



The WF1 Connect App Stands in the Gap!

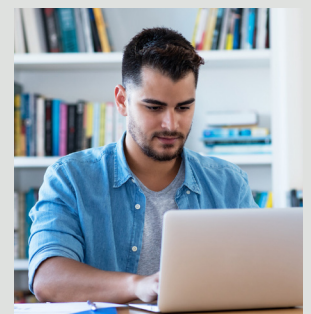
About the app

- The State of Minnesota created the WF1 Connect app to simplify communications and provide greater access to financial benefits and services for customers of employment and economic support programs.
- Together, employment and economic support programs provide critical resources that help Minnesotans achieve their employment goals.
- Hundreds of thousands of employment and economic support program customers could benefit from the app, including 30,000 MFIP families alone.
- Information sharing between staff of various employment and economic support programs offers the best path to keep customers moving toward positive outcomes.

For customers, the app stands in the communication and document delivery gap, allowing them to more easily stay connected to benefits and services.

How it works

- Staff activate a customer's account, and the customer downloads the app onto a smartphone or tablet.
- Customers can compose a message and attach a document, then send it to one or more assigned staff.
- Customers can search for local resources.
- The app is free to download, easy-to-use, and accessible for individuals using assistive technology.
- Data rates may apply, depending on the customer's mobile data plan.
- The app doesn't use much space on the customer's device, only about a quarter of the space that the Facebook app requires.



Why it's efficient

- Sending messages is direct-to-staff, program-specific, and always available.
- Reduces the chance of financially stressed customers missing communications.
- Relies less on phone calls and physical mailing of documents to staff.

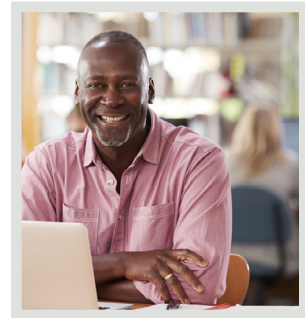
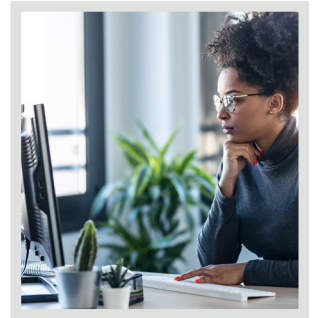
How it helps

- Overcomes communication and document delivery obstacles.
- Facilitates customers receiving benefits and services as soon as possible, and reduces their risk of losing them.
- Provides a consistent way to communicate, no matter what staff are providing services.

For staff, the app stands in the collaboration and information gap, optimizing service delivery.

How it works

- Staff are set up with an account in the WF1 web-based case management system, if they don't already have one.
- Messaged staff access customer messages and documents in the WF1 system.
- All messages and documents are stored in WF1 and can also be saved to other electronic systems.
- Agencies can create local resources in WF1 for things like food banks, housing assistance, childcare options, etc. for customers to view in the app.



Why it's efficient

- Messaging is safe, secure, and simple.
- Messaged staff receive the same information at the same time and can easily re-direct requests to other staff or collaborate to resolve a customer's needs.
- Quick access to information and documents in WF1 allows staff to make immediate decisions.
- Fewer customer phone calls and in-person visits.
- Reduced risk of losing physical mail.



How it helps

- Gets customers the benefits and services they need, as soon as possible.
- Offers an alternative, direct, and uncomplicated channel of communication.
- Adds value and context to each staff member's effort by being able to see the full picture of what the customer needs.

Moving forward

- The app is an important first step in the evolution toward electronic systems that share information.
- The WF1 Connect team will continue to refine the app based on staff and customer needs.
- Embracing the app will require incremental change and learning.

WHAT STAFF SAY ABOUT THE APP

We are aware of how stressful it is for families to remain eligible, how critical timely aid is, and how easy it is to lose benefits due to missed communication or document delivery. If the app can help prevent this from happening, things will be better for customers.

The customer won't need to drive 20 miles to deliver a document. Instead, they can send it right now with the app.

Having to tell customers that you can't help them because they didn't send the right form is terrible. The app allows them to send it whenever, from wherever.

Staff know exactly how much time it takes to keep many customers eligible, and juggling customer eligibility while also serving as social workers and counselors takes a lot of time and energy. Anything that makes the process easier and more efficient is welcome.

