



Connecticut Paid Leave



Outreach & Engagement Committee
June 17, 2021

Outreach At-A-Glance



Emails

- March – 638,518
- April – 938,434
- May – 941,396

Facebook

- March – 380,381
- April – 303,624
- May – 97,689

Instagram

- March – 3,822
- April – 5,171
- May – 3,289

LinkedIn

- March – 18,052
- April – 16,887
- May – 30,764

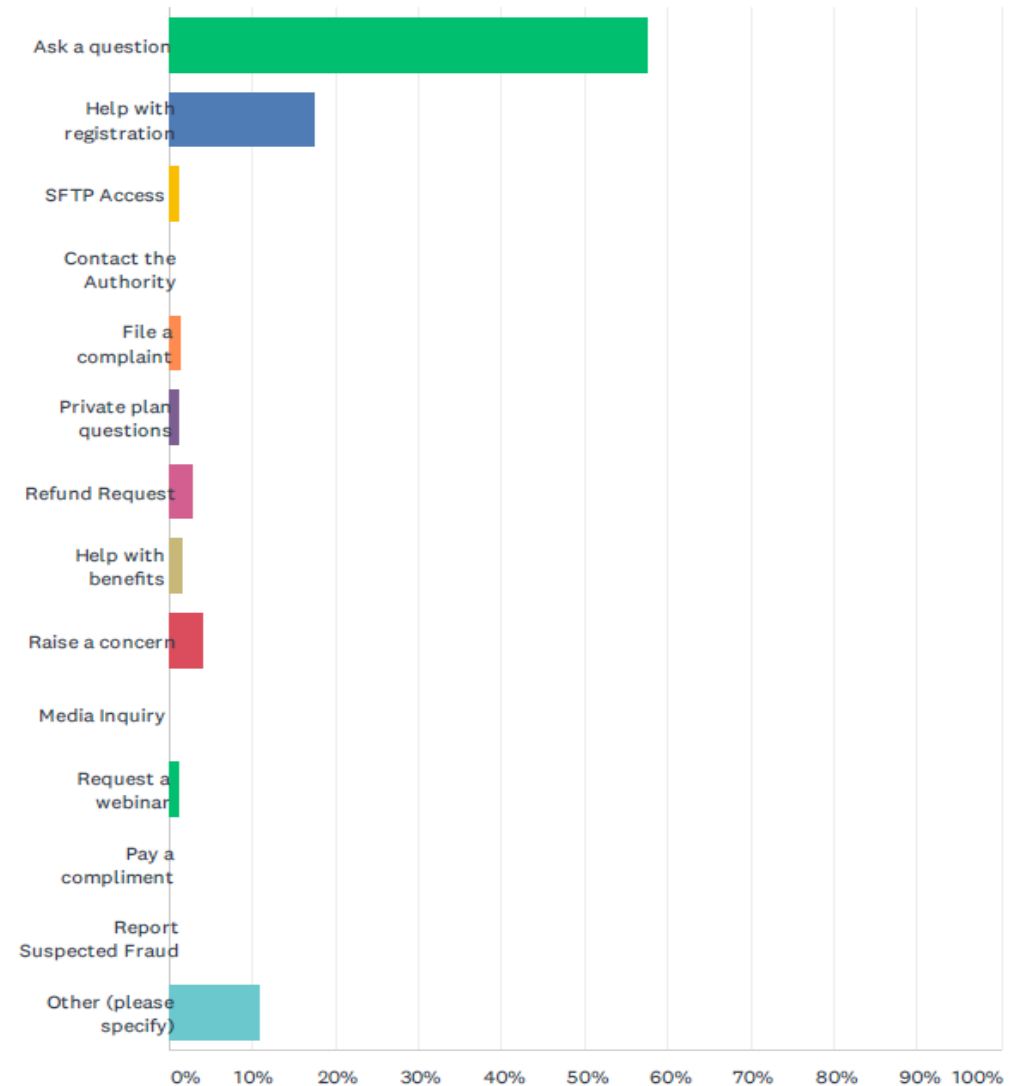
Survey of Businesses

- 700+ Respondents
- Six questions posed
- Overall satisfaction: 69.24%



Q1 Why did you contact CT Paid Leave?

