


LESSONS FROM THE FIELD

Using standard letters to improve efficiency, efficacy, and behaviour











Dr Nicholas Faulkner
Research Fellow, BehaviourWorks

Pravin Madhavan
Business Improvement Specialist, VicRoads

Delivery Address:
PO Box 
WEST PERTH WA 6872

No stamp required
if posted in Australia

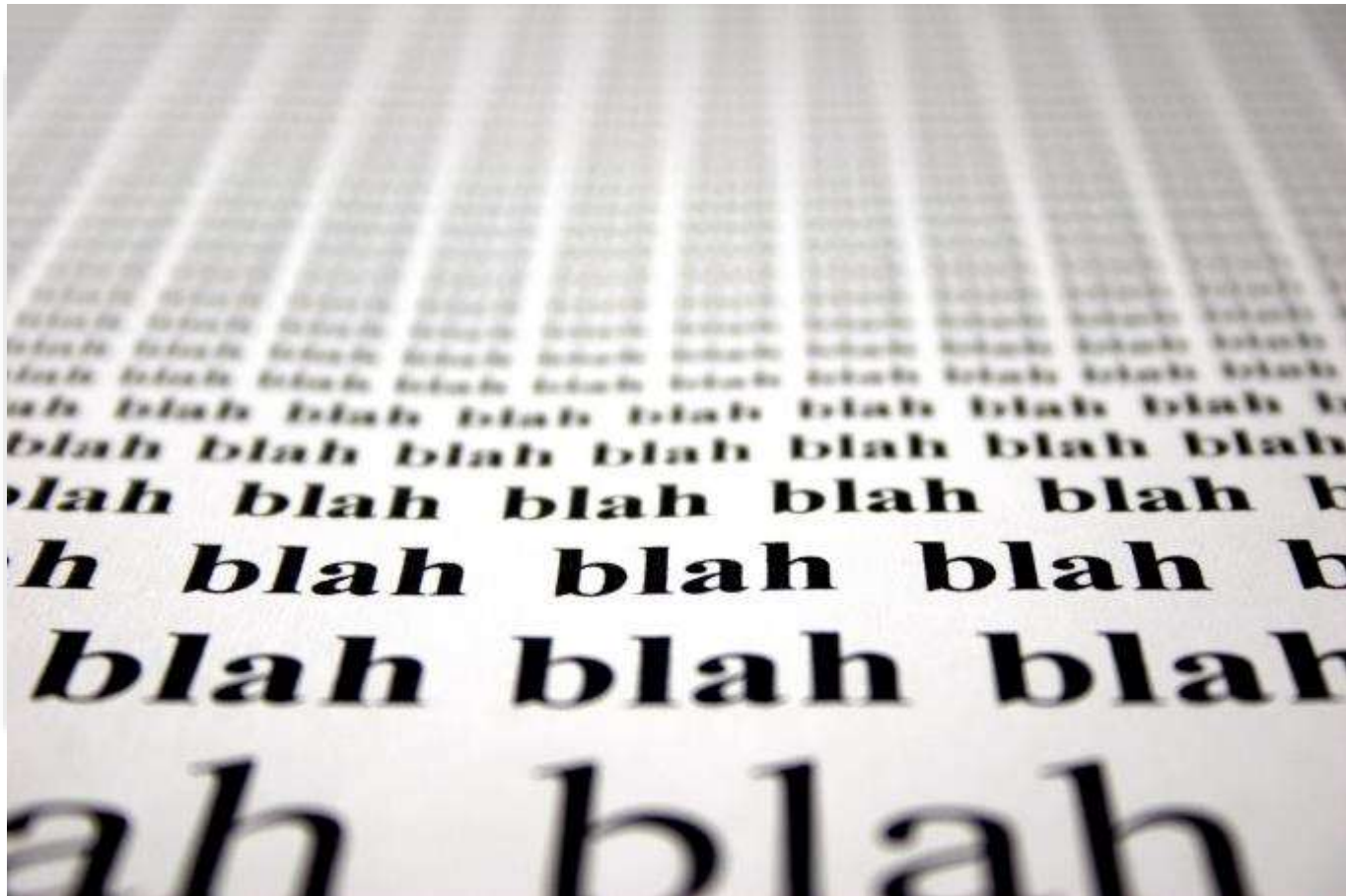


Processed by     
Read by     
WEST PERTH WA 6872



I didn't appreciate the arrogant attitude

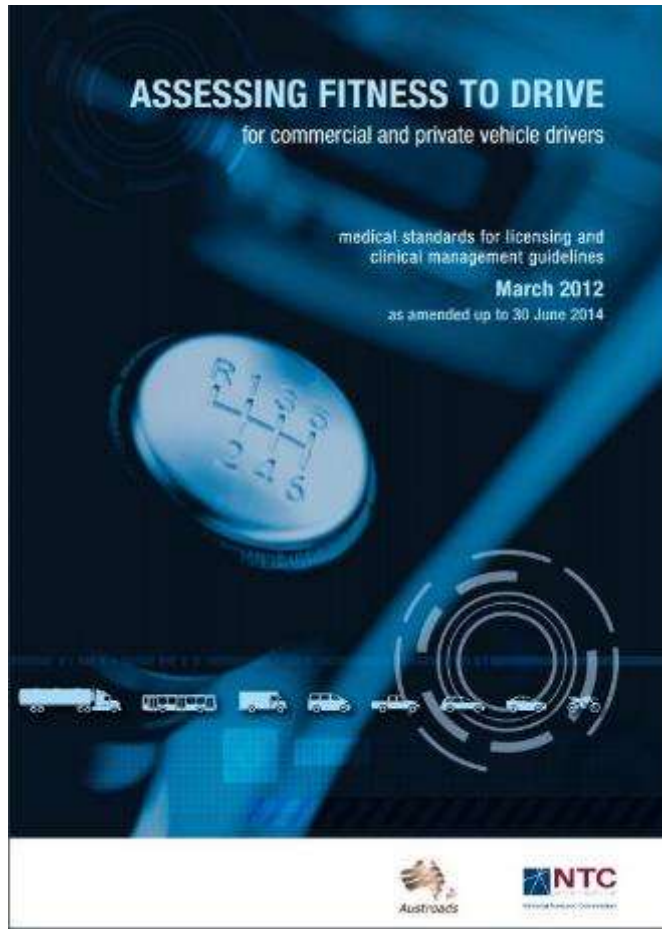
- Actual customer complaint



BehaviourWorks letters projects



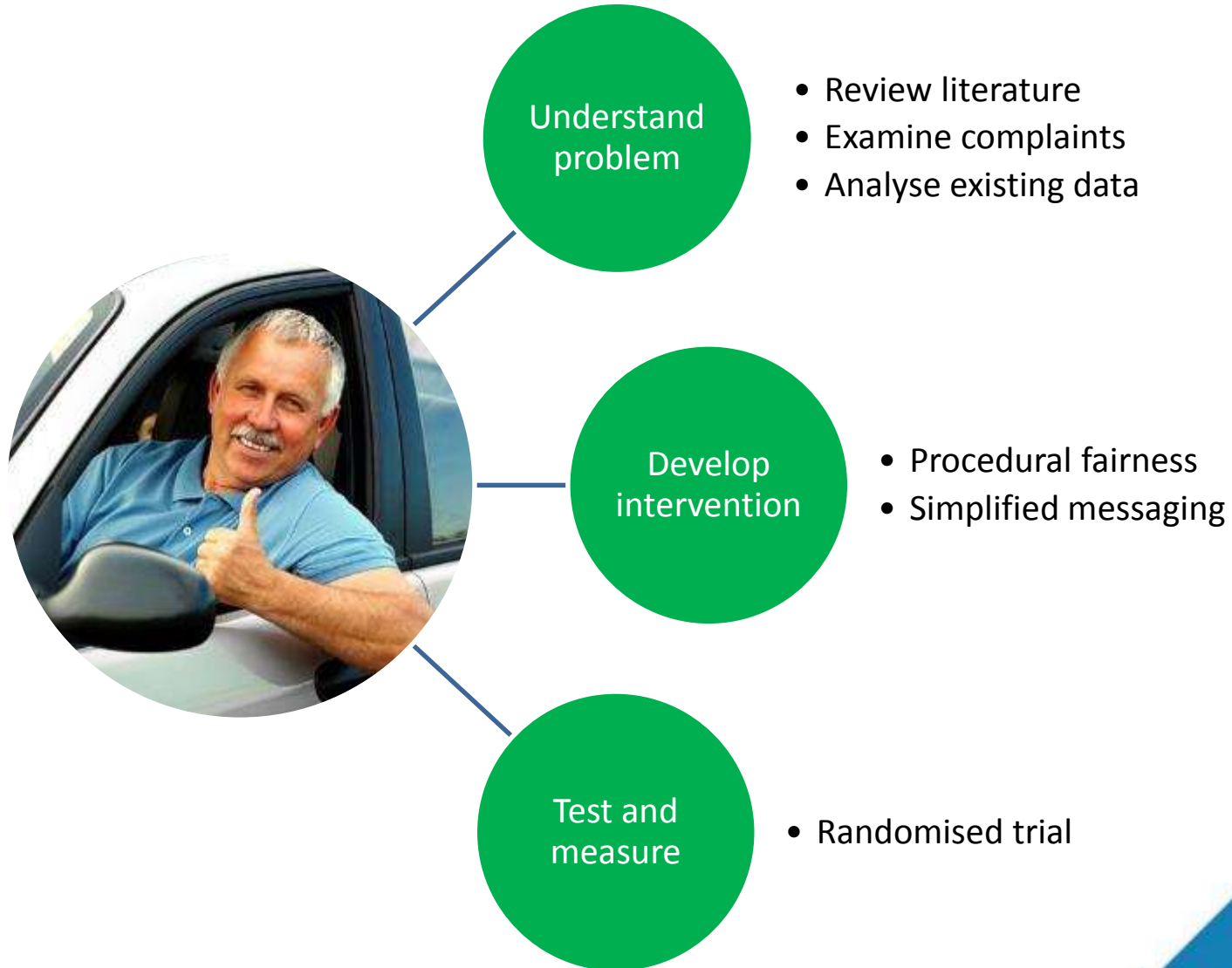
Case 1: Medical fitness to drive reviews



49%

don't submit a medical
report by due date

Approach



Dear Mr Testing,

Request for a medical report

At VicRoads we often receive reports from police, doctors, and community members expressing concerns about individuals' medical fitness to drive. Unfortunately we have recently received a report about your medical fitness to drive.

Why are we sending you this letter?

What you need to do

The first step of this medical review is for you to provide us with medical report from a doctor.

