AAMVA
Region III Information Exchange
St. Louis, MO
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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.
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
Added KPIs to Measure and Validate Our Successes

<table>
<thead>
<tr>
<th>KPI</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. overall branch visit times</td>
<td>&lt; 15:00 minutes</td>
</tr>
<tr>
<td>Call Center wait times</td>
<td>&lt; 3 minutes</td>
</tr>
<tr>
<td>E-mail response times</td>
<td>&lt; 12 real time hrs</td>
</tr>
<tr>
<td>Transaction accuracy</td>
<td>&gt; 99.5%</td>
</tr>
<tr>
<td>Turn-around-time:</td>
<td></td>
</tr>
<tr>
<td>Driver’s License</td>
<td>5 business days</td>
</tr>
<tr>
<td>License plate</td>
<td>5 business days</td>
</tr>
<tr>
<td>Title</td>
<td>5 business days</td>
</tr>
</tbody>
</table>
Incentives to Use Customer Choices

• Meeting our Promise
  • $5 incentive if renewed registration online
    o Offered for 2 years
• Central issuance
  o 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)
  o ‘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.
• Quarterly survey by independent market research firm starting in 2009 Q4
Convenient Customer Choices Makes For Very Satisfied IN BMV Customers