Improving Notification Responses

Notifications are an essential component of effective communication and play a fundamental role in keeping individuals well-informed, accountable, and able to fulfill their obligations.

The primary purpose of notifications is to keep individuals informed about relevant updates, changes, and impending actions that may impact their responsibilities, rights, or well-being.

Compliance Notifications

In Compliance Service notifications provide important information concerning payment deadlines and responsibilities required to fulfill obligations in payment plans.

The intention is to keep customers on track with payment terms and avoid late payment enforcement penalties.

Making Message Clear

Notifications are generated to invoke a response from your customer. What are you asking them to do? Is your message clear and does it have you clarified terms? Have you provided proper directions? Have you alerted them of potential penalties for non-compliance? Your primary goal is to invoke a response to comply.
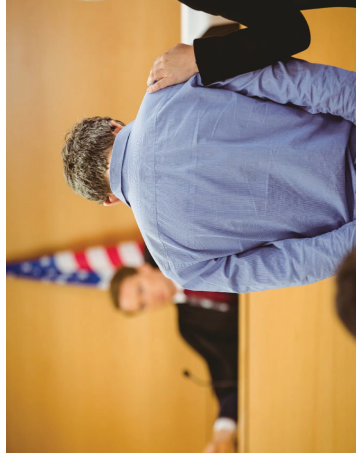
Reinforcement of terms

Let your customer know what you are asking. Installment amount, due date, and balance should be included. Include how to pay and where to send payment.

Satisfying Obligation

Reinforce the ultimate goal of your reminder, to make timely payments and complete the payment plan.

Creating Awareness

A due date is approaching for a payment obligation. Be clear on when payment should be made and where it should be delivered.

Avoidance of Penalties

Your notification should remind your customer of potential penalties for payment avoidance.

Compliance Action Plan

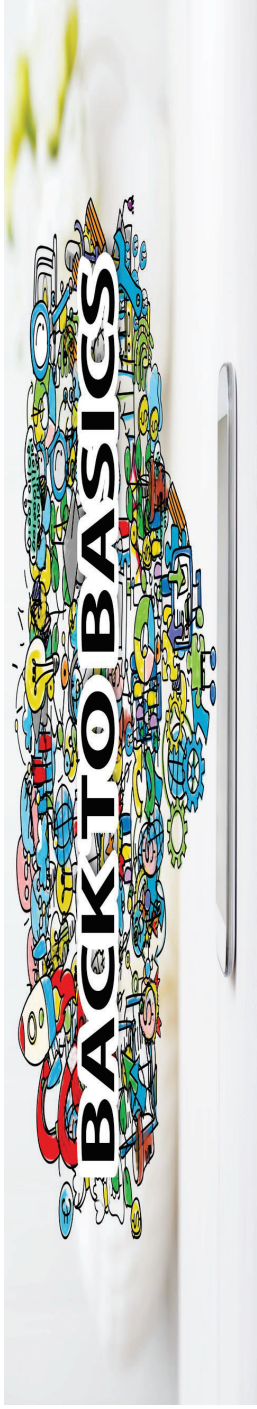| Process	Purpose	Technique	Tool	Goal
Reminder Notifications	Improve on time payment	Electronic noticing	Text Messaging, Email, Robo Calls	Fewer customer defaults
Electronic message links	Immediate payment option	URL link to payment portal within message	Texting Service Email Service	Improved payment service option
Outbound Call Reminders	Prompts customer of requirement	Call center staffing, payment status report, manual calls	Call center phone equipment, payment plan status reporting.	Reduce payment defaults on payment plans.
Notification delivery reporting	Track progress of delivered notices	Delivery date to customer payment response by date.	Compliance Service Reporting software	Adjust noticing deliveries to type and frequency for improved response.

