



STATE AGENCY CONNECTS WITH CITIZENS BETTER THAN EVER WITH SALESFORCE MARKETING CLOUD

Mastek Helps Arizona Department of Economic Security Blaze a New Path to Clients with 1-1 Communications

| BACKGROUND

Established in 1972, the Arizona Department of Economic Security works with families, community organizations, advocates, and state and federal partners to ensure a collective vision that every child, adult, and family in Arizona will be safe and economically secure. Headquartered in Phoenix, the agency, which helps approximately 3 million people annually, is dedicated to caring for the vulnerable and helping Arizonans reach their potential through temporary assistance for those in need.

| CHALLENGE

More than 8,000 team members at the Arizona Department of Economic Security (DES) work each day to provide support to those who seek human services. With seven main business divisions ranging from Child Support Services to Aging and Adult Services, the agency offers more than 40 different programs and services to address the social and economic needs of its citizens.

Several years ago, a federal government shutdown impacted government agencies across the country including the DES Division of Benefit and Medicare Eligibility (DBME) and the Division of Developmental Disabilities (DDD). DBME provides social services to low income families, including medical benefits, cash assistance, and food stamps, and DDD provides services that help those with developmental disabilities live more independently in their community.

Due to the shutdown, it was critical for both divisions to inform their approximately 1.2 million clients their benefits would be impacted. A third-party email-marketing automation provider was brought on board as a messaging tool that would allow DES to regularly communicate updates and changes as required throughout the year. However, the agency ran into an obstacle, as the platform would only allow a maximum of 500 contacts at a time to be uploaded, which was extremely impractical and evident that a more robust solution was required.

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Kuldeep Singh,
Solution Architecture Manager



I SOLUTION/RESULTS

In the summer of 2019, DBME, the larger of the seven divisions, approached Kuldeep Singh, Solution Architecture Manager, in the DES Division of Technology Services, for assistance. "We met with both DBME and DDD to understand their pain points, communication frequency, volume needs, and to gather business intelligence," said Singh. "We then began the process of evaluating different products that would fit those requirements, ultimately choosing the Salesforce Marketing Cloud."

The next step was to find a vendor that could assist with the implementation of Marketing Cloud. After reviewing several companies, the agency chose Mastek, an award-winning provider of Salesforce and marketing automation consulting located in Phoenix. "We were really impressed with Mastek's knowledge and flexibility. We wanted to work with them because they are a preferred Salesforce partner, specialized in marketing automation, and had experience working with state agencies. The fact that they were a local company was a key advantage."

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I SCALABLE, ENTERPRISE-LEVEL SOLUTION REDUCES HUMAN INTERVENTION

DES needed an enterprise-level solution that was robust, scalable, and could trigger timely notifications via email, SMS, and voice, and Salesforce Marketing Cloud offered that capability and much more. “We wanted to schedule campaigns with limited human intervention,” explained Singh. “It was important that each division have insights into the success rates of their messaging and email and phone number validation, as well as advanced reporting capabilities.”

The DES Division of Technology Services is always looking for scalability and repeatable processes. “This is one of the building blocks in terms of solutioning a business problem,” noted Singh. “By having an enterprise solution, we don’t have to reinvent the wheel when we face a similar business problem. The advantages are numerous: we can reduce the time needed to support our divisions, accomplish more in terms of innovation, find new solutions, and solve other business problems.”

Prior to Marketing Cloud, the content approval process was onerous. Messages were manually sent for review and would touch many hands before they were approved, a process that consumed a lot of time and resources. Once approved, they would be scheduled on the limited features of the third-party platform.

With Marketing Cloud, the process is automated with predefined workflows that simplify the entire process. Data is exported from the DES mainframe and uploaded into Salesforce. Content approvals are seamless and can be reviewed by management and executed by system administrators. Messages and notifications are scheduled and/or sent on demand without running into time-consuming roadblocks.

I AUTOMATION ENHANCES CLIENT EXPERIENCE

After reviewing Google Website Analytics, Singh found that 60% of DES clients were using their mobile devices to access information online. Combined, DBME and DDD serve a half-million clients with up to 100,000 communications planned per month.

“It was a powerful metric to learn how people are coming to our website,” said Singh. By offering email and SMS communications via Marketing Cloud, we have been able to vastly improve the end user experience.”

I EMPOWERING PEOPLE EMPOWERS BUSINESS

Mastek utilizes the Agile development methodology, which ensures high-quality at the lowest cost in the shortest possible time. Customizing its approach for each client, a team of experts is focused on the customer journey—from start to retention.

To ensure user adoption and success, a project plan was created which included daily progress reports with tasks assigned to team members and weekly status reports for stakeholders. Training and support were targeted to each user group, such as executives, technical crews, or business users.

Singh was impressed with Mastek’s collaboration, teamwork, and availability whenever they needed help. “Mastek was well-prepared and trained our team on the key features of the system. They performed hands-on training, and the feedback from our team has been very positive,” he explained. “It’s all about empowering people, which empowers business. Our team now has the ability to communicate with 1.2 million citizens and trigger growth without needing help from the IT department.”

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| STREAMLINED, REPEATABLE PROCESSES IN THE CLOUD

In the past, each of the seven divisions at DES acted as a silo using various solutions for communicating with clients. Moving to a centralized email and SMS system for the entire agency made perfect sense.

Once Marketing Cloud was adopted at DBME and DDD, it was time to transition to the next phase: onboarding the Division of Child Support Services. The DCSS division is using a SaaS product for sending SMS messages, but to send an email, they had to use an alternative product and were managing multiple software platforms for notifications.

“Since we have already configured two divisions, it will be easy to onboard the others,” said Singh. “Marketing Cloud has helped us reduce our overall costs. As we onboard each division, we can spread the cost among each one, reducing our overall investment. There is less infrastructure to manage, fewer servers to take care of, less manpower is involved, everything is cloud-based, and the process is repeatable.”

| CHALLENGES

- Inability to send mass communications to inform/update clients
- Limitations on maximum number of contacts added and emails sent per day
- Difficult to scale with growth
- Divisions siloed, supporting multiple, disparate tools

| VALUE CREATED

- Centralized, cloud-based SMS, and email notification processes
- Improved end-user experience
- Each division can manage its own campaigns and contacts
- Real-time visibility into communication channels with Arizona citizens and DES employees

| SOLUTION

- Salesforce Marketing Cloud

| ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/ Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website www.mastek.com.