When you need to do it

Please ensure that the enclosed report form is completed and returned to us by **[[dd Month, Year]]**.

When making the appointment, you should tell the receptionist that you are coming in to have this report completed, as the examination may take longer than a standard consultation. Please take all the documents in this envelope with you to your appointment, and write your name, address and **[[driver licence / learner permit]]** number on the report and sign it before giving it to your doctor.

Your doctor needs to return the report to VicRoads in the enclosed envelope within four weeks from the date of this letter. Otherwise your **[[driver licence / learner permit]]** may be suspended or cancelled in accordance with regulation 78(1) of the Roads Safety (Drivers) Regulations 2009. Further details, including important information for probationary drivers, are provided on that back of this letter.

Please see the enclosed brochure for more information. If you have any question, please contact Medical Review on the above phone number.

Yours sincerely



MANAGER MEDICAL AND DRIVER REVIEW

to attend further specialist appointments or practical driving assessments in the future.

What happens if you don't provide the report in the time requested?

If we don't receive the completed report form by the due date above, we regret to inform you that your driver licence will be suspended from **[[dd Month, Year]]**.

Why do we impose suspensions?

Without medical reviews, our society would face heightened risk of serious injuries and deaths on our roads. Most people who receive this letter willingly supply the report in the required timeframe. However, a suspension system needs to be in place for rare cases where a willingness to comply is missing.

We do not want to make things more difficult for you

We understand that receiving this letter can be hard for some people, and there may be some reason why this is a particularly difficult time for you. However, we trust you will understand the need for the medical review process, and thank you in advance for playing your part to ensure that you and all others are safe on Victoria's roads.