"Use different messaging for different groups to ensure your communications are relevant." – Andrea Plos
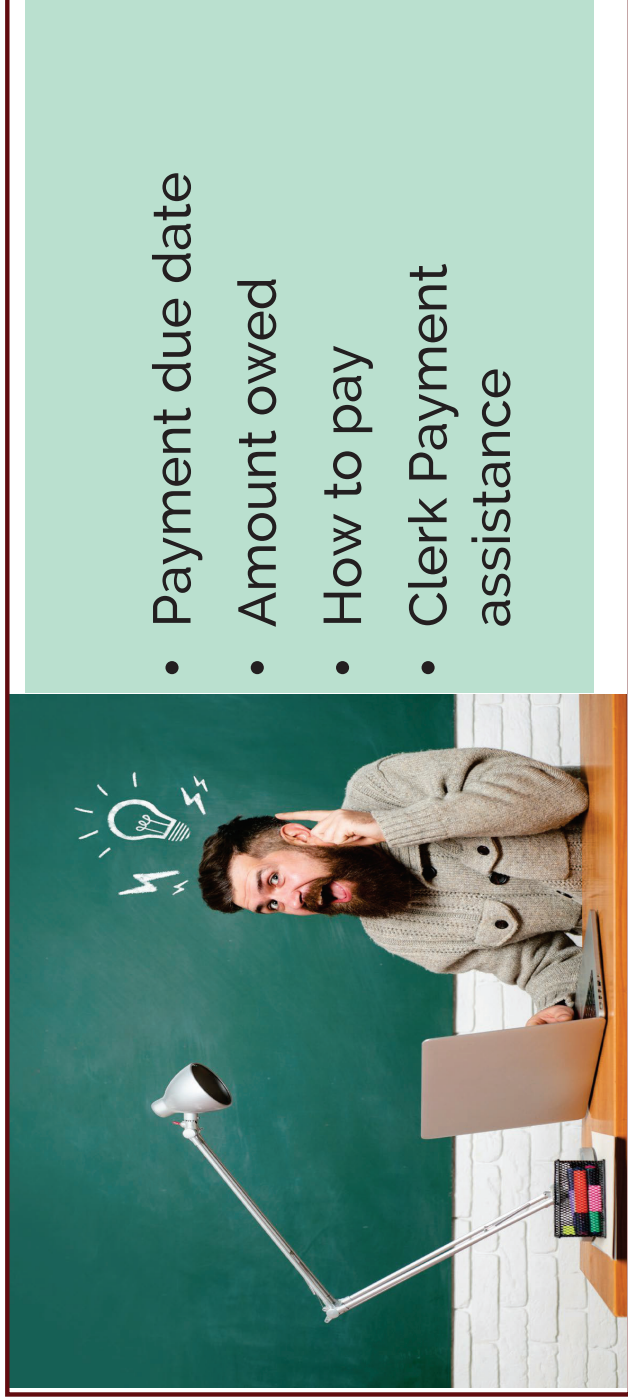
Improve the message

1. Simplify the content

2. Explore multiple methods to reach a broader audience

3. Increase messaging frequency to maintain customer engagement

Notices are created to invoke a response from your customer. It's not how much you say, but how you say it. Consider what will get the recipient's attention. What are you asking for or providing?

- Payment due date
- Amount owed
- How to pay
- Clerk Payment assistance

Multiple Message Options

	Description	Resource Impact	Delivery Time
Postal	Mailed paper notices are system printed, stuffed into envelopes, and delivered by the US Postal Service.	Staff handling required	Mailed notices take three to five days to send. Incoming mail to recipients takes between seven to 10 days if the address is valid.
Email	Emails are electronically created notifications. It requires a valid email address and can be immediately delivered.	Electronic process. Limited impact on staffing.`	Emails are delivered within minutes to valid customer addresses. They can be marked for a sender receipt and include a link for on-line payment options.
Texting	Text messages are electronically delivered to user phones. The mailbox has moved from the street to a pocket.	Electronic process. Limited impact.	Text messaging is the fastest system for notifications. Most recipients will immediately view notifications which include an on-line payment option.

Outbound Call Center

Assign call reminders into workplan

Set routine days and times

Script call messages for consistency

Look for understanding and contribution

Its about the quality not the quantity of calls

Not all fish are caught with the same bait!

Not everyone receives information the same way. Notification methods are impacted by your required response times. It is important to explore various notification types to ensure your messages are getting to the intended targets.

