Responsive Messaging for COVID-19 Support

by Human Agency

The Problem

The COVID-19 pandemic is a once-in-a-lifetime crisis that has gripped the planet. The virus's spread has profoundly affected millions of people across borders, ideologies, and tax brackets. As the situation evolves daily, people have difficulty finding the information and resources most pertinent to them. Those without reliable internet access suffer even worse outcomes, as the most crucial information might reach them too late or not at all.

Our Solution

A text-based bot that responds to user inquiries with individualized COVID-19 resources.

Push vital information and get rapid responses. Deliver pre-populated information via text message and collect responses from thousands of recipients a minute, 24/7.

Meet people digitally right where they are. Engage recipients in scripted question and answer series across platforms like web, email, SMS, and social media.

Phone, computer, online, offline — our tool lets you do it all.

Reach people across the digital divide. Share resources through text messaging to make information accessible even if recipients have little or no access to broadband internet.

Balance automated and manual interaction. Transfer easily from bot to human interaction to address recipients' more complex limitations and needs.

Over the course of 2020, numerous non-profit advocacy and political groups have relied on our tool to communicate with their constituents quickly and seamlessly.

Next Steps

Recruit additional organizations, local government agencies, and employers

Lead public awareness campaigns to facilitate engagement

Incorporate shortcuts to make programming the tool easier

Document lessons learned and iterate on the tool frequently