

# ***Berks County Prothonotary Mobile App***



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# **A MOBILE APP FOR LOCAL GOVERNMENT?**

**In 2021, 85% Americans own and use smartphones according to the Pew Research Foundation.**

**This figure is more than DOUBLE the 35% recorded in Pew's first smartphone analysis in 2011.**

**96% of Adults 18-29 and 95% of Adults 30-49 own and use smartphones. These are the primary age groups of the customers of the Berks Prothonotary's Office.**

**A 2016 Flurry Analytics survey revealed that 90% of the content on a smartphone is viewed in a mobile app as opposed to 10% on browsers such as Chrome or Safari.**

# **A MOBILE APP FOR A PROTHONOTARY'S OFFICE?**

**Goal to use technology to communicate with as many customers and citizens as possible.**

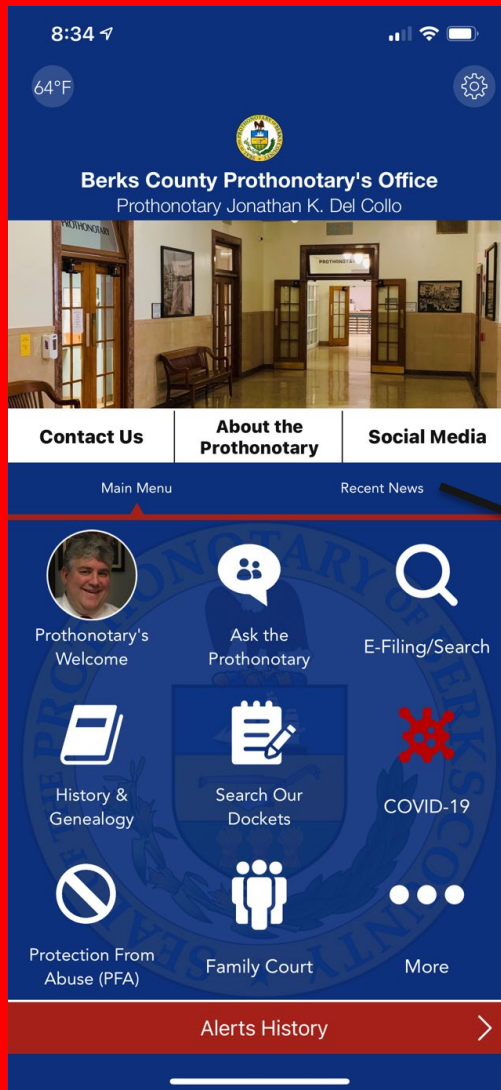
**Push notifications and links to other social media platforms.**

**24/7/365 Office Access.**

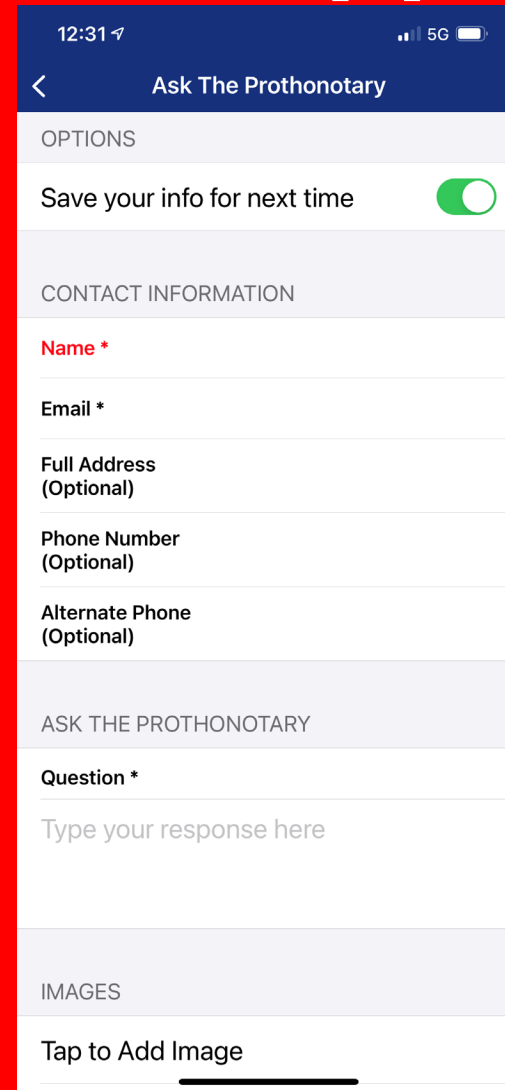
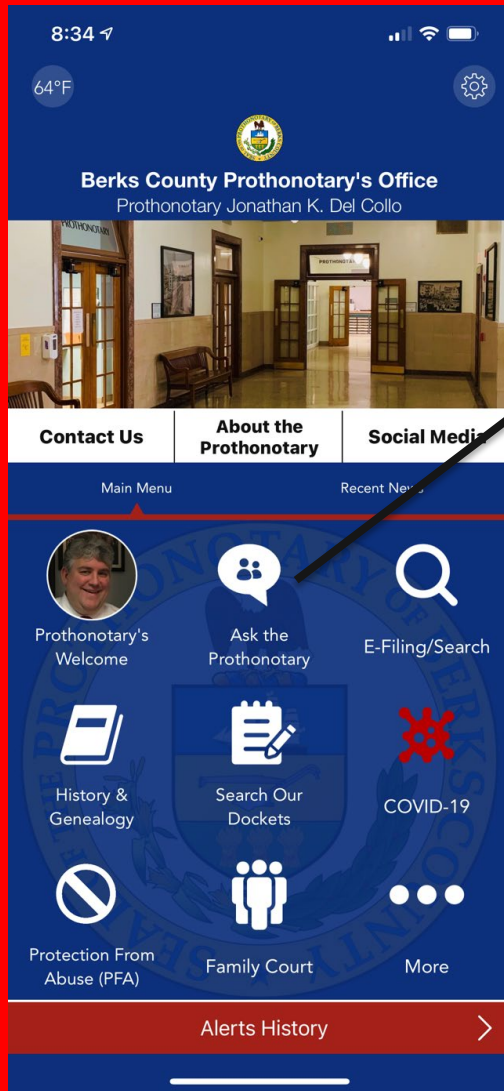
**Launched June 17, 2019.**

