

THE CHALLENGE

Improve Communications, Outreach and Customer Service

Uncover Perceptions Toward Public Facing Government Department & Map User Experiences

Client Industry

Public Sector

Markets

Saudi Arabia



Objectives

- Improve communication and outreach to better the educate public and ensure they understand how to use the department's services
- Improve customer service

Implementation & Approach

- Track entity's social media activities and campaigns
- Monitoring comments left on the entity's social media channels, analyzing the types of issues and complaints posted by the public
- Understand user experiences using the entity's services and measure communications effectiveness around services, particularly around online and digital options
- Benchmarking the entity's social media presence and performance against public sector peers locally and internationally

Outcome

- Research widely shared within the organization and used by senior management together with the marketing communications and outreach teams to develop more relevant activities and improve stakeholder engagement and interaction

