



Case study: Government client unprepared to engage citizens on social media and meet CX targets.

1 Client situation.

- Minister and senior executives committed to ambitious CX targets.
- Unequal social media skills, processes and technologies across individual agencies.
- Unanswered queries, slow approvals and off-channel referrals presented real risk.
- Focus placed on broadcast communications over engaging citizens.
- Internal appetite for social media was at odds with citizen expectations, creating risk.
- Executive unclear on desired outcomes: “They just want to see a big number.”

2 Propel’s approach + actions.

- Surfaced and showcased citizen expectations against current agency capabilities.
- Highlighted agency pain points and risk areas for quick resolution.
- Demonstrated where social media engagement could impact strategic goals.
- Embedded new multi-agency operating model, processes and technologies.
- Established and coordinated the client’s first social media centre of excellence.
- Ongoing training and mentoring for social media leads to increase program value.

3 Outcomes delivered.

- Delivered \$300,000 annualised technology savings.
- Increased agencies’ access to real-time citizen insights to inform day-to-day decisions.
- Reduced brand and agency risk profile via improved online monitoring and skills.
- Improved citizen experience and team efficiencies in social media and other channels.
- “Propel has been a valuable strategic partner. Without [their] influence, our project would not have been successful.” (Client)

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