**Not Taxpayer Funded – Funded with Statutory Automation Fee.**

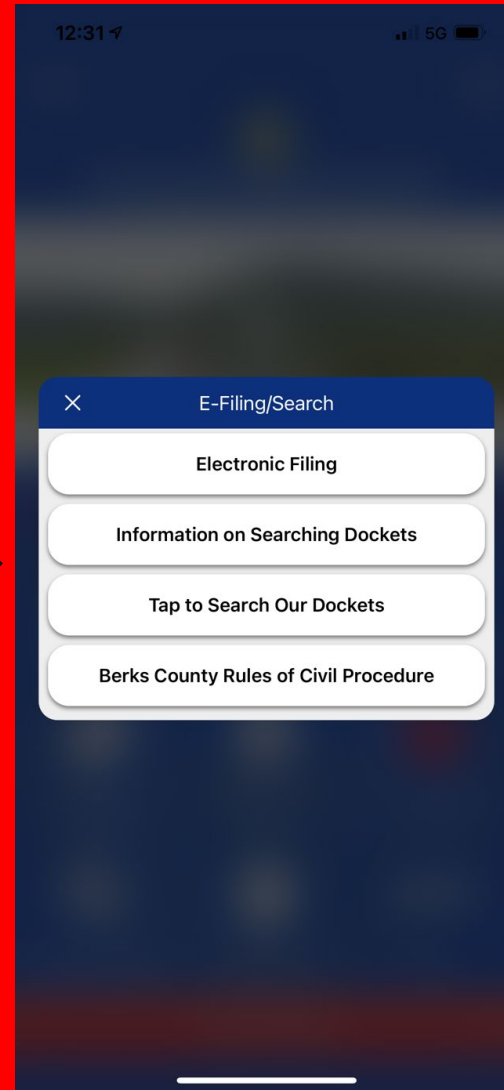
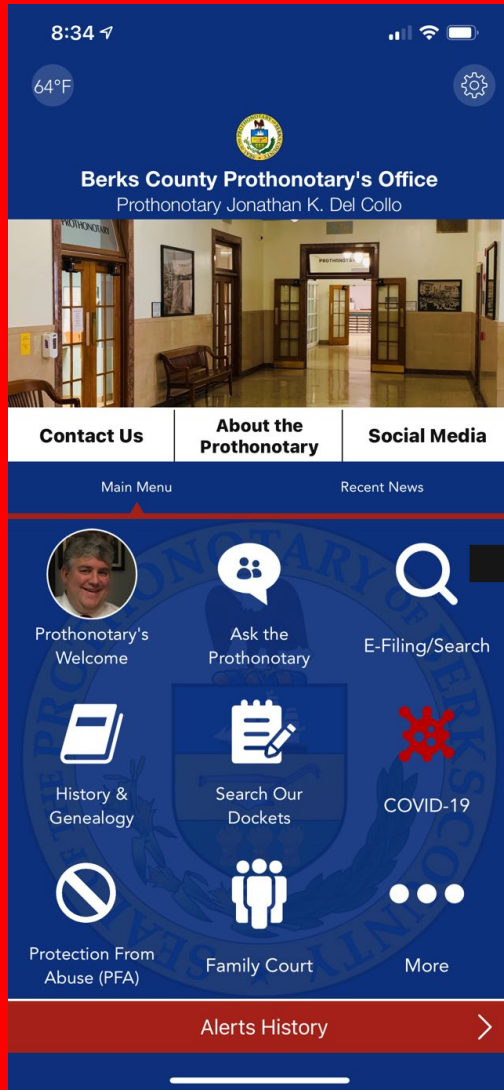
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