



ABOUT US

Great Britain's traffic commissioners regulate more than 80,000 truck, bus and coach operators, as well as professional drivers.

They scrutinise businesses' applications who want to run commercial vehicles and take action if operators fail to meet vehicle, driver and licensing standards. The commissioners also deal with driver conduct issues.

They are independent regulators sponsored by the Department for Transport, on a mission to make the roads safer.

New email service helps influence business behaviours to keep roads safe

THE CHALLENGE

Regionally led communications were difficult to control and offered no way to evaluate "success"

As part of the commissioners' 2016-2019 strategy, they must maximise the effectiveness of their decisions by communicating common road safety messages to drivers and industry. They needed a way to engage this audience directly, and show what action has been taken as a result of the commissioners' communications.

The commissioners had previously relied on intermediaries to "get their word out", including the trade press. They wanted to own and evaluate their communications, and be able to monitor the effectiveness of their messages on vehicle operators' and drivers' behaviours.

A SOLUTION

Dependable email service developed with audience insight to maximise engagement

To achieve these goals, they sought a digital channel they could control, with built-in evaluation and reporting capabilities. They also wanted to build a subscriber base quickly, capitalising on the audience reach of other industry regulators and enforcement bodies. This meant there was only one platform fit for the job.

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ABOUT THE EMAIL NEWS SERVICE

Since October 2017, subscribers have received two bulletins per week to educate them on important topics including:

- ✓ The consequences of mobile use while driving
- ✓ The rules to keep drivers safe and prevent them from working while tired
- ✓ How to manage sudden changes to licences
- ✓ The impact of changing the status of a business
- ✓ Improved online services for operators
- ✓ The responsibilities of company directors
- ✓ The work traffic commissioners do to promote fair competition
- ✓ How traffic commissioners deal with conduct issues for professional drivers

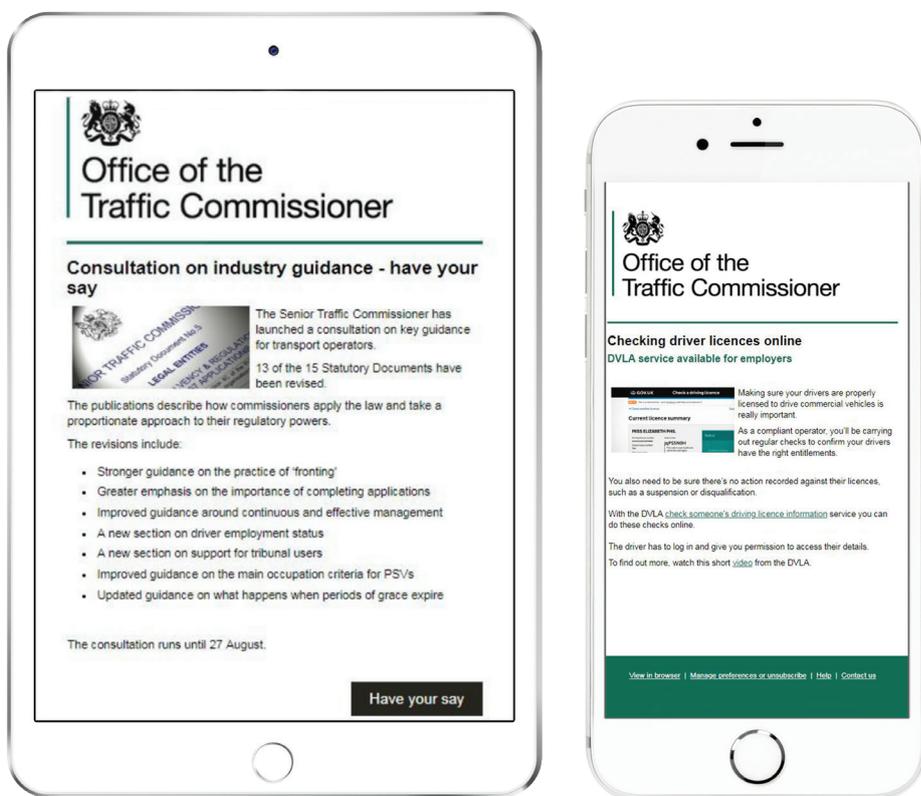
A SOLUTION (continued)

They selected **govDelivery by Granicus** - a digital communications platform - which gave the commissioners a unique opportunity to grow their audience quickly, through the “network” of public sector organisations already using the platform.

The commissioners launched a direct news service for vehicle operators and drivers, delivered by regular email bulletin. The service would be the main point of connection between the industry and commissioners.

Led by research and evaluation, the commissioners’ communications team designed the email news service very carefully. They built a highly engaged subscriber base, supported by Government Communication Service (GCS) audience insight into SMEs. This understanding of businesses’ attitudes and motivations supported their messaging and content plan.

With govDelivery reports and Google Analytics data, they discovered the best days and times to send email bulletins to maximise email engagement rates. Surveying their audience to capture qualitative feedback also helped the team establish the right tone of voice.



Examples of the mobile-responsive email bulletins

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METRICS

for 12-month review of
the email news service

11k+

email subscribers
(list grown organically)

87

email bulletins sent

77%

average audience
engagement rate
(accounts for opens and clicks)

201k

unique opens

31.7k

unique clicks

537k

impressions
(emails are being shared)

RESULTS SO FAR

Outcome 1

Email bulletins meet audience's needs and are top referrer of web traffic

In 12 months the commissioners' email news service has grown organically to over 11,000 subscribers. Emails achieve an average open rate of 42%, 7% click rate for calls to action, and 77% overall engagement rate.

The emails are the top referrer of new users to the traffic commissioners' pages on GOV.UK.

Evaluation by the commissioners' user research team reveals that smaller and newer vehicle operators say the email bulletins help them to keep up to date with industry news and regulations.

Larger operators say they use the emails in their staff communications and team meetings, which is especially important for engaging transport managers and reinforcing the significance of their responsibilities. These are key outcomes for the commissioners and correlate with their strategic objective.

464%

subscriber growth through
Granicus' network

This means **more than eight times more people** subscribe to the email news service through other organisations using govDelivery than directly through the commissioners' website.

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METRICS

for brake testing road
safety email campaign

50%

average open rate

20%

average click rate

(accounts for opens and clicks)

90.4%

of vehicle operators
checked and were
satisfied with their brake
testing

85.39%

of audience understand
importance of brake
testing

78.95%

of audience happy
with campaign
communications

Outcome 2

Audience confirms emails influence behaviour and road safety compliance

The email service has also supported a key road safety campaign which was launched following an incident in Bath where a truck's brakes failed, leading to the deaths of four people.

The campaign aimed to get vehicle operators to review their brake testing procedures and view brake testing as fundamental to their licence responsibilities.

A post-campaign survey indicates that the messaging is effective and helping to achieve these objectives.

During the next phase of the campaign, the team will target non-compliant operators and experiment with A/B testing to optimise email engagement rates.



GET HELP TO ENGAGE MORE OF YOUR TARGET AUDIENCE

Want to find out how Granicus' digital engagement solutions and campaign management services can support your programmes and services?

Book a meeting with us today: info@granicus.com