Noticing what's working

Noticing helps nudge responses. It's important to follow-up with customers to ensure timely compliance with payment plans.
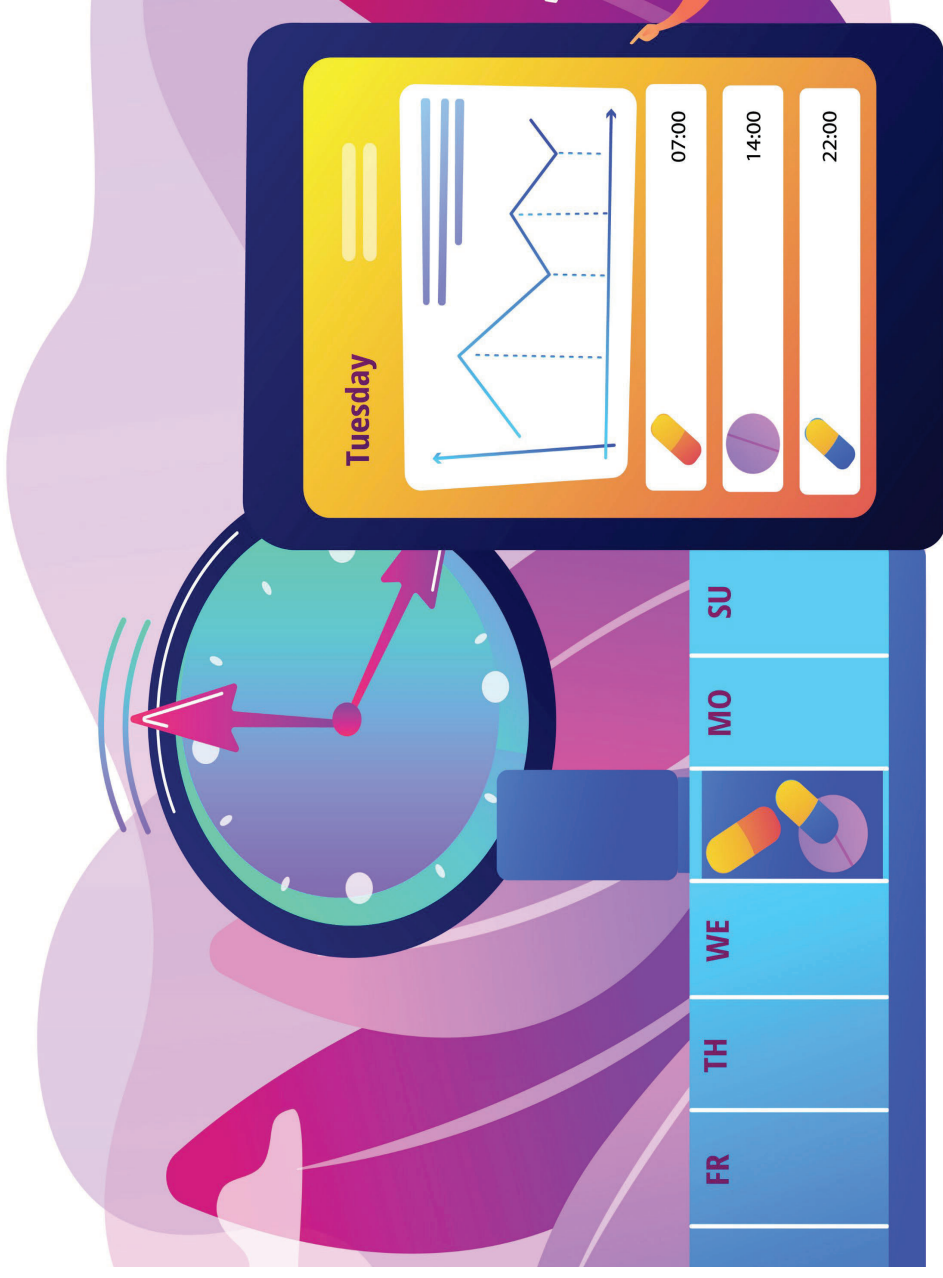
With various types and timings do you know if your notices are effective?

What does it mean to be effective?

Tracking by Date Initiated with Customer Response

Tracking notices provides valuable information on when to send reminders for the best return and how often.

