CASE STUDY:
Government -
Australian Electoral Commission

The Brief

The AEC was looking to provide a 24/7, fully automated SMS service allowing the general public to order an enrolment form via their mobile phone. The system was designed to target young Australians between the ages of 18 – 25 and was to coincide with the 2007 Federal elections.

The Solution

In conjunction with Optus, redcoal designed and built a fully automated SMS

service that matched the applicants name and address against their Australia Post PAF ID thereby automatically sending an application form via the post. In addition, redcoal developed advanced SMS rules designed to mitigate user error. The AEC was then able to advertise their custom virtual mobile number provided by redcoal in various media outlets. The solution was able to handle large volumes of SMS messages whilst simultaneously reducing the processing time between the AEC and mail house.

The Results

By using SMS as the core method of customer contact, 48% of all forms requested via SMS were completed, compared to 7% of forms delivered via traditional methods. 70% of all application received were processed first go without any need for the user to reenter any additional information. Furthermore, redcoal's robust technology platform ensured that strict service level agreements set by the AEC were exceeded for the duration of the campaign.

The Optus/redcoal Difference

Recognising the scale of the deployment, Optus/redcoal solutions consultants worked closely with the AEC to identify the key requirements of implementing a future proof SMS solution. Based on extensive consultation, Optus/redcoal identified the following key requirements:

Full Automation: The Optus/redcoal solution integrated directly with the Australia Post PAF database, ensuring no manual intervention was required to distribute postal forms.

Accommodate user error: Recognising that user error may occur, Optus/redcoal ensured the system built contained mechanisms to prompt users to resend particular information in the event it was unable to be processed first time. By implementing fuzzy logic, Optus/redcoal ensured improved response rates without requiring manual intervention.

About the AEC

The AEC is funded to deliver three specific outcomes:

An effective electoral roll
Australians have an electoral roll which ensures their voter entitlement and
provides the basis for the planning of electoral events and electoral redistributions.

An impartial and independent electoral system
Stakeholders and customers have access to, and advice on impartial and
independent electoral services and participate in electoral events.

An informed community
An Australian community which is well informed about electoral matters.