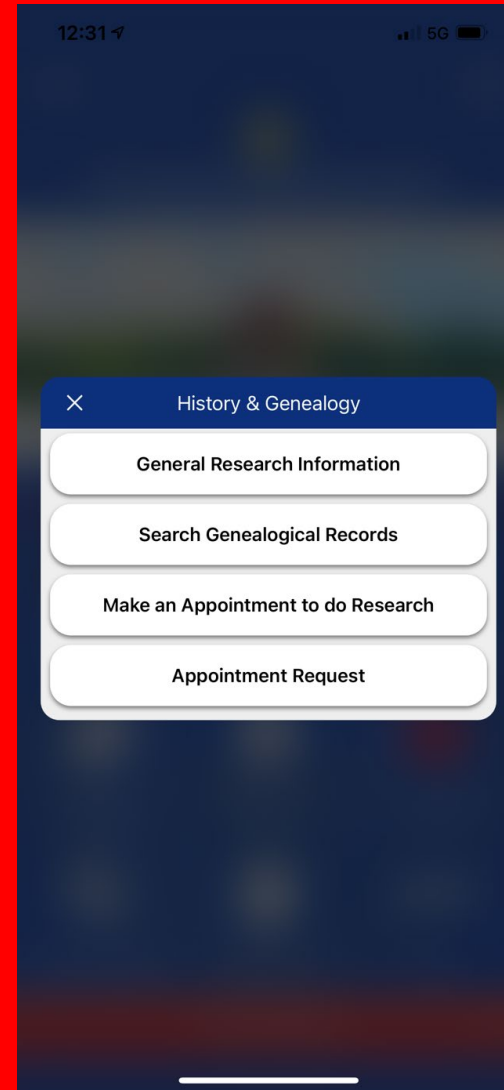
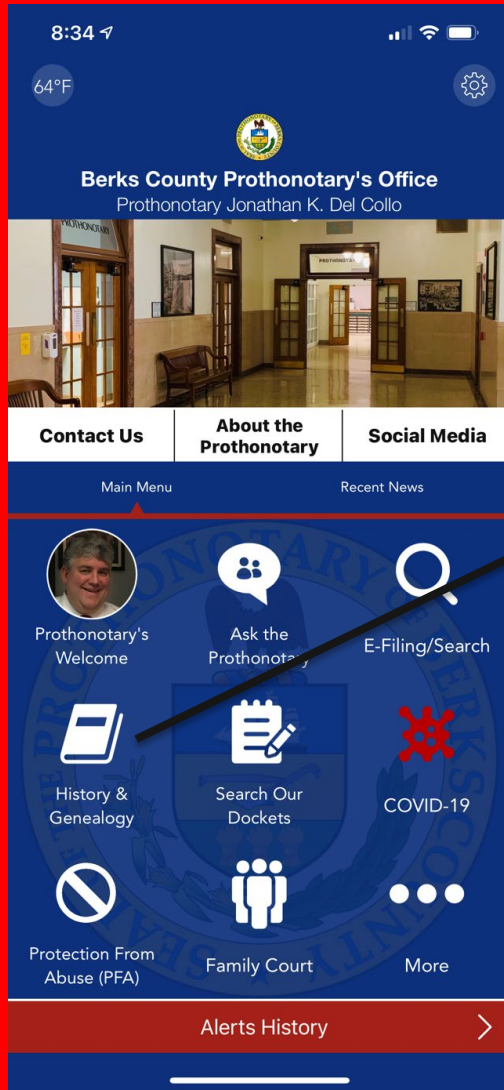
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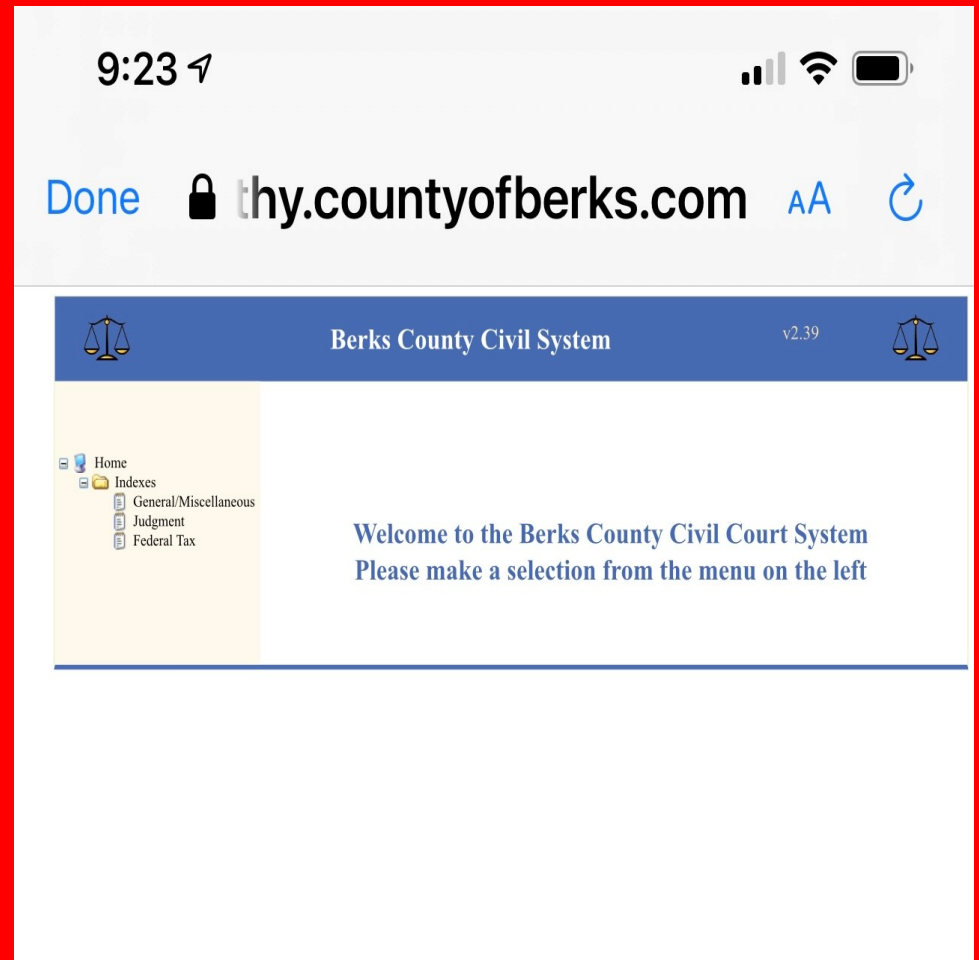
