GENERAL SESSION
Redefining Service Centers

Dave Burhop
Facilitator

Commissioner Richard D. Holcomb

Commissioner Robert Mikell, Esq.
“Within the next few years, millennial customers (customers born after 1980) will hit service providers with a wallet force larger than that of the baby boom. And these young customers, also known as Gen Y, bring to the market an entirely new set of expectations.” — Forbes Magazine, 2013.

How can government agencies redefine services and methods to reach the millennials? Sit with a panel of experts to discuss the new wants and needs from DMVs or other government service entities. What does this generation expect? Also how do DMVs attract millennials as potential employees and once hired, retain them? How does serving them as customers change how you train DMV staff, how to set offices to service them, how are we going to meet their expectations?
DMV for the Ages

Richard D. Holcomb
Virginia DMV Commissioner
September 8, 2015
• Millennials – newest generation of customers
• Gen Xers
• Baby Boomers – living longer
• DMV needs to accommodate all generations, understanding different preferences and expectations
• DMV 2 Go mobile customer service centers
• Wireless, handicapped accessible
• Conduct all transactions
• Visit every county and independent city
  – Government and corporate centers
  – Military bases and deployments
  – Universities/Colleges
  – State parks
  – Disaster relief
  – Business development
• DMV Connect teams
• Suitcases of equipment for transaction processing – primarily ID cards
• Federal, state prisons and local jails
• Assisted living facilities
• Expanding transactions, locations, and number of teams
Convenient Service

- Web-based remote testing
- Partnership with the Department of Education
- Students take driver knowledge tests in classrooms
- Fewer parents bringing children to DMV on Saturdays
External Trends

- Population growth and shifts
- Age shifts
- Diversity
- Household make-ups
- Mobility changes
- Retail shifts
- Growth of purpose
- Workforce changes
- Technology
Millennial Demands

• “Expect not to have to go” to DMV
• Convenience and efficiency important
• Instant gratification
• Social media and Yelp* - online tools for finding and rating services
I am originally from California and went in today to transfer my CA state drivers license to VA. I can't tell you how much more easier, pleasant and quicker it is to visit this particular DMV then all the DMVs I've visited in California. One of the reasons I like living here.
Vanessa G.
Norfolk, VA
296 friends
280 reviews
Elite '15

This DMV is clean and orderly. You still have a long wait just like any other DMV.

The location is nice right next to a Target and Party City - that'll cheer you up after your long long long wait! :)

Was this review ...?

Useful 2
Funny
Cool
• More services, added value
• Web-based testing for other agencies
• Vital records – 140,000 birth certificates since March 2014
• August 3 – marriage, divorce and death records available at DMV
• Hunting and fishing licenses; boat registrations
• Toll transponders
• Coming soon – court fines and costs
More Enhancements

- Physical changes to facilities – layout, windows, service flow
- Self-service check-in
- Charging stations
- Online forms
- Appointment scheduling
- “Start at home” transactions
Richard.Holcomb@dmv.virginia.gov
(804) 367-6606
Redefining Service Centers

Developing services and methods to reach millennials.

Rob Mikell
Georgia DDS Commissioner
June 23, 2015
**DDS VOLUME**
- 10,000,000 State Population
- 7,600,000+ Valid Drivers
- 4,000,000 REAL ID compliant (03/2015)
- 17,000 to 20,000 transactions on peak days
- 376,000+ Commercial DL’s
- 844,000+ ID Cards
- 3,700,000+ Face-to-Face Transactions (FY2014)

**DDS FACILITIES**
- 66 Total Locations
- 11 Leased from private owners
- 8 State-owned
- 30 County-owned
- 15 Co-located with GSP
- 9 shopping centers
- 40 freestanding
- 7 Part-time
- 9 Conduct CDL tests
- 42 Conduct Motorcycle Tests
The Challenges

WORKPLACE

Gen X, Y employ different styles

From dress to turn-to-listening habits, Gen X and Y are different when it comes to the workplace.

