



## Bolster Outbound Phone Constituent Experience to Improve Benefits Utilization

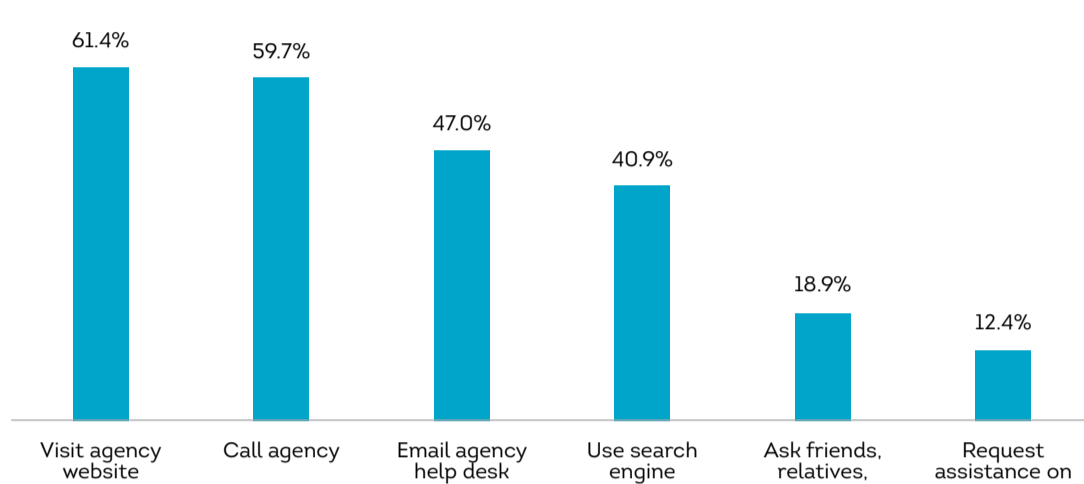
Government agencies often struggle to get eligible constituents to take advantage of benefits. A recent TransUnion survey of adults who previously applied or plan to apply for benefits reinforces the importance of the phone channel for communications about available assistance. But the challenge in reaching constituents remains due to the lack of trust in the phone because of robocalls, call spoofing and fraud.

## Preference for phone channel makes it critical to agency benefit experience

While 61% of constituents said the agency website is their top choice for getting information about benefits, close to 60% prefer the phone channel.<sup>1</sup>



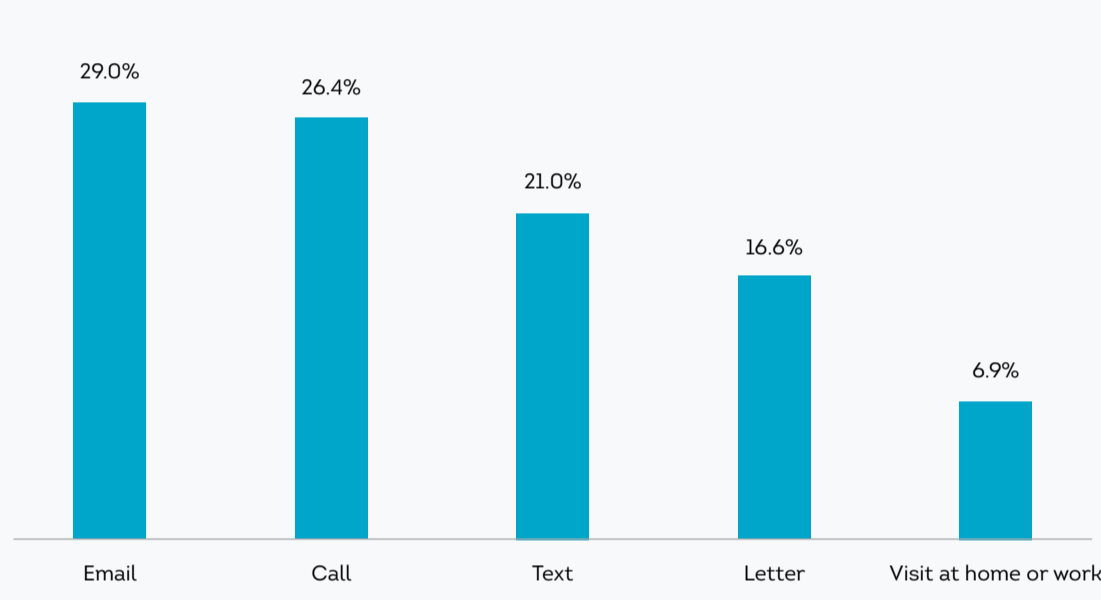
Preferred channel to use when seeking information about government benefit programs



Source: TransUnion survey

Twenty-nine percent of respondents said email was their preferred way to be contacted by a government agency regarding their application, followed by the phone at 26%.<sup>2</sup>

