

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

# Florida's Approach

- State administered program with two county administered offices
- 38 offices serving 67 counties
- Just over 666,000 cases
- Centralized customer contact center
- Comprehensive system redesign implemented in two phases in 2006 and 2012

# Communicating with Customers

---

Communication with customers is key to success.

- It facilitates collection of needed information
- It determines the engagement level of the customer
- It helps establish and manage customer expectations

# Florida's Strategic Focus

---

**Strategic Goal:** Establish and maintain positive customer relationships with families and partners.

**Strategy:** Increase communication with customers that encourages exchange of information, mutual understanding and participation

# Communication Approaches

---

- Document management process
  - Hardcopy notices and letters
- Specialized contact projects
- Customer Self-Service
  - e-services
  - Web-chat

# Document Management

- Florida initiates actions through system and paper-driven processes with little team member involvement during the initial actions
  - Automated confirmation of case opening and requests for additional information or documents
  - Requests for financial information as part of an establishment or modification action

# Document Management

- System automatically mails information packet to the parent
- Forms within the packet have barcodes that identify
  - The activity that created the form
  - The party receiving the form
  - Any other important identifying information for the action being taken

# Document Management

- When form is returned and scanned the system applies rules to processing of the form and information contained on the form
  - Attaches image of the form to the activity, business partner record and/or case record
  - Updates the activity to certain statuses
  - Sends tasks to team members



# Document Management

- Returned undelivered mail results in the system automatically end-dating the address for the parent
- Specific action can be taken based on the presence of writing on a form, however, optical character recognition is not used as it has not been proven to be efficient

# Document Management

- If a time frame expires and an expected form has not been returned, the system will take certain actions, such as
  - Determine the noncooperation status of the parent depending on what was requested for the parent
  - Proceed to closure of the action or the case, depending on the situation

# Document Management

---

Document Management allows the program to communicate more efficiently and timely with customers and to react to returned information more effectively

# Document Management

---

Document Management, in conjunction with the system's case assessment actions, allows the system to initiate establishment activities on unobligated cases more quickly.

# Document Management

One-third of the 94,000 unobligated cases created in FFY 13-14 had establishment activities created within the first 30 days after case creation because additional required information was automatically requested as soon as the case was created.

# Specialized Contact

---

While automation is good, there are populations of cases that need more specialized treatment.

Communication is made with both parents who owe support and parents who owe support.

# Specialized Contact Examples

- Past due notices sent when payments are not made as required.
- Appointment notices inviting parents to come in and discuss their case when they are a partial or nonpayer and have some known barrier such as criminal history or obligations on multiple cases.

# Specialized Contact Examples

A recent program study found significant returns of investment for the use of these notices:

- Past-due notice: \$109 in collections for each \$1 spent
- Appointment notices: \$40 in collections for every \$1 cost



# Specialized Contact Examples

**Pilot project:** In lieu of referring a case for contempt when case characteristics indicate the return on the action would be low, letters are being sent to parents who owe support on letterhead of our attorneys encouraging parents to comply with the order or the case will be sent to court.

# Specialized Contact Projects

From time to time additional populations are analyzed and specific contact made to gather information and to confirm the parent's continued need for services as part of special projects.

Results from these projects often lead to changing our process to automate contact with these populations when certain criteria are met.

# Specialized Contact Projects

These projects allow the program:

- to collect missing critical data, such as the current location of the other party, SSNs, dates of birth and other information that will help locate the other party
- to collect missing documents such as paternity declarations and birth certificates that are required for further actions

# Specialized Contact Projects

## Benefits of these projects:

- Confirms with customers that child support services are still needed
  - One project that contacted customers who no longer received public assistance resulted in removing over 100,000 cases from the Program's case load as customers no longer needed or wanted our services

# Specialized Contact Projects

## Benefits of these projects:

- Identifies places in the child support process where direct customer contact is preferred so process changes can be made
- Identified a point in our assessment process where cases were just stopping because location information was unavailable. Now sending a contact letter to the customer for information with good results

# Customer Self-Service

Communicating with today's customers often more successful on their terms and on their timeline

- e-services to make case information available 24/7 to both parents
- WebChat with customer service team members accessible from our website for both parents and the public

# Customer Self-Service

Expanding e-services to allow completion of certain forms on-line by both parents rather than in hard copy

- Web application
- Financial affidavits
- Paternity affidavits

# Communicating with Customers

---

These have been some examples of the variety of methods Florida has implemented to communicate with customers.