“First Class Service from the First State”

AAMVA Region I Conference
July 15, 2013
Delaware DMV Director Jennifer Cohan
Delaware DMV’s Focus

The Customer

• Customer centric approach
• It starts with the employees…
  – New hiring strategy
    • “Hire for Attitude and Train for Skill”
  – Focus on morale and employee development
    • “Enough Already Campaign”
• Higher utilization of technology
• Focus on getting our message to the public
• Focus on sensitive populations
• Expanding service venues

“First Class Service from the First State”
Value Stream Mapping
you must measure everything first...

“First Class Service from the First State”
Results of Mapping Process

- Facility layout changes
- Triage counters added
- Queuing system changes
- Set average wait time goal
- Added seasonal help
- Need for new facility evident

"First Class Service from the First State"
Results of Mapping Process

• Instituted a Philosophy

“Butts in Seats”
Focus - Customer Service!

• If you want to know what your customers want – just ask them:
  – Minimal wait times and courteous service
  – Accurate information
  – Comfortable wait…
  – More service venues

• Focus groups and customer surveys
  – Narrow down issues
  – Highlight good news

“First Class Service from the First State”
Focus - Customer Service!

• What about sensitive populations?
  – How do you determine your target customers?
    • Increase in population
    • New to the DMV process
    • Consistently do not bring proper documentation

• Make extra efforts to reach those customers

“First Class Service from the First State”
Focus - Customer Service!

- **Hispanic / Latino Population**
  - Population nearly doubled in 10 years

- **Teen Population**
  - First-time drivers

- **Senior Population**
  - Currently seniors are 17% of our population with a projection to increase to 25% by 2030

“First Class Service from the First State”
• **Hispanic / Latino Population**
  
  – Offer driver manuals, brochures and other information in Spanish.
  
  – Advertise in Spanish newspapers, radio stations and websites.
  
  – Reoccurring articles in Hispanic publications
  
  – Attend Hispanic / Latino festivals and fairs
  
  – Monthly live radio interview with a Spanish radio station
  
  – Spanish language Tweets and Videos


“First Class Service from the First State”
• Teen Population
  – Graduated Driver License (GDL) Program
  – Teen Driver Website
  – Corresponding with driver education teachers
  – Partner with other agencies to promote safe teen driving
  – Attend school functions and fairs
    • Novice Driving Magnets
    • “TXTNG KILLS” Thumb Bands
    • “No Phone Zone Pledges”
  – Driving tutorial
• Senior Population
  – Senior Driver Website
  – Senior Driver Manual
  – Senior Day at DMV
  – Attend Health & Information Fairs at Senior Centers
  – Partner with other agencies on the Senior Driver Task Force
• **Triage Customers**
  - Reviews documents prior to going to the counter for processing
  - Every driver license customer is given a checklist
  - Ensures no one waits if they do not have all documents needed

“First Class Service from the First State”
• Additional Customer Outreach Events
  – Delaware State Fair
  – Delaware Auto Show
  – 55+ Expo at Dover Downs
  – Partnering with Boys and Girls Club

“First Class Service from the First State”
• Advertising to keep your customers informed and appeal to your demographic
  – Newspapers, social media, magazines, billboards, theaters…
• **Self Service Kiosks**
  - Driver license renewals
  - Duplicates
  - Address changes
  - Voter Registration
  - Organ Donorship
  - Additional Services…
    • Vehicle Registrations
    • Fishing/Hunting Licenses
    • State Park Passes

"First Class Service from the First State"
Partnered with Delaware’s Military and Veterans

HEROES ON THE HIGHWAYS
The “Heroes” program has been established under the guidelines of the federal CDL Military Waiver Program.

Read More  Application Form

“First Class Service from the First State”
Dealing with Peak Customer Demand Times

• Part time/ Seasonal Employees
• Revised Break and Lunch Schedules
• Earlier opening hours
Online is where it’s at...

- Dynamic Website
- My DMV Account
  - Customer’s can create a “My DMV” account that is specific to them
    - Change their registration address
    - Add or change Next of Kin Registry information
    - Print driving record
- Mobile Apps
- Twitter
- YouTube Channel

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