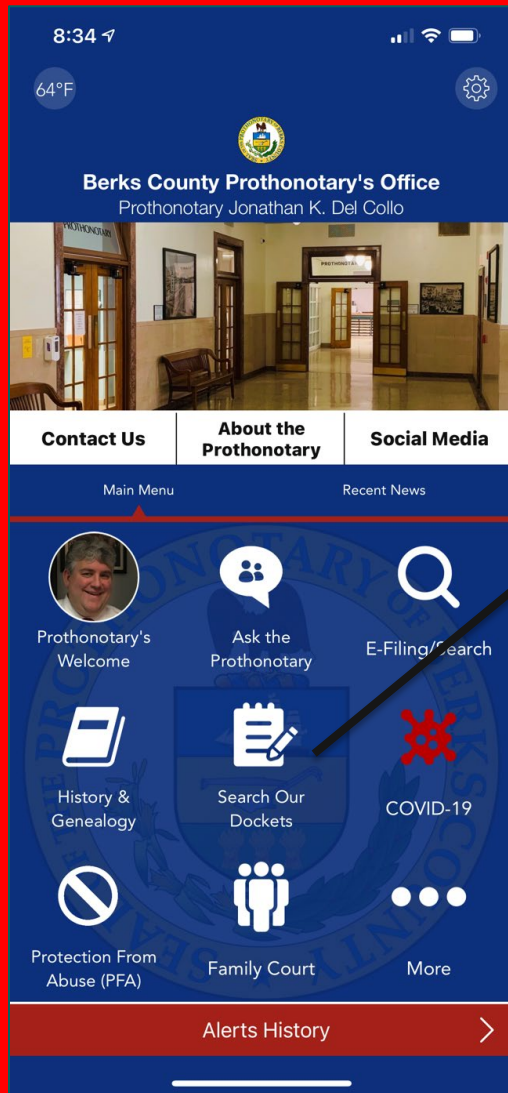
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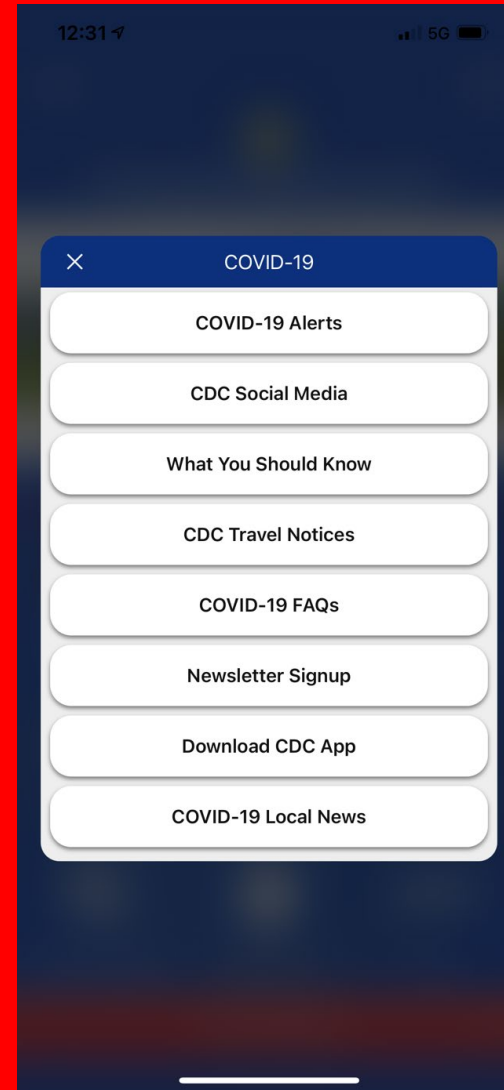
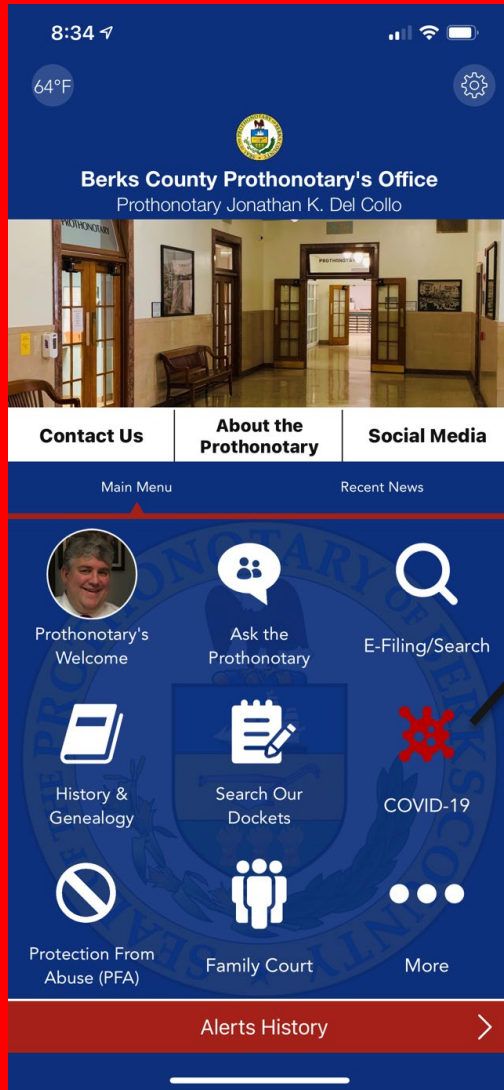


