

# HOW GOVERNMENT ORGANISATIONS SAVE MONEY WITH DIGITAL COMMUNICATIONS

Government organisations are continuing to grapple with significant budget pressures, coupled with the ever-growing expectations of citizens. For many, this means printed communications are off the menu. More cost-effective digital channels like email and two-way SMS services are becoming the go-to resources.

There are 110+ agencies using Granicus digital solutions to engage over 8 million people in the UK. Here are two examples of how these digital efforts are having a positive impact on public finances.

## HAVERING COUNCIL

£350k additional income for the council



### SITUATION

Havering needed to increase online renewals and subscriptions to its garden waste collection service in order to support the council's channel shift agenda, reduce service inefficiencies and running costs, and generate an income stream.

### SOLUTION

Alongside other campaign tactics, Havering delivered a series of targeted email campaigns driving staff and the wider public to a dedicated webpage where they could sign up for the collection service.

### RESULTS

- ✓ **18,000** collection service renewals by March 2015
- ✓ **£350k** additional revenue
- ✓ **375%** increase in renewals
- ✓ **90%** of customers renewed on time
- ✓ **98%** of renewals via online self-serve
- ✓ **100%** increase in new registrations

### Key advantages of using GovDelivery's Communications Cloud

- Boost reputation with well-designed and professional-quality updates
- Improve user-experience and increase sign-ups with clear calls-to-action
- Straightforward customer journey from email notification > completed online transaction
- Havering has 109K subscribers (equivalent to ~45% of its population)

## TOP TIP

Cross-promote your income-generating services like garden waste collections, city events and leisure facilities in other topic updates. Increase revenue by adding a "banner advert" promoting these services to the bottom of your emails - with a clear call-to-action.

# SHEFFIELD CITY COUNCIL

£1.3m total saving for local people



## SITUATION

In 2015, Sheffield needed to encourage as many residents as possible to sign up to an energy switching scheme, The Big Sheffield Spring Switch. This would maximise the community's collective buying power and increase the chances of securing a cheaper tariff from the supplier.

Previous campaigns using more traditional communication channels hadn't yielded huge results – there had been just 1,800 scheme registrants in 2014 leading to an average saving of only £220 per household.

## SOLUTION

Sheffield moved to new, digital campaign tactics, delivering a targeted direct marketing campaign with its newly rebranded email updates service. This increased the average saving by 38% on the previous year.

## RESULTS

- ✓ **4,200+** people registered
- ✓ **230%** increase in engagement
- ✓ **£303** average saving per household
- ✓ **£1.3m** total saving for local people
- ✓ **Cheapest** tariff secured in UK
- ✓ **9,000+** subscribers to "Big Switch" e-update

### Key advantages of using GovDelivery's Communications Cloud

- Reach thousands of local subscribers
- Track engagement and adapt campaigns in motion
- Measure campaign success and ROI

## TOP TIP

Streamline your email update topic list and focus on the ones you can maintain regularly. Notify subscribers of topics you're "closing" and invite them to sign up to other options – reinvigorate their interest with a reengagement campaign!

Over 3,000 government organisations use Granicus around the world. As a result, they're building safer, healthier and happier communities and more cost-effective public services. Reach more of your audience, engage them through the channels they want to use, and empower them to take positive action.

Interested in finding out how improving your digital communications could save money for your organisation and local people? Contact us today at [uk.Granicus.com](http://uk.Granicus.com) or [info@granicus.com](mailto:info@granicus.com)