



# Personalized, proactive communications to Tennessee citizens

## VIDEO TRANSCRIPT

When the pandemic first started, there were so many people who wanted information about their unemployment.

And really we didn't have a great way to one on one talk with the claimant because the systems just weren't in place because we really hadn't needed them before.

The pandemic changed all that. We went from having a few thousand unemployment claimants to a few hundred thousand in just a matter of weeks.

And the communications and the messaging to all those new people in the climate was difficult at first. We needed to ramp up our communications in a matter of days, but we needed to do it as quickly as possible.

Accenture let us get the people in, get them trained, and start communicating with the stakeholders and the claimants that needed to know what was going on with their unemployment.

We engaged with Accenture to ramp up as quickly as we could with different forms of communication channels – from AI to SMS messaging.

We wanted to get to the claimant as quickly as possible with concise messaging so they could understand their journey through unemployment.

From the very beginning, Accenture set this program up to succeed.

From the talent on their side who organized with the partnerships with the ContactEngine and the department to create the conversations to be proactive, to talk to the citizens of Tennessee who needed to know about their unemployment in the best way possible, and the fastest way possible.