Answered: 742 Skipped: 2



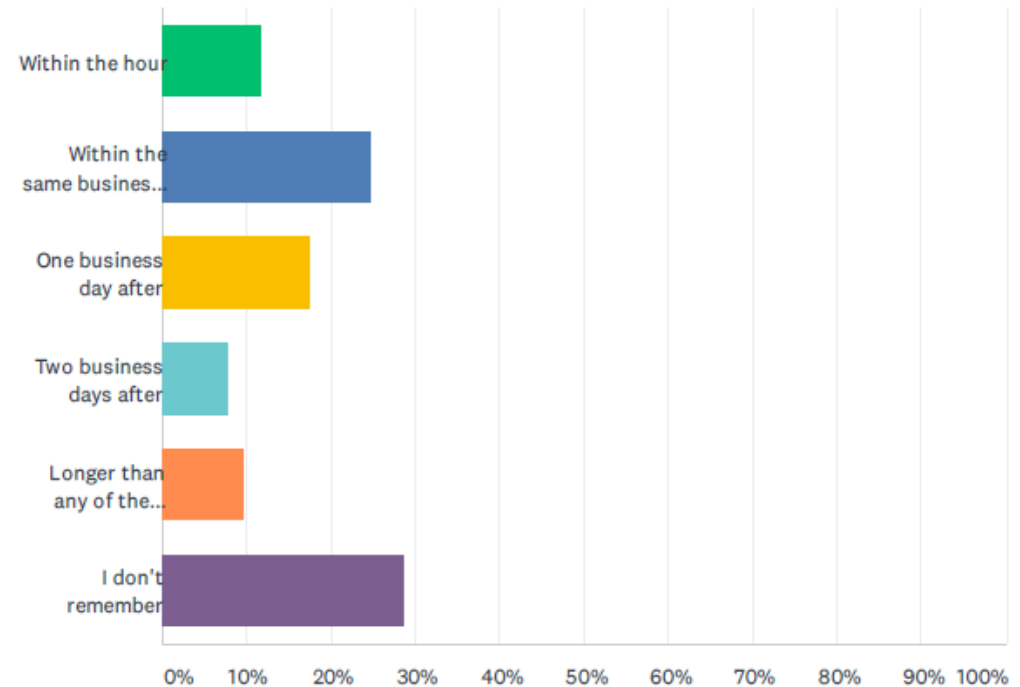
Survey of Businesses

- Same day response: 36.39%
- 24–48-hour response rate: 25.31%
- Callout: ***“Very impressed with response time. Keep up the good work.”***



Q2 How soon after you submitted your Contact Us form from the ctpaidleave.org website did you get an initial reply from the CT Paid Leave Contact Specialist (either by email or by phone?)

Answered: 731 Skipped: 13



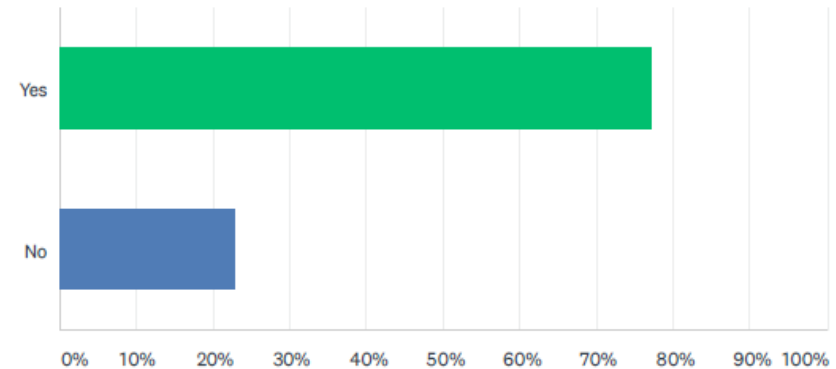
Survey of Businesses

- Customer Needs Met: 77.12%
- Callout: ***“You’ve done a great job rolling this out. The communication as well as the information sessions made it seamless. So appreciate your hard work.”***



Q3 Do you feel that the needs of your inquiry were met?

