

AAMVA

Region III Information Exchange

St. Louis, MO

September 24-26, 2013

Presenter:

R. Scott Waddell

Commissioner



Indiana Bureau of Motor Vehicles Organization Profile

- BMV established by Legislature in 1945
- 138 license branches
- 1,500 total BMV/C associates
- 12.0 M transactions annually
- 4.6 M licensed drivers
- 7.2 M registered vehicles and watercraft
- 4.0 M branch customers each year
- 4.8 M annual visits to myBMV.com website
- 2.0 M calls to the Contact Center each year

Remembering the past

- Notorious customer service
- Long wait times in branches
- Antiquated computer system
- Branch-only service model
- Fraud and criminal activity
- Operational inefficiencies
 - Led to \$63M “note”

Reform Targets

- Develop a “*common sense*” approach to providing outstanding and efficient government services.

Mission statement developed to:
“*Drive transactions out of the branch*”

Our Promise

**We are committed to providing responsive service,
accurate records, and customer choices that are fast,
secure and easy to use.**



Driven To Serve
INDIANA BUREAU OF MOTOR VEHICLES

Strategy

Customer Choices :

- Since 2007, BMV strategy (our Promise) has been to implement more convenient channels for customers to conduct business with the BMV.
 - The “customer choice” program was developed to keep customers from having to go to the branch.

Customer Choice Options

Increased online services at myBMV.com

- Transactional, informative and easy to navigate
- Smartphone App option

Improved “mail-in” service

- Postage paid envelope included in reg reminder

Enhanced Call Center operations

- Avg wait times < 3 minutes

Introduced “Web Chat” online option

- Real time online conversations directly with CSR

Developed “Trusted Partners”

- AAA
- Stars partners (TriVin, CVR, Express MVA, DVS)

Convenient Electronic Customer Options

- www.MyBMV.com
 - Most convenient option to do business with the BMV
- Renew with your phone
 - MyBMV app available for iPhone and Android devices
- BMV has set up social media accounts to better connect and interact with our customers online:



- www.twitter.com/inbmv
- www.facebook.com/inbmv
- www.Youtube.com/inbmv



Avoid the Line

- Operator license, chauffer and ID card renewals and replacements are available online

- 0.5% participation in 2011
- 30% in 2012



The advertisement features the Indiana BMV logo in the top left corner. The main text reads "Are You Due in 2013?" with "2013" in a large red font. Below this, it says "Renew NOW" in large white letters. A central image shows an Indiana Operator License for Avery Sample, with a red arrow pointing to the expiration date "09/31/2013". The license details include: DL# 1234-56-20, DL# 0407/2008, CLASS A, SEX M, HT 5'00", WT 165, EYES BND, HAIR BRN, and DOB 09/31/1986.

Added KPIs to Measure and Validate Our Successes

- Avg. overall branch visit times < 15:00 minutes
- Call Center wait times < 3 minutes
- E-mail response times <12 real time hrs
- Transaction accuracy >99.5%
- Turn-around-time:
 - Driver's License 5 business days
 - License plate 5 business days
 - Title 5 business days

Incentives to Use Customer Choices

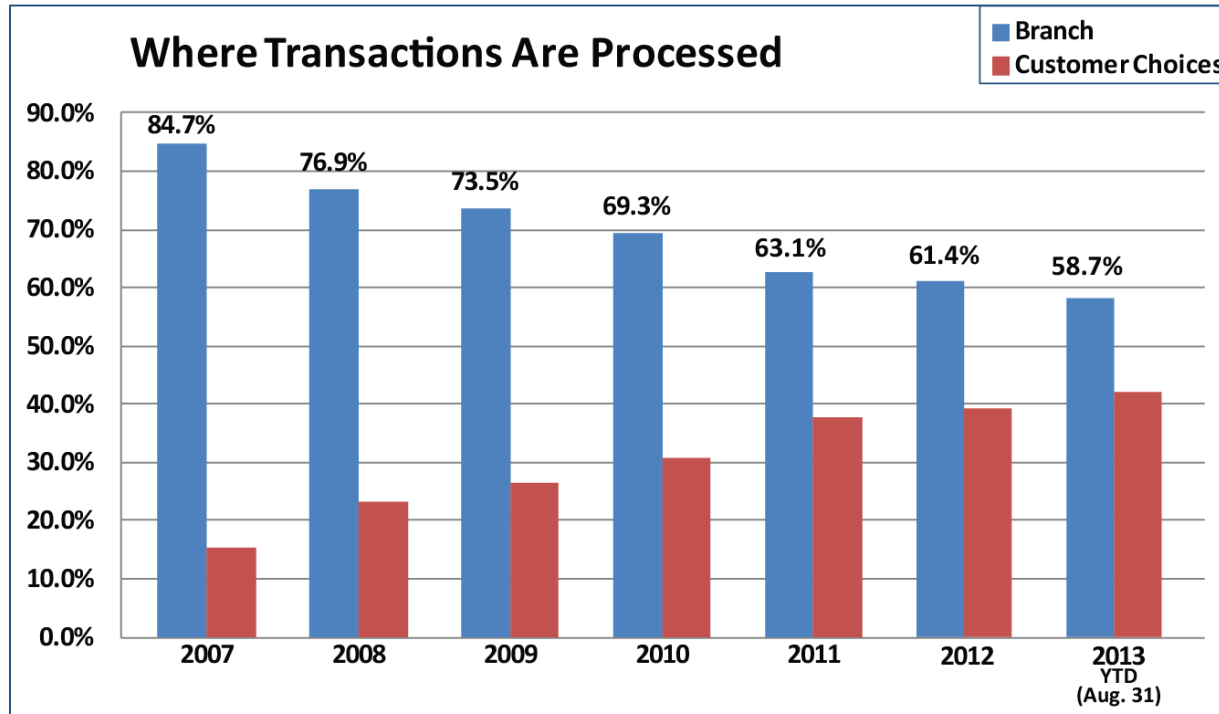
- Meeting our Promise
- \$5 incentive if renewed registration online
 - Offered for 2 years
- Central issuance
 - Took away the “candy”. No benefit of going to branch. Won’t get plate, reg. card or sticker.
- Enhanced Call Center (from 30 to 85 CSRs)
 - ‘One call, one resolution’ philosophy
- Bonus for branch visit time and productivity performance

