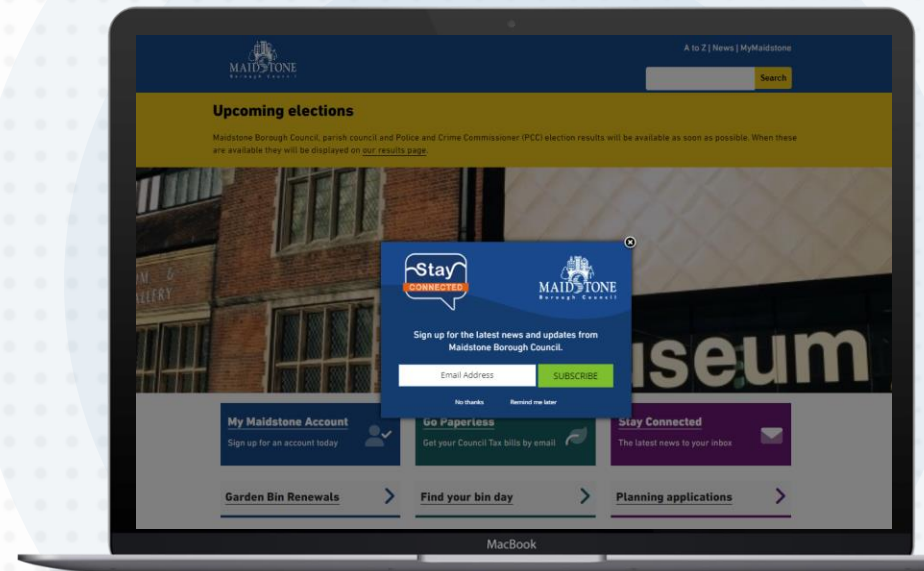




Service description

Granicus Communications (govDelivery)



“The council is committed to improving how we interact with our residents; we want to make sure they have a great experience every time they contact us and are kept well informed when they are receiving our services. The Granicus platform has given us the ability to provide a much better service and to make big efficiencies in our back-office functions and is a fundamental part of the council’s transformation over the coming years.”

Julie Odams

Assistant Director of Communications & Customers, Derbyshire County Council

Introduction to Granicus

Granicus is the leading provider of government experience solutions that directly touch your citizens and the government employees that work with them. Our solutions include two-way communications, tools for citizen engagement and understanding sentiment, digitised government services, and streamlined staff workflows and operations.

Delivering a compelling customer experience is central to achieving the government's core missions of increasing access to services, building trust and transparency, and promoting health and security. Public sector organisations can more easily deliver on the central mission and achieve larger outcomes by better understanding their community, creating seamless ways for citizens to access information and services, and streamlining operations. Granicus has a proven track record of delivering a broad range of experience solutions to governments at scale.



500

public sector
organisations in
the UK



7,000

public sector
organisations
worldwide



22B

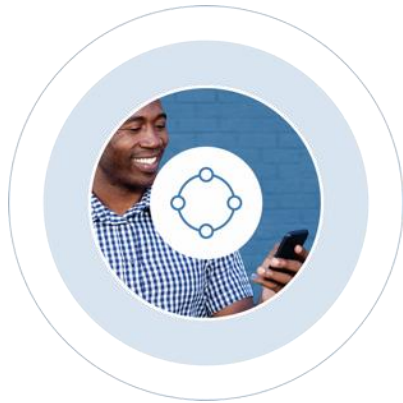
government
messages sent
annually



18M

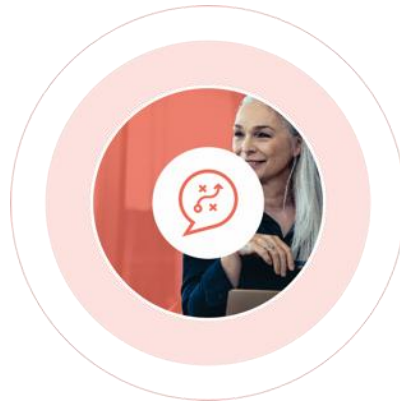
people are
subscribed to
the UK network

Our Government Experience Cloud combines three elements to help deliver meaningful outcomes for our public sector customers:



Connected Technology

Technology designed for governments fosters seamless customer experiences, prioritizing citizens throughout the journey.



Experience Services

Trusted experience advisors empower governments to design, support, and deliver exceptional services that drive measurable social outcomes.



Data-Driven Insights

Better understand your community using insights from 30B annual government interactions to serve your customers more effectively.

These three elements work in concert to ensure that you deliver integrated, efficient and accessible services, improve engagement, whilst driving trust and tangible outcomes within the communities you serve.

Granicus Communications (govDelivery)

Granicus Communications (govDelivery) enables government organisations to connect with more people and get those people to take action. Public sector organisations use the Communications solution as a single solution for email marketing, campaigns, internal communications, SMS, RSS functionality, and social media integration.

