



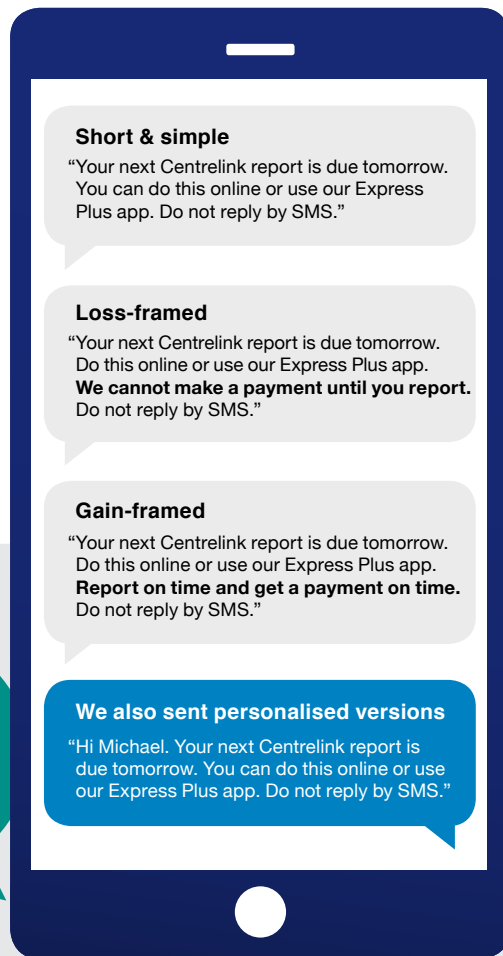
SMS reminders can improve on-time reporting

Most jobseekers who receive Newstart Allowance or Youth Allowance (other) income support payments have to report their income every fortnight. Late reporting delays payments and can result in their cancellation.

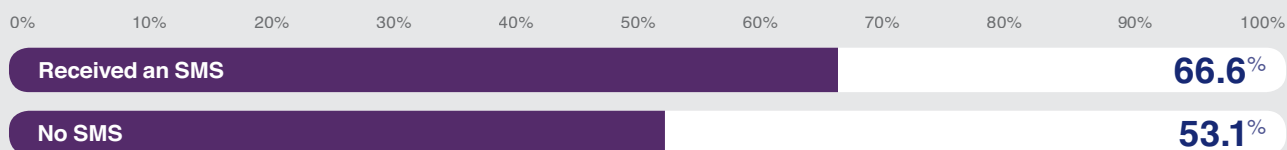
We used behavioural science to test whether SMS reminders help people meet their reporting deadlines.

Messages were sent the day before people were due to report.

We tested different message types



Sending any version of the message helped people to report on time.



Three versions of the message helped reduce payment cancellations compared to no message.

Gain-framed SMS reminders reduced cancellations by

↓ 43%

Personalised gain-framed SMS reduced cancellations by

↓ 33%

Personalised short SMS reduced cancellations by

↓ 31%

Simple and timely reminders improved service delivery and helped Australian jobseekers to get paid on time.