Theme parks launch food ordering apps

Many theme parks are now offering food ordering apps, making it easier for guests to order food from their phones.

Governor correct in assertion about job creation during tenure

"Since I took office, over 319,000 new private sector jobs have been created in Georgia with nearly 93,000 of those coming the past 12 months." — Nathan Deal, in his State of the State address Jan. 14

We checked, and the numbers were spot on. Deal said more than 319,000 new private sector jobs have been created in Georgia with nearly 93,000 of those coming the past 12 months.

Governor is right on population gains, impact

"Georgia is now the eighth most populous state in the nation, moving from the number 10 position in just four years." — Gov. Nathan Deal in his State of the State speech on Jan. 14, 2015

Political junkies know that with more people comes, at the very least, more congressional seats. Or, as Deal would have it, evidence that a state is creating jobs and drawing talent from around the nation.

Gov. Nathan Deal says population growth in Georgia is creating jobs and drawing talent from a state's competitors. But looking at just the numbers, is Deal right on the numbers?

Deal was trying to make the point that there's a psychological impact that we are growing, that shows people there is a reason to be here.

The governor was off on the state's ranking four years ago. But he is right about where the state's population is growing and how that's affecting the job market.

A fan uses an app on a smartphone to order food and drinks at Levi's Stadium during a game.

Mostly True

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The NFL Team That Is Solving Millennials

"The NFL Team That Is Solving Millennials" is a sports blog that focuses on the impact of millennials on the NFL.
### The Challenges: Sandy Springs

<table>
<thead>
<tr>
<th></th>
<th>Conyers</th>
<th>Sandy Springs</th>
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<tbody>
<tr>
<td></td>
<td>Non-Peak</td>
<td>Peak</td>
</tr>
<tr>
<td>*Per 15 minute period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average # of customers arriving*</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Maximum # of customers arriving*</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

Not including the first hour the CSC is open
Adrian C 1/2/2014 (Yelp) The building is very run down and dilapidated compared to other DMV's in the metro Atlanta area. The waiting area looks like a 1970's movie set. The chairs are disgusting, the walls are dingy, and there's an old smell in here. Again, I'm not expecting the Ritz Carlton; it's the Department of Driver Services after all! However, compared to the other offices in Atlanta, particularly the Norcross office, this one it the pits.

Nik K. (Yelp) 7/9/2014 - I opted to wait outside since it was crazy inside. People sitting on the floor. People sleeping on the floor.
Consulting the Experts

“Why not have a DMV with no chairs?”
Traditional Flow
NEW FLOW

Front Entrance/Exit

Info / Ticket Issuance

Business Computer

Kiosk

Knowledge Test Area

Returning Road Test  B #’s  RT Appts.  New Apps. / A #’s  D #’s  KT #’s

Counter 17  Counter 16  Counter 15  Counter 14  Counter 13  Counter 12  Counter 11  Counter 10  Counter 9  Counter 8  Counter 7  Counter 6  Counter 5  Counter 4  Counter 3  Counter 2  Counter 1
REINVENTING THE EXPERIENCE

ENTRANCE / EXIT

INFO DESK + TICKET → APPLICATION

VS.

HOME / CELL / TECH DECK → TICKET KIOSK

COUNTERS

ENVIRONMENT

RESULTS
ENTRANCE / EXIT

INFO DESK ➔ TICKET ➔ APPLICATION

vs.

HOME / CELL / TECH DECK ➔ TICKET KIOSK

COUNTERS

ENVIRONMENT

RESULTS
Norcross Entrance: After
REINVENTING THE EXPERIENCE

ENTRANCE / EXIT

INFO DESK → TICKET → PAPER APPLICATION

vs.