When a notice goes out track customer response through payments made or contact with the office. Each produce customer service value.
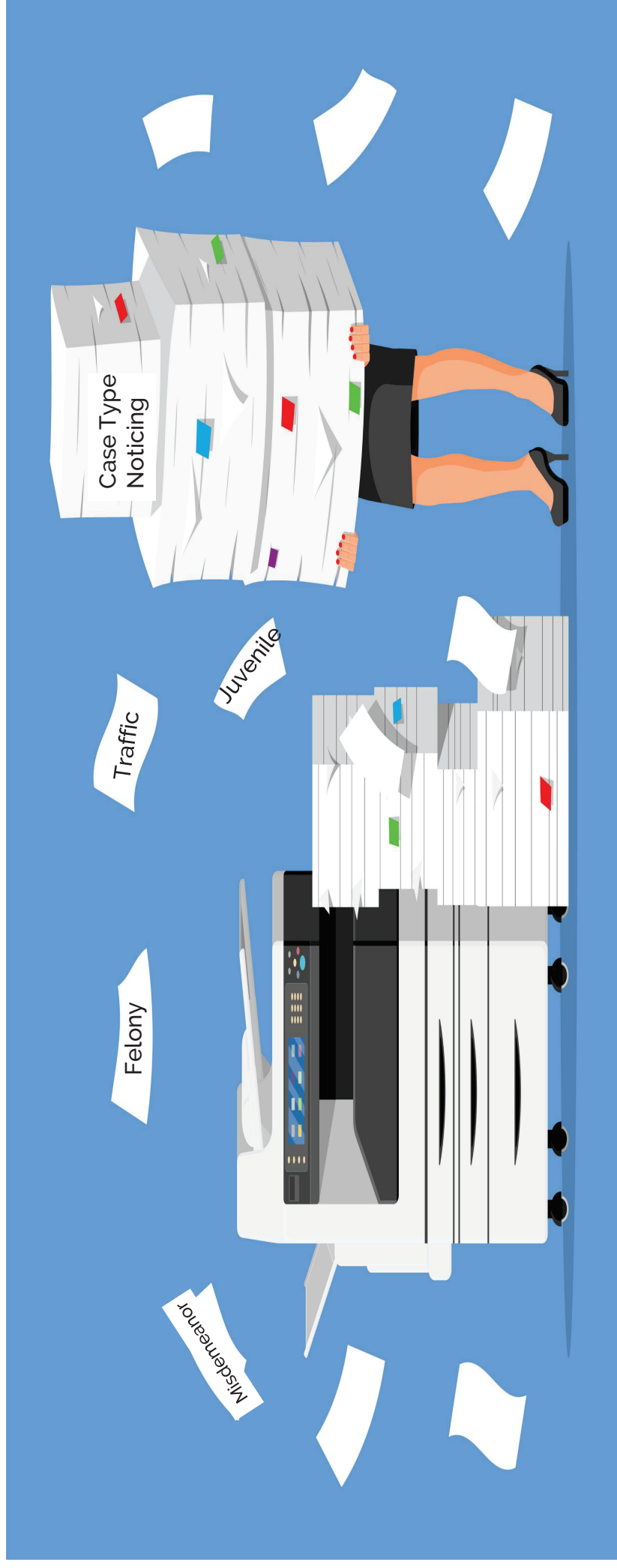
Electronic mailings require technology coordination but also produce instant delivery with online customer opportunities to pay or to contact the office.

With the addition of a QR code to messages, users can quickly jump to online information regarding their notification.

Notice Type

Tracking by Case Type

Every sentenced case routinely has fines and costs assessed. Case types from felony to traffic matters respond differently based on the customers involved and the significance of criminal charges. Tracking each case type separately builds a knowledge base on how your customers are responding.

Martin-Outbound Call Messaging

The Compliance Divisions reviews weekly Traffic reports and calls each of the customers as a friendly reminder of the upcoming payment.

If the call results in a payment, payment compliance is completed. If the customer does not pay but makes a promise to pay, a detailed note to the payment plan record.

If the customer misses two full payments, they receive another opportunity to pay at least one payment. If nothing happens, they have defaulted the payment plan, and any late fees and D6 are added including a obligation suspension to the case.

Santa Rosa

Robo Calls

Santa Rosa uses a Robo Call service from Voicent Technology. Pre-recorded messages are delivered to accounts for payments due within 5 to 6 days. Additional calls are made 4 to 5 days after payments are late.

