How High Performing Courts Use Their Websites to Engage the Public

Presented at
2015 NACM Annual Conference –
Committed to Excellence: Yesterday, Today, and Tomorrow
Agenda

- Introduction of Presentation
- Reader Comments
- Use of banners and announces of web and mobile
- Work experience:
  - The 'Peeking' perspectives
  - Local trends
- Why should be thinking like private companies: when it comes to online services
- What's next?
- Announcement of 2015 Top 10 Court Websites Award Winners
Agenda

- Introduction of Panelists
- Session Overview
- Needs, benefits and considerations of web and mobile web presence
  - The Panelists' perspectives
  - Latest trends
  - Why courts should be thinking like private companies when it comes to online services
  - What's next?
- Announcement of 2015 Top 10 Court Websites Award Winners
Mr. Brett Howard
Chief Information Officer
Superior Court of California,
County of Orange

Mrs. Robin Sweet
Director and State Court Administrator
Administrative Offices of the Courts
Supreme Court of Nevada

Mr. Casey Kennedy
Director, Information Services
Texas Office of Court Administration
Mr. Brett Howard
Chief Information Officer
Superior Court of California,
County of Orange
Mrs. Robin Sweet
Director and State Court Administrator
Administrative Offices of the Courts
Supreme Court of Nevada
Mr. Casey Kennedy
Director, Information Services
Texas Office of Court Administration
Overview/Learning Objectives

Learn about the Top 10 Court Websites Award

Learn how the panelists’ organizations are creating/maintaining and keeping pace with the public’s expectations for online, “on-demand” services and mobile and social communication.

Understand latest trends for consideration in web and mobile development and resourcing

Gain a different perspective when it comes to leveraging web and mobile web technology and targeting and communicating with your audience
Agenda

- Introduction of Presenters
- Speaker Overviews
- Issues, barriers and solutions: web and mobile
  - User Experience
  - The "People" perspectives
- Latest trends
- Why courts should be thinking like private companies when it comes to online services
- What's next?
- Announcement of 2016 Top 10 Court Websites Award Winners
Top 10 Court Website Awards first awarded

- Created by Chris Crawford of Justice Served
- Chris and company searched and reviewed justice related websites from all over the world and narrowed down to 10

The annual awards are issued as a service to the court management profession by listing exceptional websites in one location so that courts may benchmark to best practice in online service delivery.

– Chris Crawford, 2007 Justice Served press release

2000
2011

FACT takes over administration of award

- Award is continued in honor of Chris Crawford
- Altered process to accept nominations via email
- Judged by a FACT Steering Committee member
FACT further formalizes award

• Intent of award remains the same
• Nominations are submitted through a web form on the FACT website
• Panel of public and private sector judges are convened
• Formalized judging criteria is established

2013
2015

NACM continues award

- FACT is dissolved
- NACM establishes a Top 10 award committee
- Committee members/judges include members from CITOC, JTC, CCPIO and NACM
- A 6th judge is added who is totally blind
- NACM Annual session focuses on 3 Top 10 award winners
Apparently not a fad...

Past

Present

You Are Here
...where leveraging a website and electronic services is not a "nice to have", it is a MUST

- can't just be informational
- should be part of your strategic plan
- and daily operations management
- comprehensive but focused

In competition with your in-person services!

They need to be driven to your website, not driving to your courthouse...
• comprehensive but focused competition with your in-person service.

They need to be driven to your website, not driving to your courthouse...

Stakeholder involvement was critical
- Conduct surveys, focus groups, meetings
- Seek ideas for new services or features
- Anticipate inappropriate requests

Break each website area into its own project
- Supreme Court
- Administrative Office of the Courts
- Law Library

Create a Content Management protocol
- Follow editorial schedule
- Train writers and editors to use system
- Require team to refresh website on schedule

Pick a designer willing to allow you to do your own research
- Functions before design
- Appropriate images
- Icons and design elements

Technical needs and considerations must be considered and tested

Nevada AOC
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Importance of using outside designers and analytical data (such as Google Analytics)

Importance of content management

Letting the PIO push content with things like the branch's Twitter feed on the front page

Texas OCA
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What's Now, What's New

- Smart Forms
- Online chat
- Apps! Even your grandparents have apps!
- Web payment
- eFiling
- Subscription/Alert notifications
- Document download
- Case/Calendar lookup
- Responsive Design
- Scroll over click
- Full screen navigation
- Analytics
- Location Services/Geolocation
- Dedicated mobile sites
- Voice search/activity
- Personalized experience
- Interactive stories
- Mobile web payment (ApplePay)
- Card Design/Tile Navigation
- Micro-interactions (Is this useful? yes/no swipe)
Full screen navigation
Card Design/Tile Navigation
Interactive stories
Micro-interactions
(is this useful? yes/no swipe)
Apps! Even your grandparents have apps!
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What's Now, What's New

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Scroll over click

Full screen navigation

Analytics

Location Services/Geolocation

Smart Forms

Online chat

Apps! Even your grandparents have apps!