Results

Resulting in:

- 70% of registration renewed outside of branch
 - 45% renewed online
- 31% of all DL's renewed online
- Reduced costs of branch staff
 - By 200 associates
- Overall visit times of <15 minutes
- Satisfied customers

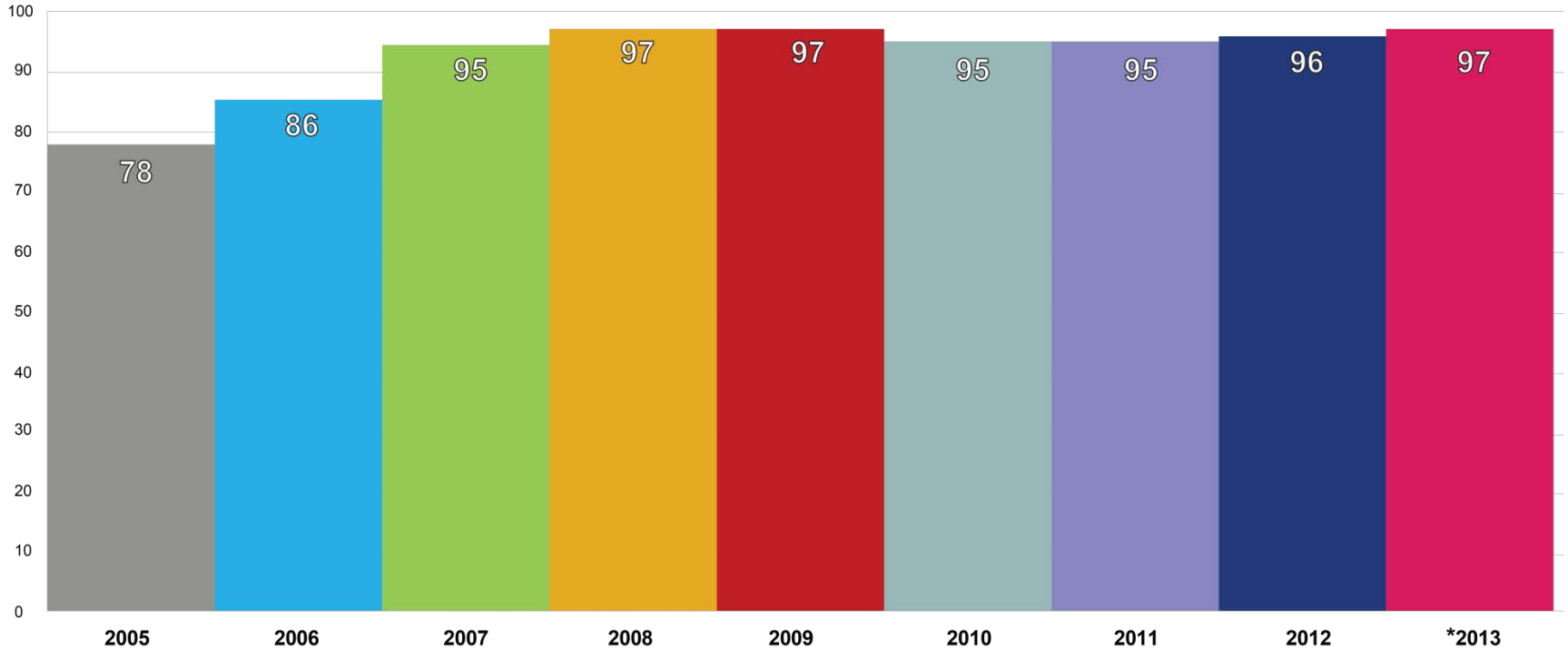
Results continued



- Customer Choice program has changed behavioral patterns.

- Online, mail, new payment IVR and strategic partners proven to be more convenient.
- Savings of taxpayer dollars. Branch visit costs 3 to 4 times more than CC options

Customer Satisfaction Rates



- Quarterly survey by independent market research firm starting in 2009 Q4

Convenient Customer Choices Makes For Very Satisfied IN BMV Customers