December 2023		
Reminder Calls	628	
Late Calls	345	
Defaulted/Suspended	120	
Recovery Rate	80%	

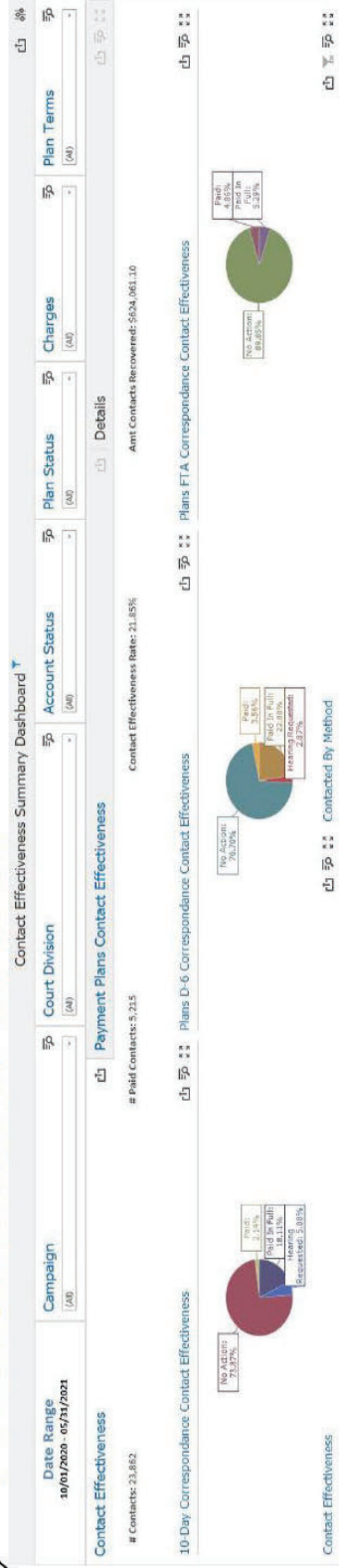| January 2024		
Reminder Calls	602	
Late Calls	336	
Defaulted/Suspended	103	
Recovery Rate	82%	

Email Notifications

Santa Rosa has used Email Service for over eight years. Messages are delivered to customers who have an email contact on their account for payment plans that are 90 days late.

Sarasota

Contact Effectiveness Default Dashboard View

- Sarasota County has implemented analytical reporting for notifications. These events are designated as campaigns. Each campaign independently can track the type of notice.

- How these notices conclude provides valuable information on how to tweak messaging types and adjustments to the frequencies of delivery.

- Future messaging campaigns will consider results if more than one type of message is used such as letters and text messages.

Mixed Service Types- Increased Frequency

Single Messaging services may not be enough to improve compliance. Experimenting with notification types can lead to better responses.

Opening frequency and mixing electronic notices with calls to the same case reminds recipients that their case is important and provides ways to solve compliance.

It's important to examine your noticing program to understand the operational cost with increased revenue options.

Are you getting the word out?

Great service, who knows about it?

Who should you tell?

When should you tell them?

Does this matter?

Promoting payment customer service

Zero % rate for on-time customers

Payments in manageable installments

Satisfies Court Ordered Obligation

Improvements won't solve compliance without promotion

How else will your customers know?

Spread the word to court community?

Consider the most effective way to reach them

YES, it matters!

Answers

Question

Improving Notifications Summary

Notifications are an essential tool for promoting compliance and providing customer service.

↑ The primary goal is to invoke a response to comply.

↑ Multiple notification methods should be considered with varied frequency.

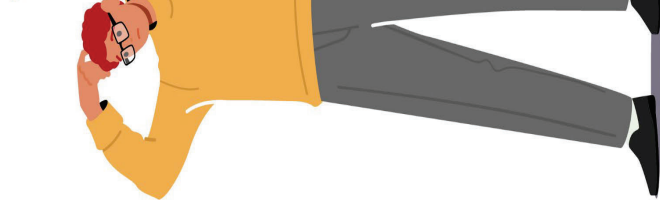↑ Messaging programs should consistently measure effectiveness.

↑ Providing updates and customer encouragement through notices contributes to payment plan satisfaction.

Consider this

Why would we not proactively keep customers informed to promote repayment of payment plans?