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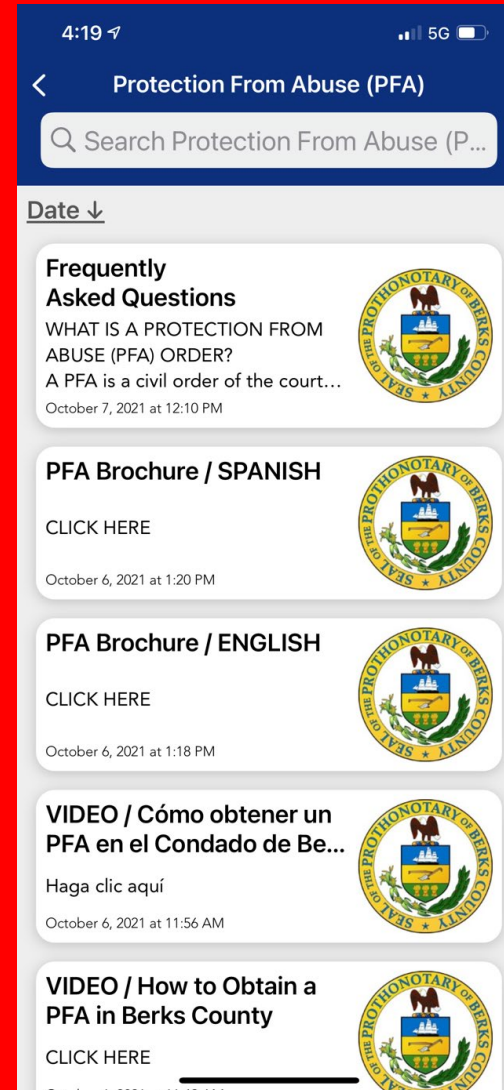
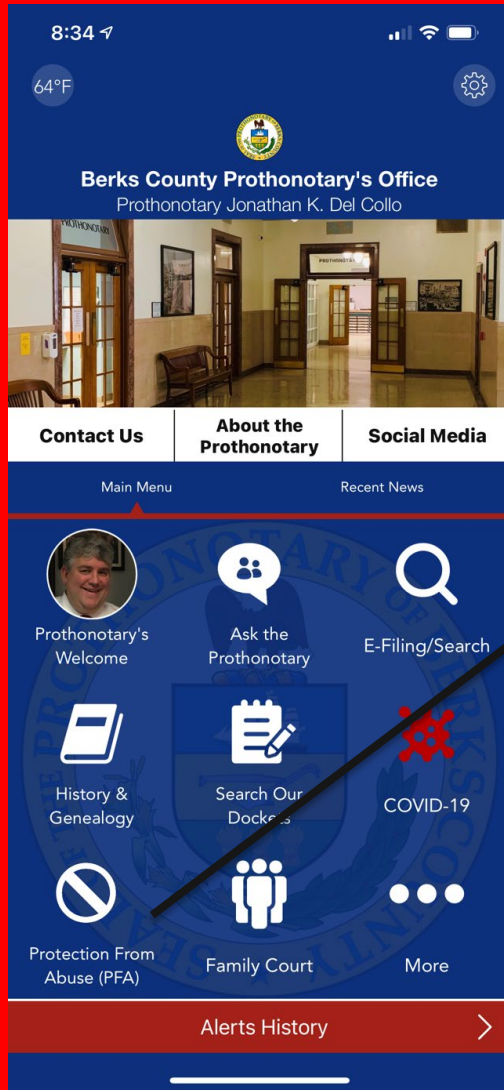




