

Executive Summary

Text Reminders Improve Supervision Fee Payments

This research project studied the effect of texting clients a reminder of their positive fee balance, with the hope that they would select the link provided within the text to immediately pay their balance. For this study, we counted payments made within 7 days following the delivery of the text message, due to the 3-4 day delay for processing payments in our system.

In order to calculate a baseline, Marquis determined that the average payments collected between the 2nd and 9th for April, May, June and September 2019, when reminders were **not sent**, was \$212,270.70.

We then looked at the payments collected for three months when reminders **were** sent. The volume of messages was larger for each subsequent month of the study as we slowly rolled out the reminders to more and more clients in July, August, and October (no messages were sent in September). When looking at the same date range as the control group (2nd – 9th of each month), we noticed a significant increase in fee payments proportional to the number of reminders delivered.

The table provided below shows the increase in payments made between the 2nd and the 9th **when reminders were sent**, along with the % increase over the baseline months.

Month	Reminders delivered	\$ Collected on days 2-9	Increase over baseline average \$ and %
July	5631	\$236,791	\$24,071 (15%)
August	6672	\$269,527	\$56,806 (27%)
October	20540	\$322,875	\$110,154 (52%)

October was the first month in which we were able to remove throttling by the text messaging company, and send reminders to all clients with a fee balance. During the October period, we identified a **52%** increase in payments collected over the seven-day period. If we calculate this over 12 months, DCC could collect **\$1,321,848** more in payments within 7 days of the payment due date.

The earlier collection of payments benefits DCC because the money is available sooner. Additionally, it may have an even greater impact to the Division, as it saves officers time not having to follow up on client payments.