For further information about the VicRoads Medical Review process, please see the enclosed information sheet or visit www.vicroads.vic.gov.au.

Yours sincerely,

Manager Medical and Driver Review

Your medical report is due to VicRoads by:

<Insert date>

Dear Mr Testing,

Request for a medical report

At VicRoads we often receive reports from police, doctors, and community members expressing concerns about individuals' medical fitness to drive. Unfortunately we have recently received a report about your medical fitness to drive.

Why are we sending you this letter?

When we receive these reports we are legally obliged to investigate, even if you have a perfect driving record. Everyone has a role to play in keeping our roads safe. In this case, our role is to ensure that all drivers in Victoria meet national medical standards for licensing.

REQUEST FOR MEDICAL REPORT

Why are we sending you this letter?

When we receive these reports we are legally obliged to investigate....

Why do we impose suspensions?

Without medical reviews, our society would face heightened risk of serious injuries....

We do not want to make things more difficult for you

We understand that receiving this letter can be hard for some people...

Please see the enclosed brochure for more information. If you have any question, please contact Medical Review on the above phone number.

Yours sincerely



MANAGER MEDICAL AND DRIVER REVIEW

suspension system needs to be in place for rare cases where a willingness to comply is missing.

We do not want to make things more difficult for you

We understand that receiving this letter can be hard for some people, and there may be some reason why this is a particularly difficult time for you. However, we trust you will understand the need for the medical review process, and thank you in advance for playing your part to ensure that you and all others are safe on Victoria's roads.

For further information about the VicRoads Medical Review process, please see the enclosed information sheet or visit www.vicroads.vic.gov.au.

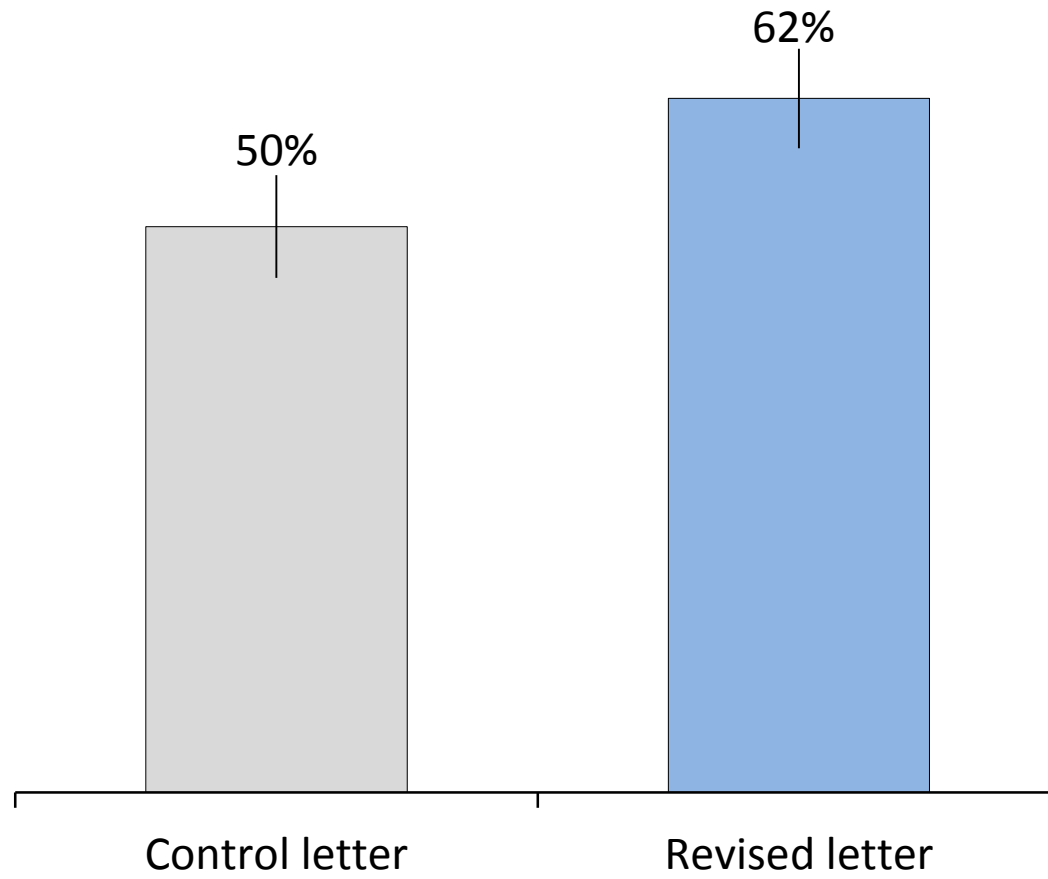
Yours sincerely,

Manager Medical and Driver Review

Your medical report is due to VicRoads by:

<Insert date>

On time submission (%)



If these principles were applied to all* VicRoads letters requesting a medical report:

6650

additional on-time
submissions each year
(approx)

20%

potential
correspondence-cost
savings (approx)

**Improved
road safety**

**Fewer
suspensions**
for failure to provide

* Includes both 'new notification' and 'periodical' medical review customers

[illegible]

Don't pay rego on-time

Approach

- Did not use BWA method
- Developed messages using a workshop
- Used a randomised trial
 - Random allocation of 5000 customers to 5 letter conditions





Pay now, stay safe

If you get caught driving an unregistered vehicle you could face fines of over \$700 and could impact TAC insurance coverage.

0700X 0000000
65 CORNERST DR
MERRIBEE VIC 3006

WARNING: This vehicle will be impounded if payment has not been received by the due date.

| TOTAL AMOUNT DUE | PAYMENT DUE BY |
|------------------|----------------|
| \$64.00 | 23 MARCH 2016 |

CERTIFICATE OF REGISTRATION

| | |
|-------------------|----------|
| REGISTRATION NO: | 00000000 |
| TRANSFER: | 00000000 |
| VIN NO: | 00000000 |
| ENGINE NO: | 00000000 |
| TAX CODE: | 000000 |
| DATE: | 000000 |
| REG. EXPIRY DATE: | 00000000 |

Moving house?

You can quickly and conveniently change your licence and registration address online at vicroads.vic.gov.au/ChangeAddress. You will receive a new driver licence address label in the post.

SAVE TIME AND PAY ONLINE OR ON MOBILE IN 2 EASY STEPS

- Choose from one of the following payment options to securely pay your registration renewal. Any time of the day or night, you can pay by internet banking or your mobile.
- 

Biller Code: 210001

Ref: 7000 0000 0000 0000

May not be available for customers of some financial institutions. If issues arise other payment options or contact vicroads on (011) 719 6000 to check details.

SPRINT lets users & internet banking. Use your bank or financial institution to make the payment from your cheque, savings, credit card, debit card or transaction account. More info at sprint.vic.gov.au

Any payment must be for the exact amount of this invoice and must be made by the due date to enable you to continue to drive this vehicle. If unpaid the registration of this vehicle will be cancelled 3 months after the expiry date on this notice and cannot be recovered by paying this invoice.

Credit card payment option: Pay with a credit card (MasterCard or VISA) via the web or your mobile.