HOME / CELL / TECH DECK → SELF-SERVICE TICKET

FOR APPLICATION → COUNTERS

RESULTS

ENVIRONMENT
Info Desk → Ticket Kiosk, Paper App, Business Center Computer
Info Desk → Ticket Kiosk, Paper App, Business Center Computer
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Info Desk → Ticket Kiosk, Paper App, Business Center Computer
Info Desk → Ticket Kiosk, Paper App, Business Center Computer
Info Desk → Ticket Kiosk, Paper App, Business Center Computer
Ticket Kiosk, Paper App → Online App, Business Center Computer
Ticket Kiosk ➔ Online App + Business Center Computer (Tech Deck)
Ticket Kiosk ➔ Online App + Business Center Computer (Tech Deck)
Tech Deck → Ticket Kiosk
Save Time, Pre-Apply Online @ www.dds.ga.gov!


Our Pre-Apply Online service allows you to fill out your Driver’s License, Permit or ID card application before visiting any of our Customer Service Centers.

PRE-APPLY ONLINE NOW >>

FASTER • SECURE • CONVENIENT • 24/7

Please remember to bring your parent or guardian and proof of school enrollment when you come in for your visit.

www.dds.ga.gov

Are You Standing in Line?

Start filling out your application NOW from your cellphone.
Marketing Innovation
REINVENTING THE EXPERIENCE

ENTRANCE / EXIT

INFO DESK + TICKET ➔ APPLICATION

vs.

HOME / CELL / TECH DECK ➔ TICKET KIOSK

COUNTERS

ENVIRONMENT

RESULTS
Counters
• New Counter Design
• Sleek / Modern
• Modular (Cubicle Design)
• Remove Clutter
REINVENTING THE EXPERIENCE

ENTRANCE / EXIT
INFO DESK ➔ TICKET ➔ APPLICATION
vs.
HOME / CELL / TECH DECK ➔ TICKET KIOSK
COUNTERS

ENVIRONMENT

RESULTS

Travelers want wait-time warnings

The biggest travel headache is getting stuck in a long airport line, and travelers think it’s time that airports do something about it.

In a survey of more than 2,000 travelers, 93 percent said they want airports to warn them about delays and wait times at gates, security checkpoints and customs and passport lines.

More than half of the travelers surveyed (53 percent) said they would even allow airports to anonymously track their travel patterns.

5-hour wait for Harry Potter ride

For a second day in a row, visitors are waiting up to five hours to get on a new Harry Potter ride at Universal Studios Orlando Resort. A sign at the entrance to the ride, Harry Potter and the Escape from Gringotts, at midday Wednesday said the wait would be 300 minutes.

Some visitors, like Juan Sigler and his family from Pembroke Pines, Fla., say the ride is worth the wait. They say they felt immersed in Harry Potter’s world.
Layar App / Manuals
Social Media

Follow us on Social Media
@GeorgiaDDS

Scan to view services you can do online
www.dds.ga.gov
Sandy Springs
8610 Roswell Rd, Suite 710
Sandy Springs GA 30350

Hours of Operation
Tuesday - Friday 7:30 am - 6:30 pm
Saturday 7:30 am - 12 noon

Things to Bring Pre-Apply Online

Average wait time as of 2:32 PM is: 9 minute(s).

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<thead>
<tr>
<th>Location</th>
<th>Miles</th>
<th>Average Wait Time</th>
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<tbody>
<tr>
<td>Norcross</td>
<td>8</td>
<td>17 Minute(s)</td>
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<tr>
<td>Kennesaw</td>
<td>15</td>
<td>0 Minute(s)</td>
</tr>
<tr>
<td>Marietta</td>
<td>16</td>
<td>5 Minute(s)</td>
</tr>
<tr>
<td>Atlanta</td>
<td>16</td>
<td>3 Minute(s)</td>
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Best Day and Time to Visit

