Changing the DMV Stereotype

"I love the DMV! Can I please come with you?" said no one ever.

Wait Time: 38 Hours

Safe Drivers • Safe Vehicles • Secure Identities • Saving Lives
Changing the DMV Stereotype
Customer Satisfaction

Wisconsin DMV Expectations for Customer Service

• DMV service center wait times – 20 minutes or less
• Increase electronic transactions
• Road test scheduling availability
• Answer phone calls within 2 minutes
General Data Trends - Wait Time

[Graph showing data trends from 2011 to 2015 with wait times ranging from 25% to 100%]
General Data Trends - Phones

![Graph showing data trends over years with specific years: 2011, 2012, 2013, 2014, 2015. The graph indicates a general upward trend with fluctuations.]
Changing the DMV Stereotype
Marketing Services

Wisconsin DOT @WisconsinDOT Jul 10
Check out WisDOT’s mobile motorcycle safety training (The REF) at WI H.O.G. Rally in Janesville through Saturday.

Wisconsin DOT @WisconsinDOT Jul 9
Make your teen a safer driver. Sign up for a free training event in Madison July 18-19. drivingskillsforlife.com

Dear John,
Your license plate renewal is due for this vehicle.

RECORD JOHN TEST
4632 SHEBOYGAN AVE
MADISON WI 53795-2927
Registration Expires: 04/30/2016
License: A0T 438XGT
VIN: 1FADP32E261595538

Vehicle kept in: County of DANE, City of MADISON

Renew your license plate online now

Still able to drive?
DMV issues licenses on ability, not age
- Are you nervous driving?
- How is your eyesight?
- Are others concerned?
- Do you drive children, others?

DMV wisconsindmv.gov

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Changing the DMV Stereotype
Redefining Service Centers

iPad Kiosks
Registration Renewal

Self-Service
Queuing and Appointment Check-In
Changing the DMV Stereotype
Reaching the Millennial Customer
Changing the DMV Stereotype

New Motto:
Help Customers Get the Right Stuff Fast.
For More Information
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