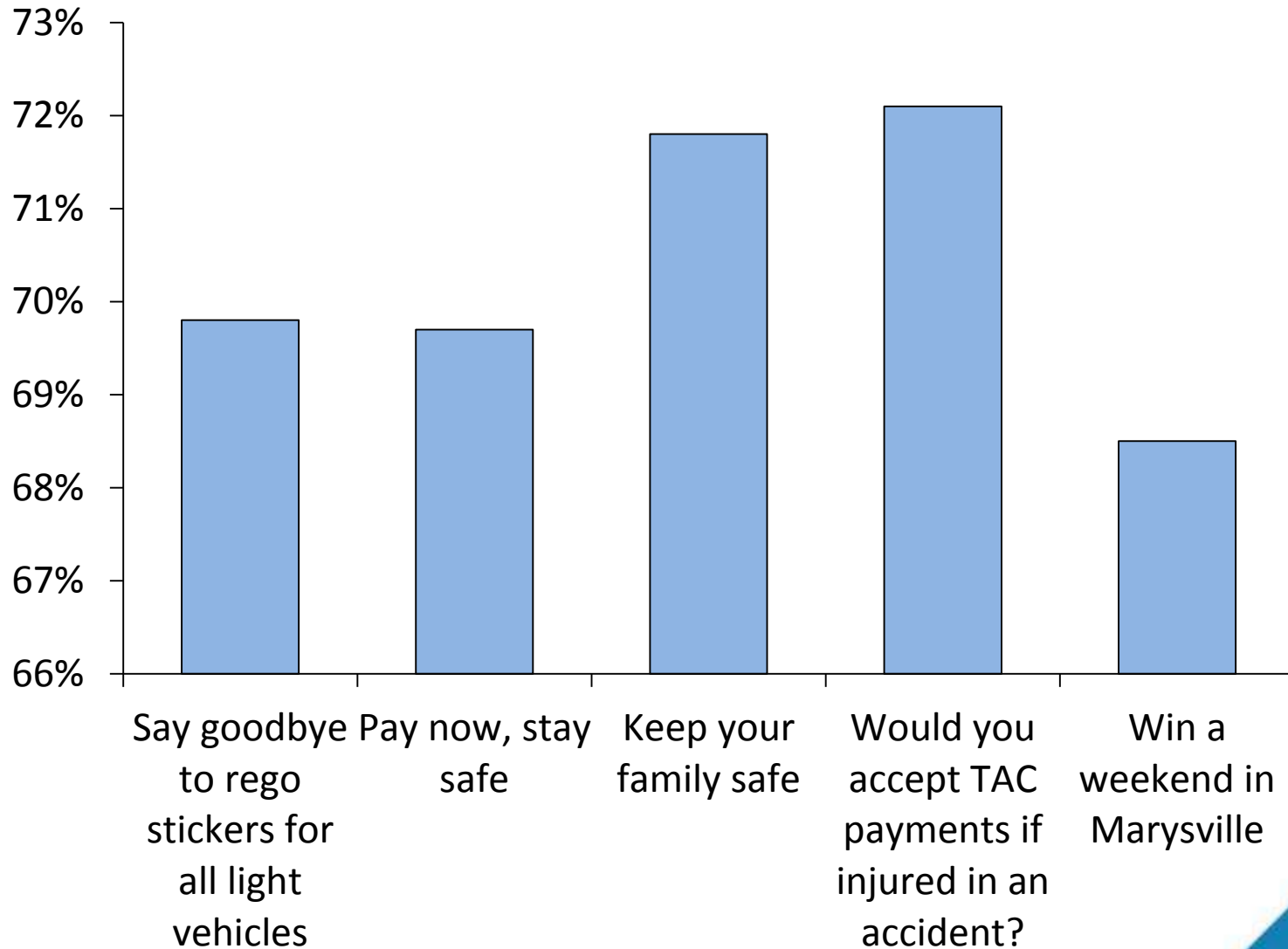
vicroads.vic.gov.au/finance/registration



Messages trialled

| No | Message Header | Message Body |
|----|---|---|
| 1 | Pay now, stay safe | <i>If you get caught driving an unregistered vehicle you could face fines of over \$700 and could impact TAC insurance coverage</i> |
| 2 | Keep your family safe | <i>Pay your registration on time and ensure they have TAC coverage if they are injured in an accident</i> |
| 3 | Would you accept TAC payments if injured in an accident? | <i>Pay your rego on time so we can help you and others get back on their feet after an accident</i> |
| 4 | Win a weekend in Marysville! | <i>Pay your registration before the due date and you'll automatically go into the draw to win a weekend for two at the new Vibe Hotel Marysville (please see the VicRoads website for the terms and conditions of the holiday).</i> |
| 5 | Say goodbye to rego stickers for all light vehicles. | <i>Note: The control group</i> |

On-time payment



If most effective message rolled out:

A net increase of 2.3% of On Time payments on a typical renewal run of 100,000 would equate to **2,300 more vehicles with their rego paid on time.**

Fewer unregistered drivers on the road

\$4.5 million

potential **on-time** payments, per annum

What next for rego renewals?



Lessons learned

- Optimising letters using behavioural science:
 - benefits government and society
 - is low-cost, but potentially high-gain
- Need to test the efficacy of changes to letters (can't assume)



LESSONS FROM THE FIELD

Any questions?

Thank you for your time today