Web payment

eFiling

Subscription/Alert notifications

Document download

Case/Calendar lookup

Dedicated mobile sites

Voice search/activity

Personalized experience

Interactive stories

Mobile web payment (ApplePay)

Card Design/Tile Navigation

Micro-interactions (Is this useful? yes/no swipe)
Are you thinking like a private company when it comes to your website(s)?

Your Brand

Your "brand" is the perception that the public or your "customers" have about your services.

Pivot

Track Your Customers

- Find out what is working and what isn't.
- Create a more personalized experience.

How? ANALYTICS!

Your Services

- Web and mobile technologies enable you to "compete" with private companies.

But to make it worth your investment, you must "convert" the public by utilizing your online services.

Your Communication

- Targeted marketing campaigns
- Legal partners
- Attorneys
- Journalists
- General public
- Who else?

Marketing:

If a tree falls in the forest... whoa, whoa, whoa, whoa.
Are you thinking like a private company when it comes to your website(s)?
While not a "for profit" business, the courts do have some of the same objectives.

- Reduce operating costs
- Be more efficient and effective
- Improve customer satisfaction
- Foster trust and confidence
Your Brand

Your "brand" is the perception that the public or your "customers" have about your services.

Core Competency of Public Trust and Confidence states, "The court process must not only be just, it must-have the appearance of being just. Public perceptions of the court system are largely formed by the experiences of individual parties in individual cases, all looking to the court for prompt and fair resolution of their disputes."
BRAND PROMISE

BRAND EXPERIENCE

BRAND PERCEPTION
"customers" have about your services.

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*BUT your customers' perceptions are also influenced by their other experiences....
Your Services

- Web and mobile technologies enable you to "compete" with private companies.

But to make it worth your investment you must "convert" the public to using your online services.

Not everything is in scope!

- Ask your team - what services and functions make sense for the website and mobile web?
- Can we divert labor costs?
- Can we reduce other resources spent on these things?
- Can we affect perception?

Remember - making a more efficient website might not be the answer. It might take the same amount of time/min resources but save you money AND provide the perception of better service/fees.
Your Services

- Web and mobile technologies enable you to "compete" with private companies

But to make it worth your investment you must "convert" the public to using your online services.

Not everything is in scope!

Ask your team:
1. What sections and functions make sense for the desktop vs. mobile web?
2. Can we streamline contact details?
3. Can we reduce other resources spent on those things?
4. Can we affect perception?

Remember: making it more efficient might not be the answer. It might mean more time/money invested but same amount of time. Customers expect the same amount of time/lack of resources to take away time/money and provide the perception of better services/less frustration.
I DON'T ALWAYS USE BUZZWORDS

BUT WHEN I DO, I USE THEM THOUGHTFULLY
Not everything is in scope!

Ask your team -
1. What services and functions make sense for the desktop web vs mobile web?
2. Can we divert labor hours?
3. Can we reduce other resources spent on those things?
4. Can we affect perception?

*Remember - making it more efficient might not be the priority. It might take the same amount of time/human resources but still save you money AND provide the perception of better service/easier resolution.
Part of the "conversion" process includes making sure your customers know your services exist!
Your Communication

Targeted marketing campaigns
- Case parties
- Attorneys
- Journalists
- General public
- Who else?

Psssst...this is called MARKETING!!!

It's okay...they are used to this part.
Pretty Please?

with a cherry on top.
Targeted marketing of:

- Case parties
- Attorneys
- Journalists
- General public
- Who else?
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Psssst...this is called MARKETING!!!
Your Communication

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It's okay...they are used to this part.
Track Your Customers

- Find out what is working and what isn't.
- Create a more personalized experience.

How? ANALYTICS!
Who is using your services?
From what types of devices?
How did they get to your site? (what were the keywords?)
What path are they following to get to what they want? (is it what you expected? Could it be simpler?)
Are they fully converting or are they searching but then still calling or coming to the court for something they could have completed online?
What features/functions are most used?
(do you have that prominently displayed?)
But, now what?
PIVOT

Customer Discovery → Customer Validation → PIVOT → Customer Discovery
Are you thinking like a private company when it comes to your website(s)?

Your Brand
Your "brand" is the perception that the public or your customers have about your services.

Your Services
- Web and mobile technologies enable you to "socompete" with private companies
  But to make it worth your investment, you need to demonstrate your unique value proposition.

Your Communication
Targeted marketing campaigns:
- Case parties
- Attorneys
- Journalists
- General public
- Who else?

Track Your Customers
- Find out what is working and what isn't.
- Create a more personalized experience.

Pivot
"Pivot" to the perception that the public or your customers have about your services.
A whole new world!
What's Next?
The Philadelphia Courts - First Judicial District of Pennsylvania
Honorable Mention for being selected 2 consecutive years

Texas Office of Court Administration

Las Vegas Township Justice Court

Ohio Court of Claims

Indiana Supreme Court, Division of State Court Administration

U.S. Court of Appeals for Veterans' Claims

Unified Judicial System, South Dakota

Summit County Clerk of Courts

Ninth Judicial Circuit Court of Florida

Gwinnett County Clerk of Courts

City of Lenexa Municipal Court
Thank you for joining us!

Respectfully,

Jenny Bunch