



## ABOUT

HM Revenue & Customs (HMRC) is the United Kingdom's tax and customs authority, responsible for making sure that the money is available to fund the UK's public services and for helping families and individuals with targeted financial support. Through HMRC's customs service, it facilitates legitimate trade and protects our economic, social, and physical security.



*This has been an extremely powerful intervention for a low cost measure - it has transformed the way our small business customers interact with us.*

*Gareth Jones, Digital Design and Product Team Lead*

## THE UK'S TAX AND CUSTOMS AUTHORITY GAINS GREATER CUSTOMER ENGAGEMENT THROUGH STRATEGIC EMAIL CAMPAIGNS

### SITUATION

#### IMPROVING ENGAGEMENT TO UK BUSINESS OWNERS.

As the United Kingdom's tax and customs authority, HM Revenue & Customs (HMRC) is responsible for making sure that money is available to fund the UK's public services and for helping families and individuals with targeted financial support. Its customs service facilitates legitimate trade and protects the UK's economic social and physical security.

To this end HMRC and Granicus partnered to improve the customer experience by helping reduce customer burdens by linking them to the support available at specific key business milestones. The overall mission was this: use digital communications to help HMRC's business customers get their tax affairs right the first time around saving time for both themselves and HMRC.

### SOLUTION

#### ADVANCING THE CONNECTION TO BUSINESS CUSTOMERS THROUGH EMAIL.

HMRC and Granicus partnered to create a multi-faceted email strategy to reach and engage UK-based business customers. Using the following solutions, the goal was reached:

- 1. Automation:** HMRC selected an automated email service – GovDelivery Communications Cloud – to deliver support to customers at key times. After a small business customer registered with HMRC, it received a personalised series of emails leading to support – all based on information submitted at the point of registration.
- 2. Personalisation:** Emails were written in an accessible and engaging tone to appeal to the hearts and minds of customers.
- 3. Testing:** HMRC used open-and click-through rates to uncover the best results. Through these randomised trials, the most effective emails were selected and used.
- 4. Notifications:** A series of targeted email campaigns were sent based on key milestones and deadlines throughout the year. Each email directed customers to support when they were most likely to need it. In January 2015, an email was sent to help customers complete a self-assessment tax return.

## METRICS

**350K+**

ENGAGEMENT VIA  
EMAIL REFERRALS

**84%**

INCREASE  
IN WEBINAR  
ATTENDANCE

**25%**

EMAIL OPEN RATE

**5. Analysing:** Through email campaigns, HMRC found that linking government to growth messages increased the use of support products. Moving forward, it will continue to glean important insights from campaigns to further its digital strategy. Additionally, the lessons learned from the campaign enabled HMRC to act as a conduit to small businesses for other UK government departments.

## RESULTS

### CAMPAIGN RESULTED IN IMPROVED CUSTOMER ENGAGEMENT AND ACTION.

The email campaign enabled HMRC to reach its goal of increasing access and adoption to business customers. Below are some quantifiable results of the campaign organisational goals.

#### **Improved access to HMRC information.**

More than 350,000 customers (7 percent of the total small business population in the UK) clicked through from emails to a HMRC support product. Additionally, there was a fourfold increase in click throughs between 2013-14 and 2014-15.

#### **Increased overall product use.**

Nearly 80 percent of HMRC's 50,000 "how to get your tax right" webinar attendees were referred to the webinar by email. Only 8,000 people attended the webinar the previous year.

#### **Furthered business growth.**

Emails supporting business growth opportunities generated an additional 371,000 clicks.

It's clear that email was the most effective digital channel for reaching HMRC's engagement goals. Through a strategic email campaign, HMRC reached hundreds of thousands of business customers in the UK, advancing greater access to tax resources, thus reducing the overall tax gap.

## ABOUT GRANICUS

Granicus provides technology that empowers government organisations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, meeting and agenda management, and digital services to more than 3,000 public sector organisations, Granicus helps turn government missions into quantifiable realities. Granicus products connect more than 150 million people, creating a powerful network to enhance government transparency and citizen engagement. By optimising decision-making processes, Granicus strives to help government realise better outcomes and have a greater impact for the citizens they serve.