Process Improvement Summary

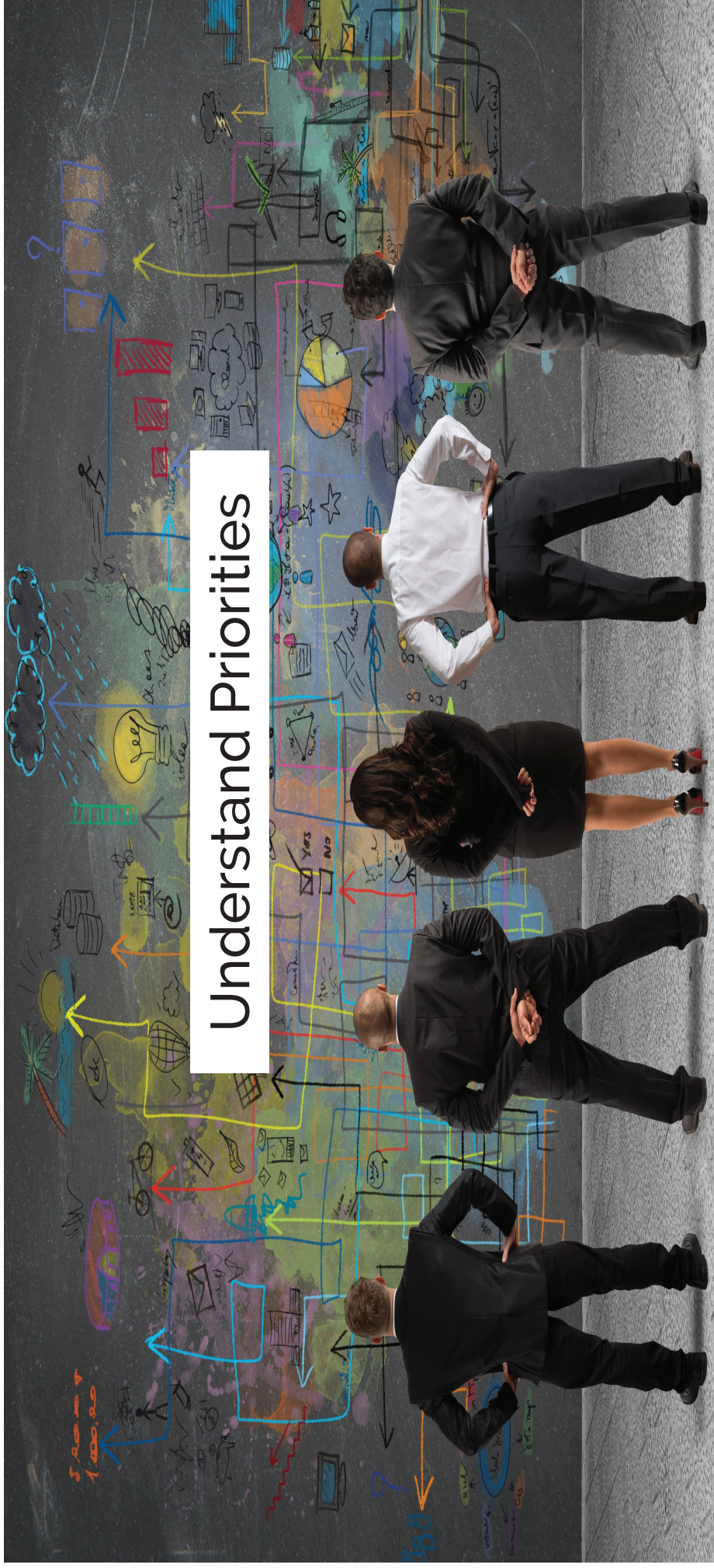Acknowledge Requirement

Recognize Work Potential
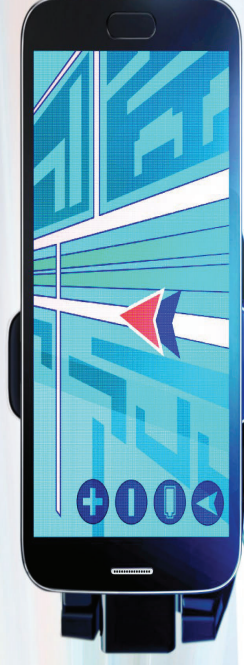
Employ Best Practices

Improve Repayment

Create a CAP- Compliance Action Plan

Start with a map- <u>Best Practices</u> to Current Services

Understand Priorities

Create a CAP- Compliance Action Plan

Set Action to Schedule

Utilize Existing Resources

Process Improvement Homework

Priorities

1 How many days do you give a customer to initiate payment?

2 Complete the best practice checklist

3 Identify the notifications you are now using (letter, email, text, call, IVR)

4 Identify the reasons you send notices, (late, reminder, thank you, other) in your county.

5 Using the Best Practices Guidelines, describe what you see as improvement possibilities

The Best Practice Checklist for Collections and Compliance provides a good inventory on where a Clerk program is and points out opportunities for improvement.