Granicus Communications is a secure SaaS marketing platform built exclusively for public sector organisations and is designed to promote usage of online services, enhance public awareness, and increase the contributions and engagement of communities.

Granicus platforms are used by over 6,000 public sector organisations worldwide to transform how citizens engage and interact with government.



**Accelerate &
streamline usage of
your services**

Payments
Renewals
Registrations
Applications



**Inform and engage
your citizens to drive
changes in behaviour**

Education
Preparation
Attention
Responsiveness



**Increase the
contributions of your
community**

Attendance
Participation
Feedback
Usage

Granicus Communications (govDelivery)

We are partnered with more than **500 UK public sector organisations**, from major central government departments to small district councils. For UK organisations, the unique Granicus Network reaches more than **18 million** people and is helping our clients build and nurture digital relationships in the community.

With Granicus Communications (govDelivery), you can:



Reach more stakeholders with timely communication

Build a large base of stakeholders by offering highly personalised opt-in subscription options.



Make cost savings and generate income

Save resources and gain income by reducing call centre demand, promoting initiatives, and pushing self-service options.



Create personalised campaigns

Create a wide range of email campaigns to change behaviours, offer support, and provide important information.



Measurable effectiveness of communications

Track and audit all messages to see when they are opened and read (or not) and leverage advanced analytics.

Granicus Communications (govDelivery) capabilities

Granicus Communications (govDelivery) consists of the following core capabilities.

Messaging	Create and send messages, including real-time automated alerts on specific topics, mass notifications during emergencies, and welcome/onboarding and drip campaigns — all using pre-built, branded, and mobile responsive newsletter templates.
Network	Increase the number of people who you reach and engage with by 100%, 500%, or even 1,000% by cross-promoting your most important programs and events with the largest network of government communicators in the world on the Granicus Subscriber Network.
Automation	Create automated drip and welcome campaigns and achieve a return on investment (ROI) of up to 200% in the first year with reduced printed mail and postage costs. Streamline your content distribution across email, text messages, and social media channels to conserve resources and improve organisational efficiency. Create messages once; publish them anywhere.
Personalisation	Increase opens and clicks for your communications by using tools that help you personalise content for the reader. Addressing subscribers by their name, for example, can have a big impact on driving engagement.
Mobile	Communicate with your audience wherever they are by delivering messages optimised for mobile devices using responsive email template design. You can reach people where they have the best chance to act using Granicus Communications.
Social	Leverage social networks to strengthen your direct connections and amplify social content by promoting and sharing in new and more effective ways. Drive more traffic to social content by consuming content from social media and automatically promoting it to your most active audiences.
Segmentation	Target specific members of your audience for optimal engagement and messaging success. Customise subscriber questions to segment your audience and tailor messages to be more relevant and actionable.
Insight	Measure the impact of your actionable initiatives and improve communications with our analytics dashboard that helps you better understand what types of content resonate with your audiences.

Additional Granicus Communications (govDelivery) capabilities



Two-way text

Partner with us to design and validate the ideal two-way text experience — defining goals, audience needs, and content, and analysing data to drive success.



Enhanced security

Extra functionality available within Granicus Communications (govDelivery) configuration to enable additional security features.



Targeted messaging

Improve business and digital communication processes with reliable delivery and robust tracking of any message sent from applications or systems in an organisation



Granicus Experience Group

Use Granicus's team of experts to expand outreach, create digital campaigns, build and support online communities, or encourage digital conversion.

Service options

Granicus Communications (govDelivery) is available to purchase in two main packages: Standard and Professional. Our Standard package allows you to send messages to as many people as you have subscribed to your topics and will cover most messaging requirements. The Professional package is for those organisations that would like to do more around automated campaigns that really help drive outcomes. Limited topic packages are also available.

The table below show the key features in each package:

Detailed pricing information together with financial recompense models and payment options are provided in the Granicus Communications (govDelivery) pricing document.

	STANDARD	PROFESSIONAL
Subscribers		
Subscriber capture tools	✓	✓
Template design	✓	✓
Subscription upload	✓	✓
Multiple subscription options	✓	✓
Text to subscribe (w/SMS purchase)	✓	✓
Integration with govservice	✓	✓
CRM integration with APIs	✓	✓
Dynamic audience segmentation		✓
Analytics		
Analytics	✓	✓
Segmentation campaigns		✓
Network		
Subscriber network	✓	✓
Local network	✓	✓

	STANDARD	PROFESSIONAL
Messages		
Advanced bulletin editor	✓	✓
Standard templates	✓	✓
Custom designs	✓	✓
Bulletin landing pages	✓	✓
Publish to social	✓	✓
High deliverability	✓	✓
Personalisation tools	✓	✓
Drip campaigns		✓
Re-engagement campaigns		✓
Welcome/on-boarding campaigns		✓
A/B testing		✓
Support		
24/7 emergency support	✓	✓
Dedicated customer success consultant	✓	✓
Regular live training webinars	✓	✓
Access to govCommunity forum	✓	✓

Additional Granicus Communications (govDelivery) web services



Application Programming Interface (API)

Granicus Communications (govDelivery) provides a comprehensive Web Services API for clients who wish to access and update Communications (govDelivery) directly from line-of-business systems. The Web Services API is fully documented, and test accounts can be made available to developers.