Arrival Times

<table>
<thead>
<tr>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
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<tbody>
<tr>
<td>20 to 40 Mins</td>
<td>1 to 20 Mins</td>
<td>1 to 20 Mins</td>
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<tr>
<td>20 to 40 Mins</td>
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<td>1 to 20 Mins</td>
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Services

- First Issuance
- Renewals
- Replace Stolen/Lost
- Out of State Transfers
- Regular Road Test
- Motorcycle Road Test
- CDL Road Test
- Full Reinstatements
- Driving History Reports (MVR)
- Insurance Reinstatements
- Regular Knowledge Exam
Seating
Free Wi-Fi

FREE SPOT

This service is provided by Free Spot WiFi and is not a service of the Georgia Department of Driver Services. GA DDS is not responsible for any service issues.

Free WiFi Courtesy of American Airlines

GA DDS EMPLOYEE CANNOT ASSIST IN ANY WAY WITH THE WIFI

FOR TECHNICAL SUPPORT PLEASE CALL (800) 701-1095
Charging Stations
Exam might also make drivers safer

BY JENNIFER JACOB BROWN
jbrown@gainesvilletimes.com

Georgians will be seeing more trucks on the highway in coming years—at least, if economic development plans pan out as the governor’s office expects.

The Georgia Department of Driver Services has begun implementing a new commercial driver’s license testing process in anticipation of a surge in demand for truck drivers. Officials said they expect the state to gain thousands of new truck driver positions in coming years.

A report by the Governor’s Office of Workforce Development projects an additional 12,778 truck driver job openings in the next four years, while a Georgia Department of Labor report on workforce trends projects more than 7,600 new heavy tractor-trailer driver positions will be added by 2020.

After a successful pilot program in Gainesville, which houses one of nine commercial testing facilities in the state, instructors statewide now administer commercial road tests using tablets instead of the old paper-and-pencil method.

Department Commissioner Rob Mikell said the new method will make the process more efficient so the testing facilities can handle the expected surge in new drivers and will also improve safety and accuracy and reduce the potential for fraud.

Mikell, who was appointed by Gov. Nathan Deal, said the need for more drivers is expected in part because of the expansion of the Port of Savannah.

eSkills Tablets

Tests: Tablets to use GPS to show mistakes

Continued from 1C

stay competitive once the Panama Canal expansion is complete.

The Savannah expansion, he said, is largely about keeping up, “retaining the economic impact that we already enjoy.”

Whether or not the Savannah port expansion has the impact Mikell expects, the new tablet-based testing is expected to improve the process of licensing commercial drivers in a number of ways.

Kyle Cain, a Department of Driver Services district manager who assists with training for commercial tests, said the new tablets greatly reduce the potential for human error when calculating scores.

“The process is so much more extensive than what we do for just regular car tests,” he said. “Some tractor trailers could be 107 items, and the examiner had to add that up at the end. The tablet takes out (the potential for) human calculation error that could affect (whether the result of the test is) pass or fail.”

The tablets will also use GPS to track testing routes, showing exactly where mistakes on the test were made and ensuring the correct route is taken. It also reduces the potential for improper test administration by keeping track of which version of the test drivers have already taken.

Drivers who repeat the test must take a different version, and the tablets ensure the same version is not erroneously administered, as well as storing photos of drivers to prevent any confusion of identity and making the archives of previously administered tests easily accessible.

“It’s just a much more safe, accurate and secure method,” Cain said.

He said the commercial truck-driving test, which is subject to federal rules, takes about two hours, including a 45-minute road test. Tablets are not yet being used for the shorter, state-regulated noncommercial driving test, but department officials said they hope it eventually will be available.

Meanwhile, Gainesville’s Department of Driver Services location is preparing to take part in a pilot program for customer kiosks. The kiosks will allow customers to take a number showing their place in line themselves.
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COUNTERS

ENVIRONMENT

RESULTS
Results
Future State?
Redefining Service Centers
Developing services and methods to reach millennials.

Thank You!
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rmikell@dds.ga.gov
678-413-8654