Preparing Child Support for the Mobile Revolution

Improve Customer Self-Service  •  Reduce Administrative Costs  •  Accelerate Business Processes

According to new research from the Pew Internet and American Life Project, 88% of all US adults now own a cell phone and 46% of all American adults now use a smart phone. In addition, the highest overall growth in smartphone use occurred in the lowest income bracket: 12% growth among people from households earning $30,000 per year or less. The data proves that a large percentage of your constituents, caregivers and staff are able to engage digitally from a mobile device.

The Child Support program is critical to maintaining the economic stability of custodial parents and their children throughout this country. Significant investments have been made in technology to modernize program administration, but the mobile revolution is changing how customers expect to engage with your agency.

Custodial parents expect accessible, efficient and accountable service, on their terms and timetable. Non-custodial parents expect transparency and effective communications to better understand their obligations. Paper based forms and correspondence are a costly and ineffective means of communication.

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Top Three Ways to Improve Performance, Reduce Administrative Costs and Deliver Exceptional Customer Service

1. Ensure Your Agency Website is Mobile-Ready

Developing an engaging and meaningful web experience for a multi-screen world is a challenge. The recent explosion of connected devices means content must now move seamlessly with the customer—whether it’s on a smartphone, a tablet or a PC. This introduces tremendous complexity for designers and developers.

Today, most child support program websites and customer self-service portals are optimized for access from PC’s with a high speed internet connection. That same user experience must now be translated to function just as well from any mobile device, which includes hundreds of popular device types. The realization that your agency may not have a web content management system or other related tools capable of supporting a multi-screen user base is already here for many agency IT Managers. The growing trend for low income populations to standardize on a single smart mobile device as their primary means of communication seems destined to continue. With caseloads at record levels, ensuring access to online self-service has never been as important as it is today. If your agency’s web self-service portal isn’t mobile ready, your constituents will abandon the online service channel and seek assistance from your call-center or walk-in facility, leading to even costlier customer service.

2. Provide Mobile Apps That Enable Customer Self-Service

As more constituents engage with your agency online, the opportunity to offer a personalized mobile app experience for your customers becomes a very real possibility. What if you could deliver client notices securely to a mobile app or allow customers to update their living arrangements or employment status in real time? What if custodial parents could report basic case details to your agency or report an interruption in payments from their mobile device? What if non-custodial parents could be engaged through their mobile device to improve compliance with their child support order? The opportunity for richer, cheaper and more frequent client engagement through customer-focused mobile apps and the opportunity to eliminate paper-based processes exists today.

3. Measure the Online/Mobile User Experience

We go to great lengths to ensure high quality customer service for in-person and call-center settings. As more customer interaction moves online and onto mobile devices, it is absolutely critical that specialized web analytics tools are deployed to measure the online customer experience. With an online analytics solution in place, your agency will be able to translate online customer behavior into actionable intelligence to drive optimization of your online service channel, leading to improved participation rates and more effective and efficient customer service.

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