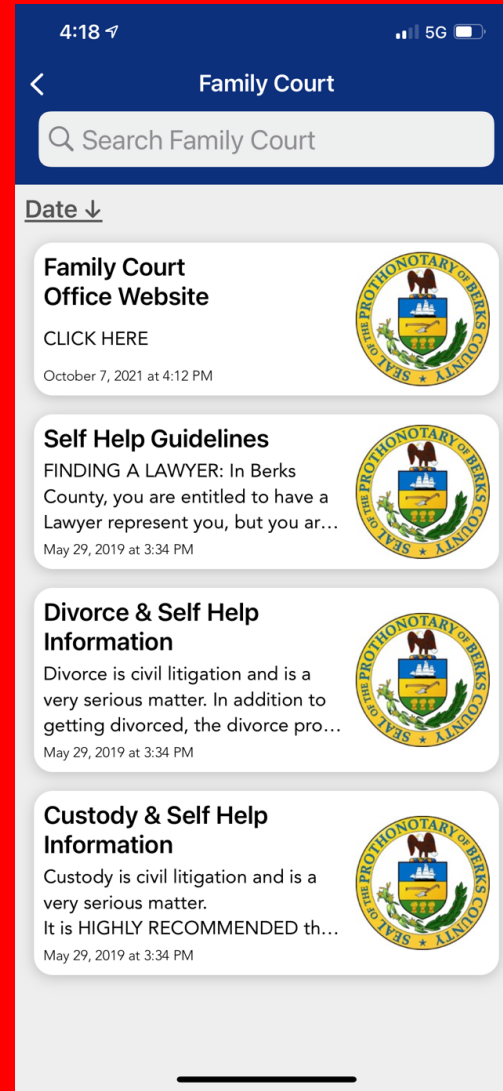
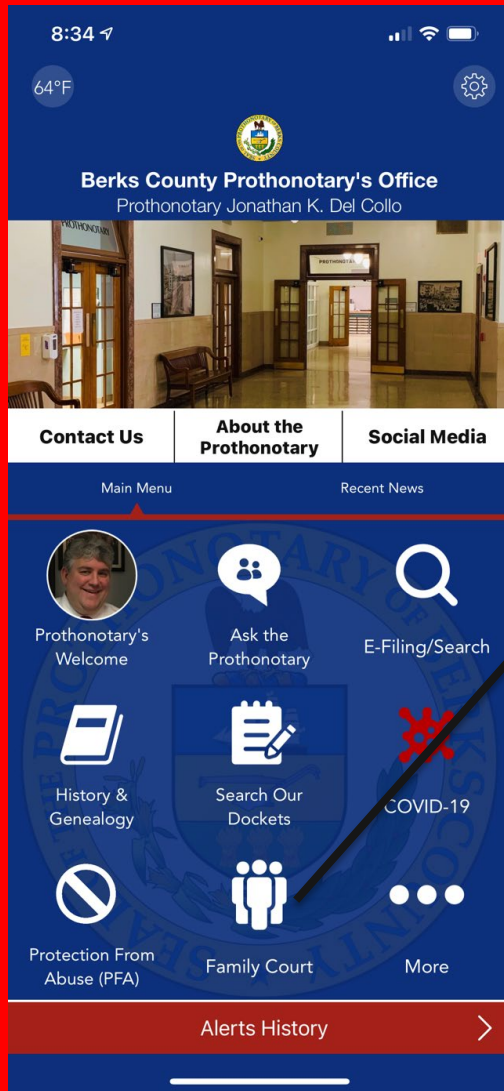
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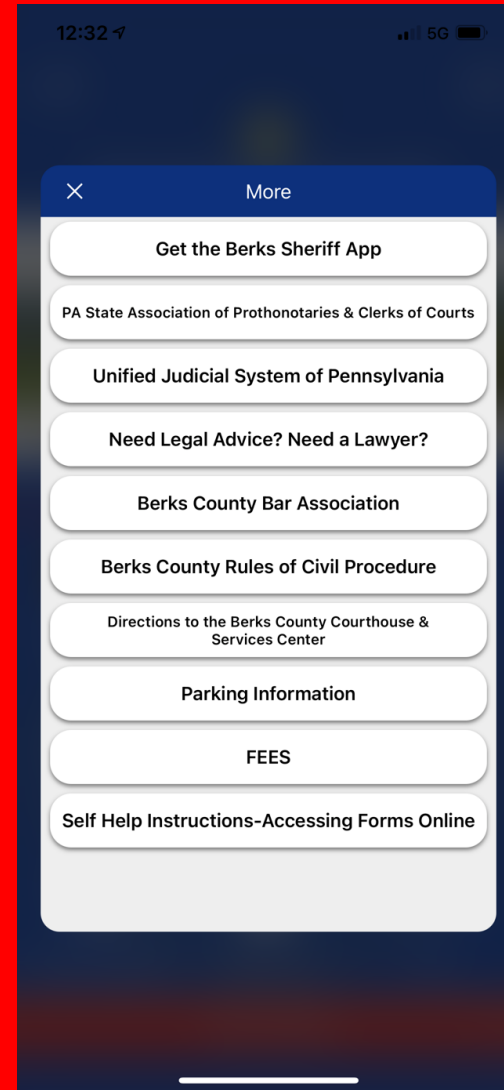
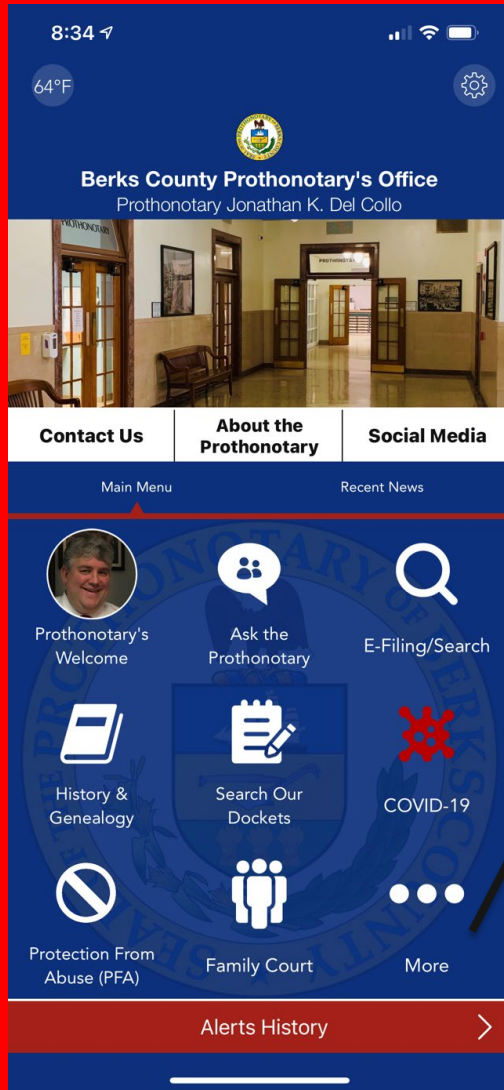
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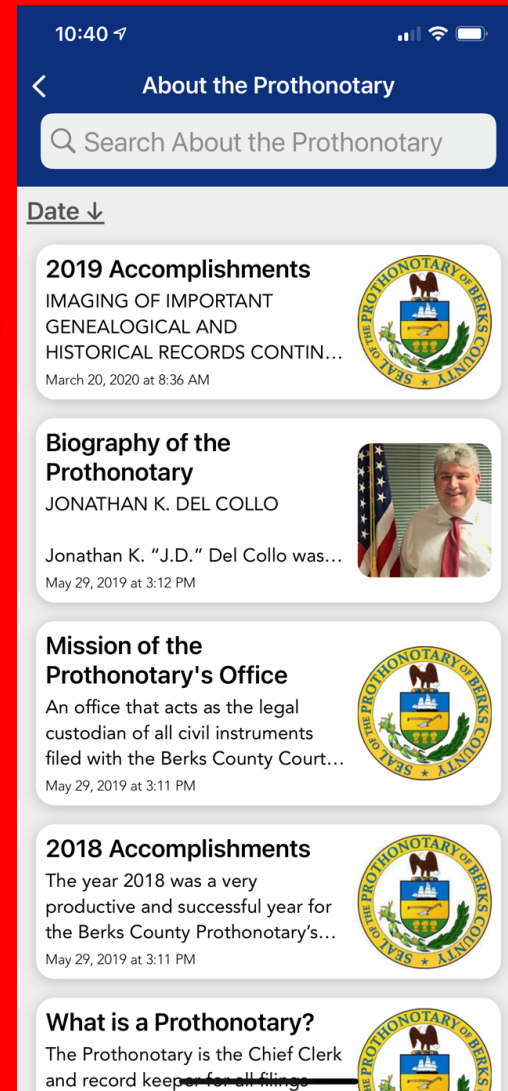
