

1 Communication Tools in Child Support2 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

3 Available Communication Tools4 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)

5 How Does Texting Work6 Types of Texting

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

7 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)

8 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

9 Kansas

10 Kansas

11 Kansas

12 Kansas

13 Kansas

14 Kansas

15 Kansas

16 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

17 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.

18 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.

19 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