Reports Pro API

Sophisticated communicators may wish to implement Reports Pro, an optional Communications (govDelivery) API, to combine and visualise their engagement, subscriber, and activity data across platforms and media channels in ways that are not available with standard Communications reporting.

Security



Enhanced Security

The platform includes a range of security features as standard. As security threats continue to rise, it is important to consider our Enhanced Security option, which includes two-factor authentication, IP restrictions, password complexity/age/re-use configuration, a security message flag upon login, and administrator security controls and configuration with auto expire in 30, 60, and 90 days.

In addition, a system security report is made available containing details including login attempts, failed login attempts, and last login date of administrators.

Granicus support services

> **Granicus Customer Success Consultants**

Every Granicus Communications (govDelivery) customer gets a dedicated Customer Success Consultant (CSC); subject matter experts driven by their passion for the programmes and services that government agencies deliver. CSCs are available to provide strategic advice to ensure you maximise investments in Granicus solutions and services. CSCs connect with customers periodically to review their current usage of Granicus products and solutions and to make recommendations for the adoption of useful features and functionality. CSCs may also make recommendations for the general maintenance of account health and hygiene, resulting in actions to be performed by the customer users.

> **Implementation Services**

An implementation consultant is assigned to each new client to lead them through the onboarding process. This ensures that best practices are considered throughout.

Our onboarding process involves working with the client to produce a comprehensive project plan that outlines each party's roles and responsibilities. The configuration of the account is quick and easy, with a typical account configured within 10-20 working days depending on client availability.

> **Service Levels**

The platform uptime SLA is 99.00% per calendar quarter. Granicus provides complete help desk support for administrators and customers of Granicus Solutions. Regular support is available 9:00 a.m. – 5.30 p.m. GMT, Monday-Friday (excluding UK public holidays). Emergency Support is available 24x7.



Training

During system implementation, a tailored training session will be scheduled to allow system administrators to learn the system and all of its components. Additional training sessions can be scheduled during system implementation to ensure all administrators are confident in use of the service.

Administrators will have unlimited access to context sensitive help pages with detailed instructions on the usage of all system features. These include video tutorials and direct links to support staff. Bespoke training can also be accommodated with our comprehensive training programmes.



Information Assurance

Granicus Communications (govDelivery) is fully compliant with all UK and European data protection rules, including GDPR, and implements strict internal policies and procedures to ensure data is kept safe and secure. The current Communications configuration was previously assessed by the UK Government Communications-Electronics Security Group (CESG) and was previously accredited to UK Government Impact Level 2 (IL2) – Secure.

Granicus holds ISO27001:2013 certification, which identifies strict procedures for managing, monitoring, and mitigating risk. We follow these procedures rigorously as part of our on-going ISO27001 and other security accreditations. While it is not company policy to share this information with third parties due to the very sensitive nature of the information, we welcome the opportunity to discuss specific requirements with clients if additional information is required.

In addition to the above accreditations, Granicus is registered with the Information Commissioners Office (ICO) and has Cyber Essentials certification.

Granicus security policies and procedures are in accordance with the US National Institute of Standards and Technology (NIST). The service undergoes an annual certification and accreditation audit by NIST. NIST reviews our Security Plan, Continuity of Operations Plan, and Threat and Risk Assessment as part of the certification and accreditation audit.

Granicus is also one of a few select organisations approved by the Federal Risk and Authorisation Management Program (FedRAMP) US governmentwide security authorisation programme. Our highly secure environment withstood a comprehensive review by the Joint Authorisation Board (JAB).



Granicus Experience Group (GXG)

GXG is Granicus' digital agency focused on citizen experience and digital engagement, providing human-centred strategies, data-driven insights, and hands-on consultancy services. We design custom solutions and achieve measurable outcomes for our customers.

At GXG, we are driven to help public services to become more citizen centric. Whether assisting a carer, engaging with a concerned resident, supporting a local business, participating in the planning process, or helping a parent or a student, we empower you to build better experiences and get more value out of your Granicus technology. Our guiding light is helping people to get what they need, when they need it, as quickly as possible whilst being respected, remembered, and reminded.

Our human-centred approach to digital transformation focuses on solving problems and providing solutions that help our customers create better services for their customers, foster prosperous communities, and increase employee morale.

Over a decade of helping government build better citizen experiences.



Do more with Granicus

Ready to take the next step?

Granicus solutions and services are meant to work together to provide an end-to-end platform that helps you modernise services, improve trust, and increase resident satisfaction. Contact Granicus team today to learn how our solutions and services help you create government experiences that work for all.

Contact us:

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-  Phone: +44 800 048 7518
-  Website: granicus.uk/contact-us/
-  LinkedIn: linkedin.com/company/granicus-europe/