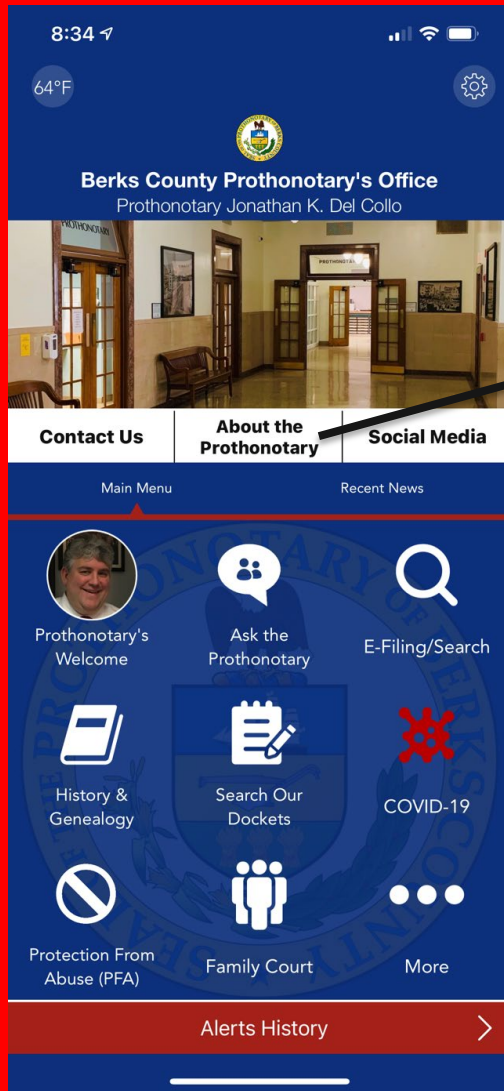
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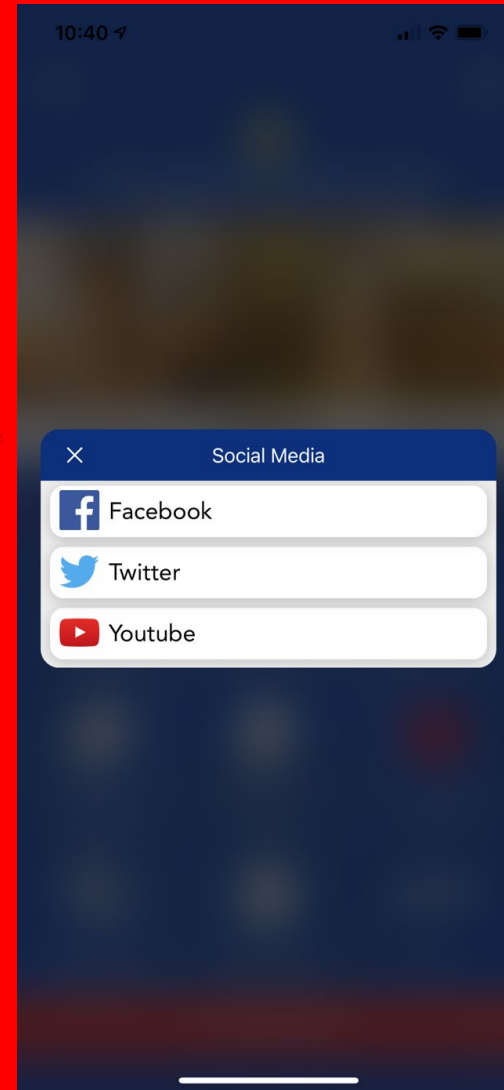
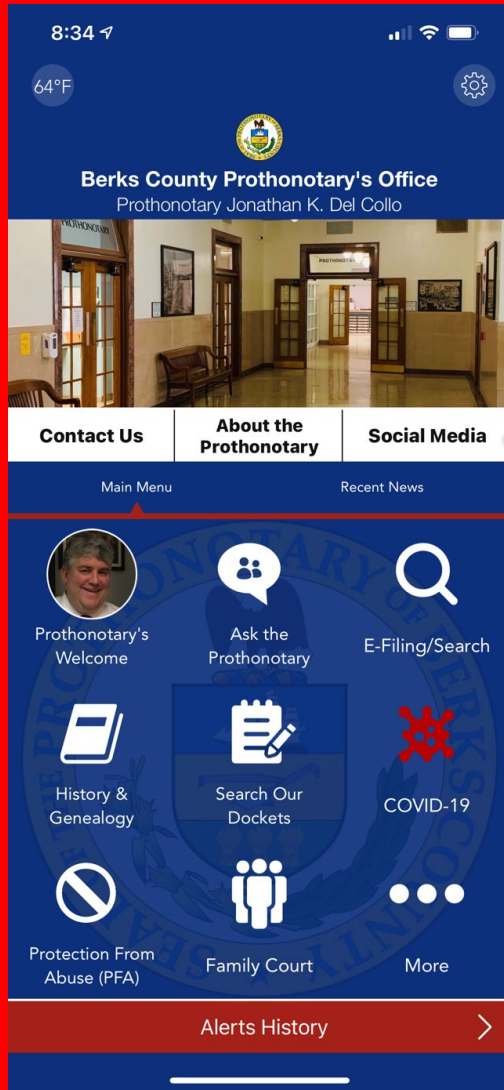
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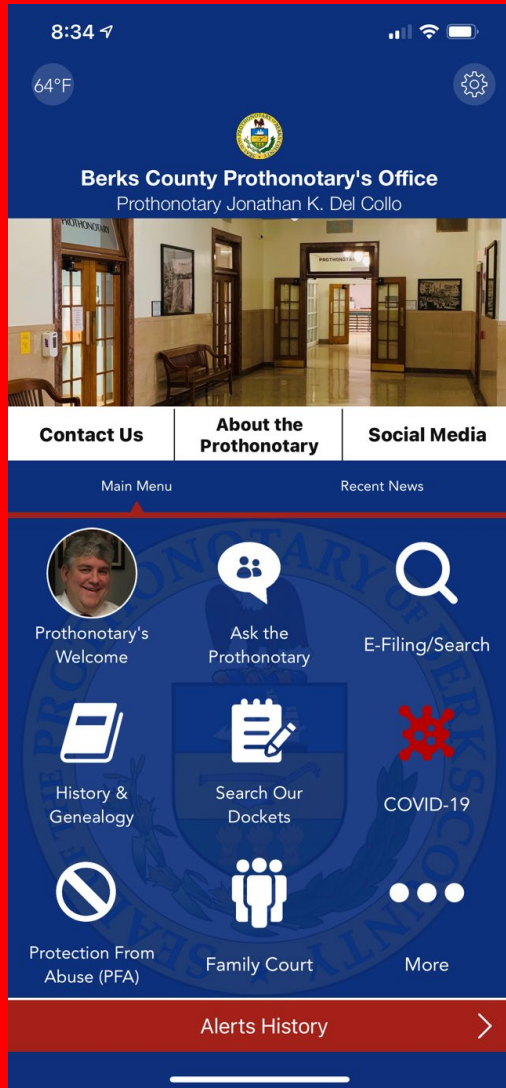
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# Berks County Prothonotary's Office Mobile App



**Over 1,500 downloads since launch in June 2019.**

**Over 1,100 average visits each week.**

**FREE to all users and NO in-app purchases.**

# THANK YOU !!



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Built by **OCV** APPS



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