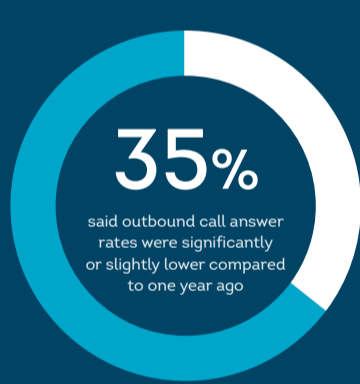
Top ranked preferred method of being contacted by agency regarding application



Source: TransUnion survey

## Lack of context reduces effectiveness of outbound calling

Unfortunately, outbound calls are getting picked up less. And often, legitimate phone calls are being mistakenly marked as spam or blocked

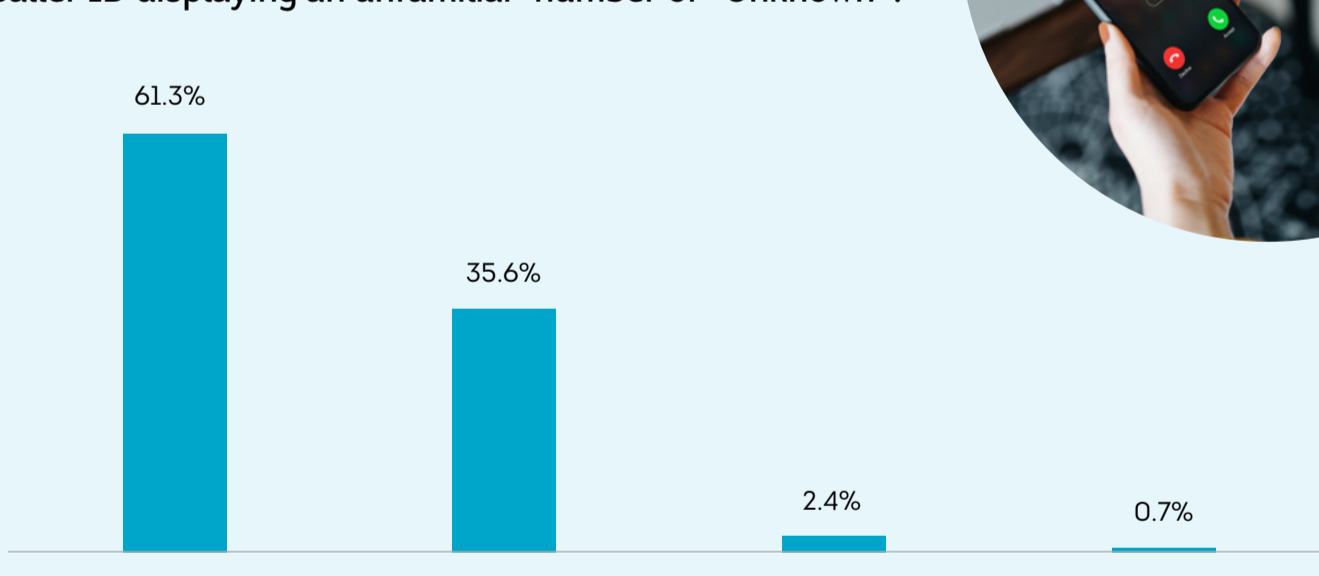


Source: TransUnion, The Enterprise Call Center Experience in 2023: Public Sector

While constituents ranked phone communications as a top preference, they indicated wariness of answering calls from unknown numbers.<sup>3</sup>



Do you answer calls from unknown numbers, including caller ID displaying an unfamiliar number or "Unknown"?



Source: TransUnion survey

## Three steps to promote benefit program participation

Government agencies can more effectively deliver services to constituents in need, starting with three improvements to outbound phone experiences:



**Increase transparency** – Add context to outbound calls, such as agency name, logo and reason for the call. The Virginia Department of Health improved answer rates by 61.5% – a lift of 105% – with TruContact™ Branded Call Display (BCD), powered by Neustar®.



**Increase trust** – Assure constituents calls have been verified with STIR/SHAKEN call authentication and haven't been spoofed. Proactively ensuring calls reach consumers can also improve efficiencies.



**Reach more people** – Engage program participants more effectively by reaching constituents on their preferred channels.

<sup>1-3</sup> TransUnion partnered with Dynata to conduct a nationwide survey of 1,006 adults living in the United States (incl. territories) who said they previously applied for government benefits and/or plan to do so in the next 3 years, randomly selected from a broad data panel. This survey was administered via the Qualtrics platform, and all responses were anonymized prior to analysis. Standard R & Python libraries were used to facilitate data ingest, cleanup and analysis.

Learn more about the steps public agencies are taking to achieve constituent experience goals in the outbound phone channel. Download [The State of Customer Outreach: Top Ten Findings for Public Sector](#).