Answered: 739 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	77.13%	570
No	22.87%	169
TOTAL		739

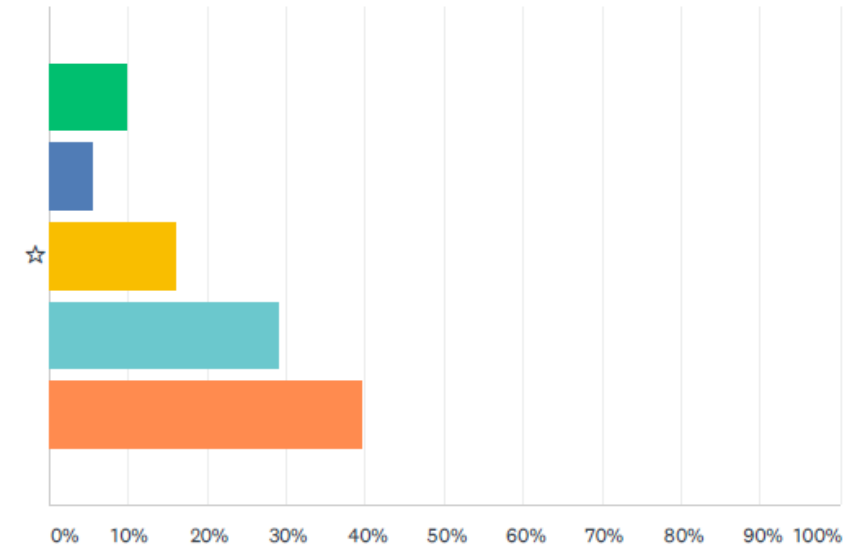
Survey of Businesses

- Overall Satisfaction: 68.55%
- Callout: *“I was very impressed by both the answer I received and the timeliness of the answer.”*



Q4 How would you rate your overall satisfaction with the Contact Specialist?

Answered: 725 Skipped: 19



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neither satisfied nor dissatisfied
■ Satisfied
 ■ Very Satisfied

	VERY DISSATISFIED	DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
☆	9.79%	5.52%	16.14%	29.10%	39.45%	725	2.17
	71	40	117	211	286		

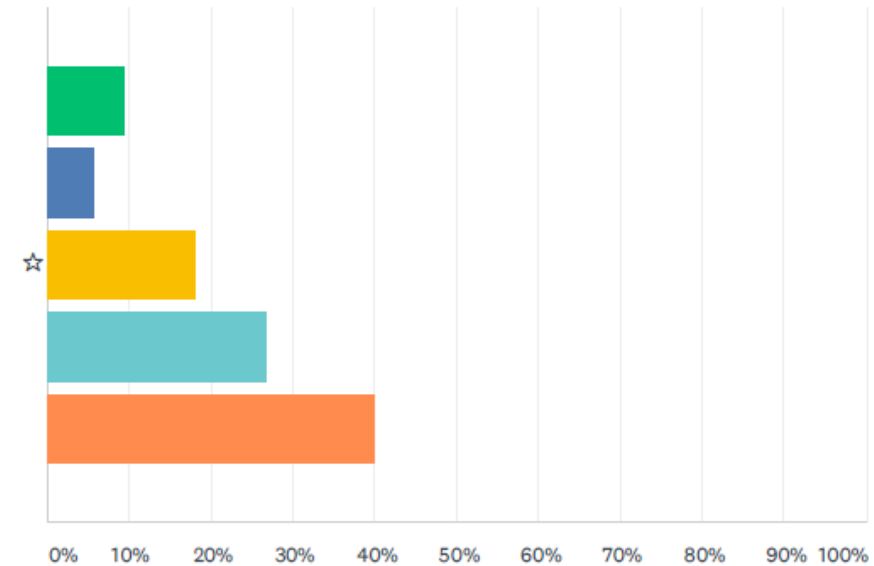
Survey of Businesses

- Satisfaction of specialist knowledge: 66.73%
- Callout: “Excellent job informing small businesses. We were able to remain on task with information to our employees because of CT’s strong and complete communication.”



