



IMPROVE SNAP NOTICES FOR BETTER CLIENT EXPERIENCES

Simplify SNAP notice creation while increasing regulatory compliance and client comprehension of required actions.

The Supplemental Nutrition Assistance Program (SNAP) supplements the food budget of struggling families so that they can purchase healthy food and move towards self-sufficiency. SNAP notices are the primary means by which caseworkers communicate with applicants and current participants. In many instances, these notices contain time-sensitive information on what the household must do to receive or maintain benefits, making content clarity, accuracy and speed of delivery essential. Yet despite the need for fast, reader-friendly communications, SNAP notices continue to be created with legacy systems that are not built to support personalized communications design or multi-channel delivery.

With the continued reliance on outdated, legacy systems, combined with complex personalization requirements and ever-changing government policies, efficiently developing SNAP notices can be a challenge.

BACKED BY THE EXPERTS
Gartner, Forrester, and Aspire

EXPERIENCE
A rich history of world-class leadership

PROVEN RESULTS
97% customer satisfaction rate

EXPERTISE
7 trillion personalized experiences annually





THE SOLUTION: Quadient Inspire™ CCM Platform

Quadient Inspire™ is an award-winning customer communication management (CCM) platform that enables state agencies to create, manage and deliver personalized, compliant SNAP notices across print and digital channels from one centralized content management hub. Inspire integrates with your legacy systems, taking SNAP eligibility data and seamlessly populating it into pre-defined templates in accordance with your business rules and output requirements.

By digitally transforming the design to delivery notice lifecycle, access to SNAP benefits is accelerated, and outcomes are improved for individuals, families and communities.

FIVE KEY CHALLENGES

State agencies responsible for administering the SNAP program face numerous challenges, such as:

- 1 Constant Policy Changes:** New policies and corrective actions require frequent template and content updates. But because templates are typically managed in statewide, legacy systems, implementation is an intensive process that depends on IT, often taking weeks to complete.
- 2 Inaccurate Data:** Conveying accurate and complete data is critical, but the notice creation process within legacy systems is often complex and lacks document preview capabilities, resulting in error-prone notices. This not only results in a negative experience for the SNAP client, but failure to meet SNAP Quality Control assessments.
- 3 Poor Readability:** Creating communications optimized for readability is critical to ensuring clients understand eligibility decisions and required follow-up actions, but many legacy systems fail to support application of different fonts, colors, styles and graphics. These design limitations make it difficult to design reader-friendly communications.
- 4 Single-Channel Output:** Today's citizens want status updates and notifications via their preferred delivery channel (print, email, SMS), but most legacy systems only support document templating and output for print production. As clients increasingly seek access to notices via digital channels, state agencies must be able to support multi-channel output.
- 5 Complex Personalization:** With each notice relaying status information and instructions that are unique to the circumstances of the applicant and the county they reside in, content creation is complex and requires best-in-class dynamic composition capabilities to support.

DIGITALLY TRANSFORM THE DESIGN-TO-DELIVERY LIFECYCLE

Speed notice time-to-market while improving content relevancy by enabling power users to make content changes within minutes. With Quadient Inspire, authorized users can quickly update, change, or create content using pre-defined templates that have compliance rules and governed content locked in. Quadient Inspire's synchronized omnichannel preview then enables managerial staff to review the output in a variety of formats (mobile, tablet, web, etc.) for approval before notice release.

THE ADVANTAGES OF INSPIRE™



Improves Ease-of-Understanding

Leverage data and content from your core systems to create highly personalized, client-centric communications. Flexible template styling and design options make it easy to optimize communications for readability. Easily add color, branding, variable elements, dynamic charts and images to transform plain text into engaging content.



Reduces Compliance Risk

State compliance, legal and management teams can review notices by county or caseworker and can collaborate on content throughout the notice creation to approval lifecycle. Agencies can share, route, approve and track changes with a full audit trail. With multi-point approval workflows, agency staff can ensure that eligibility codes align with notice content and prior communications received by the individual.



Supports High-Volume Production

Inspire provides the performance and scalability required to support both batch and high-volume print-on-demand. When your SNAP member data hits the Inspire production engine, it is matched to the appropriate template and then configured for the preferred output channel. Whether it be a small batch of notices or 10,000, Inspire effortlessly generates dynamic communications using the right data, template and output channel for the individual.



Instantly Archives & Retrieves

Meet compliance standards and allow state employees to quickly reference past communications with an enterprise communications archive that automatically stores all generated notices and makes them searchable by recipient, send date, assigned caseworker, county and any other filters that make sense for your teams. Archive and retrieval can also be integrated into client-facing applications. Drive web traffic and reduce call volumes by enabling clients to securely access correspondence via your web portal.



FLEXIBLE DEPLOYMENT FOR CCM ANYWHERE

Inspire runs where you want it, whether you're looking for an on-premise CCM solution, hosted managed service in the cloud of your choice, or a full SaaS offering. Any-premise deployment options ensure companies don't get locked into infrastructures that don't grow with their business and provide the portability and scalability that modern CCM requires.

Deploy in the environment that best meets your business requirements, including:

- ✓ Public Cloud
- ✓ Private Cloud
- ✓ Partner-Hosted
- ✓ Quadient Hosted Managed Services
- ✓ Cloud-based Software-as-a-Service
- ✓ On-Premise

OPTIMIZING THE GOVERNMENT AGENCY EXPERIENCE

According to a recent study, 80% of US public sector executives believe providing a unified customer experience has had a significant positive impact on their organization.

(Deloitte)

In 2019, 80% of federal agencies scored “poor” or “very poor” on Forrester’s US Federal Customer Experience Index, compared with only 14% of private sector brands.

(Forrester)



GENERATE SNAP NOTICES THAT ARE:

- Governed by approval processes
- Ready for delivery via any channel
- Compliant with federal and state regulations
- Accurate and easy to understand
- Archived for future retrieval

Ready to enhance your SNAP Notices?

Visit quadiant.com/enterprise-industries/public-sector-government to schedule a discovery meeting with a solutions expert.



About Quadiant®

Quadiant is the driving force behind the world’s most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadiant helps hundreds of thousands of customers worldwide simplify the connection between people and what matters.

For more information about Quadiant, visit quadiant.com.

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