARENESS MONTH 2018



Twitter Impressions **DOUBLED** in August over July – 22,000 impressions averaging almost 1000 a day!

Facebook impressions increased **92%** over July and our reach more than doubled, from 58,000 unique viewers to 125,500

Sharing of our YouTube videos increased by 96% and channel subscribers by 39%



DIGITAL ADVERTISING

- Several counties sharing a major media market combined forces for a cooperative buy
- Formats covered music, rock, talk and sports
- Radio: Traffic, News and Weather placement
- Station Websites: three different ad formats were tried and tracked
- Ads delivered based on keyword searches
- FREE full page print ad in 49ers Preview Guide
- 30 “endorsements” – top DJs talk about Child Support
- OVER THREE MILLION IMPRESSIONS DELIVERED



August is
Child Support Awareness Month

There are many ways to pay
your child support

Make
A Payment

BY PHONE No Fee 1-866-991-3212 (option 1)
BY MAIL No Fee CA SDU PO BOX 99907 West Sacramento, CA 95798
ONLINE No Fee <http://www.childsup.ca.gov/payments>

MoneyGram \$1.99 Fee
www.moneygram.com/digitalpayments

PayNearMe \$1.99 Fee
www.paynearme.com/california

TouchPay No Fee
www.touchpay.com/california

PayPal 2.49% Fee (\$3.95 min)
<https://childsupporthelp.paypal.com/california>

BAY AREA REGION CHILD SUPPORT COLLABORATIVE

<http://www.bayareachildsupport.net/>



DIGITAL ADVERTISING

WEBSITE ADS	Impressions	Clicks	Click-Thru Rate
CUBE Square on right side of page Other ads above & below	26,607	71	.27 %
LEADERBOARD Banner at top center of page	13,249	45	.34 %
SKYSCRAPER Tall, narrow full-length ad at side of page, no other ads	311	1	.19 %
MOBILE TARGETING Banner ad delivered to cell phones and tablets based on search for keywords	128,323	329	.26 %



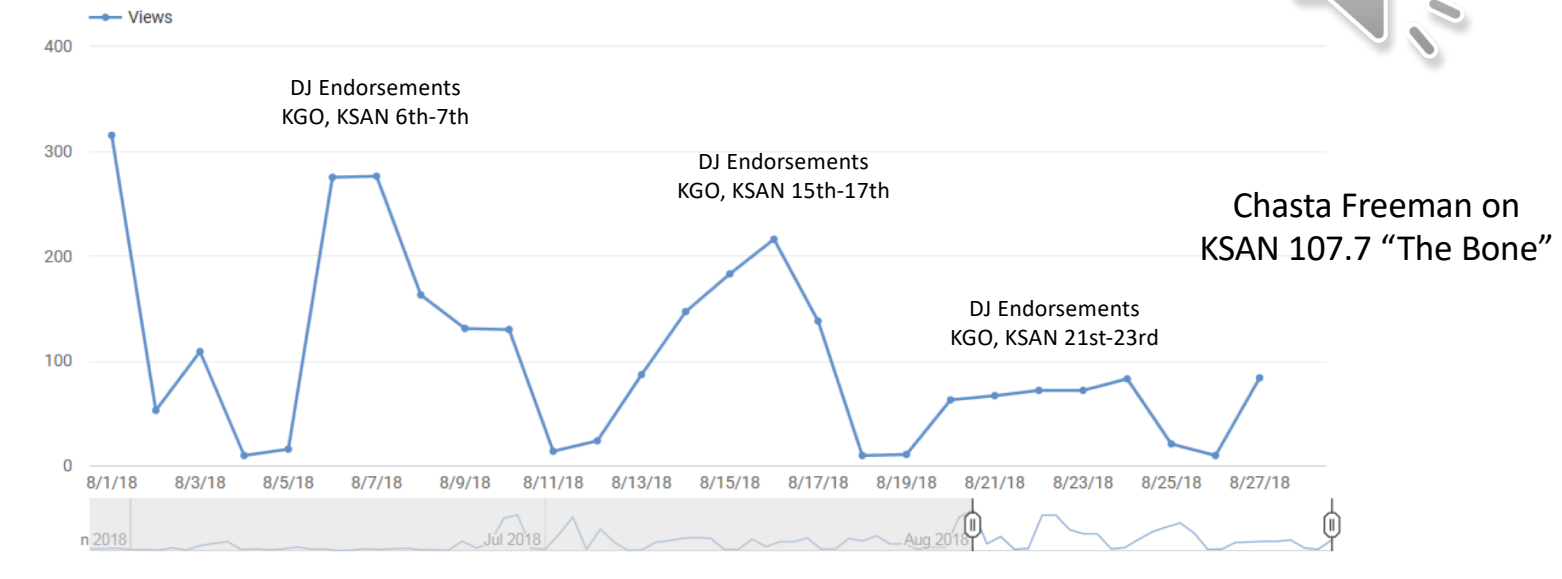
Click-Thru Rates above .2% are considered VERY good
for digital ad campaigns that don't offer a specific incentive

The contextual keywords
used to trigger ad delivery
were:

- Single fathers
- Child support
- Child support payment
- Single parent
- Missing parent
- Absent parent
- Absent father
- Absent dad
- Child support debt
- Parent financial support

DIGITAL ADVERTISING

CAMPAIGN EFFECTS On YouTube Views in August



DIGITAL ADVERTISING

CAMPAIGN EFFECTS: Phone Inquiries and Case Openings

- Calls to the San Francisco Department of Child Support Services increased 2.5% in August 2018 over August 2017
- Statewide call volumes *declined* 17% during the same time period
- Case openings in all the Bay Area media market counties increased 5% in August 2018 over August 2017, with San Francisco posting a **20%** gain
- Statewide case openings declined 5% during the same time period



WHAT'S NEXT?

TEXTING PILOT UNDERWAY

- Conducted in Riverside and Contra Costa Counties
- Policy letter in compliance with FCC regulations was drafted and Business Rules were developed
- Texts used a series of approved scripts, including appointment reminders and payment options information
- Based on results, we look to expand the program statewide