Q5 How satisfied were you with the Contact Specialist's knowledge?

Answered: 707 Skipped: 37



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neither satisfied nor dissatisfied
■ Satisfied
 ■ Very satisfied

	VERY DISSATISFIED	DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
☆	9.48% 67	5.66% 40	18.10% 128	26.73% 189	40.03% 283	707	3.82

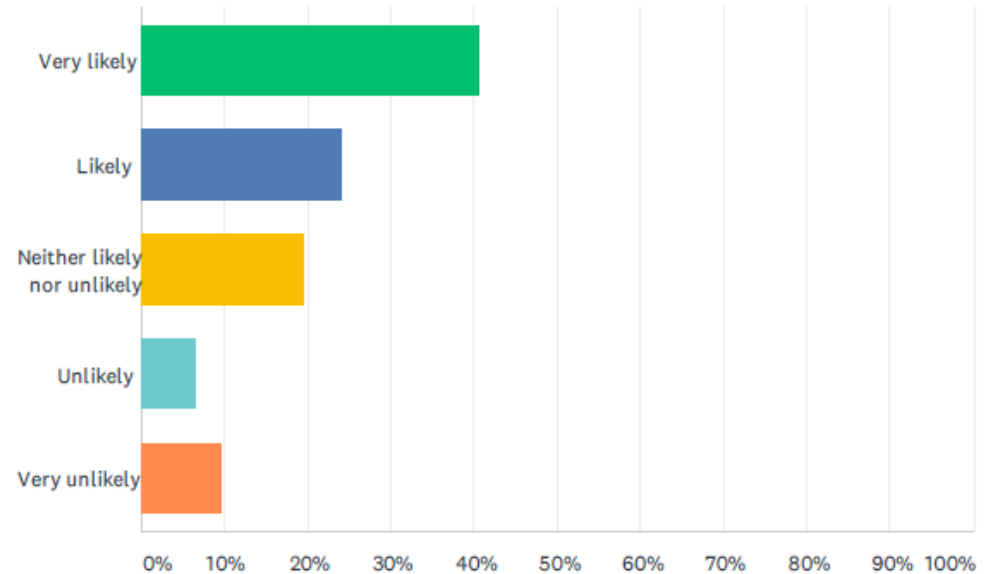
Survey of Businesses

- Likelihood of recommending Contact Center: 64.53%
- Callout: “My questions were answerable by email, but they set up a Zoom meeting and ended up with more information that was helpful to know.”



Q6 How likely are you to recommend the CT Paid Leave Contact Center to someone else needing assistance?

Answered: 733 Skipped: 11



Next Steps



Connecticut
Paid Leave

- Customers who raised concerns will be contacted by the center to address and resolve issues.
- Email communications cadence will shift based on feedback.
- Some processes (registration, differential adjustment, decision tree) will be reviewed based on feedback

Email Outreach Going Forward



- Emails to be delivered twice monthly
- 1st Email to be topic-specific, second to cover In the News, Noteworthy Observances

Month	Subject	In the News
June	Payments Due	TPA claims, Father's Day, media mentions
July	Delinquency	Where to Find Us (Events), ADA, media mentions
August	What to Expect	Where to Find Us (Events), Youth, Seniors, Women's Equality, media mentions
September	Payments Due	Hispanic Heritage, Fall (change is coming), media mentions
October	Filing Benefits Claim	Disability Employment Awareness, Teacher's Day, media mentions
November	Filing Benefits Claim	Adoption, Native American Heritage, Veterans, media mentions
December	Payments Due; New Year, New Law	World Aids, New Year (benefits are here), media mentions