

# “Meeting” Customer Expectations & Keeping Staff Informed and Engaged

Michigan Department of State

# What the Public Expects?



# What I would love to provide



# What we want to provide

- The customer wait time is the least amount possible.
- The customer is treated (and greeted) respectfully and professionally.
- Our staff provides the customer the service requested/needed in a timely manner and is completed properly the first time.
- If the service cannot be completed on the first visit, our staff give the customer clear information and explanation on what is needed. That way at a subsequent visit, our staff can meet our expectation of service.

## Alternative Service Options

- Web presence
  - Drive license/Personal ID Cards
  - Vehicle registrations and Titles
  - Change of Address
  - Organ Donor Registrations
- Self-Service Terminals (SSTs) - Tab Machines
  - 79 machines at different locations
    - Most 24/7 at the branches
    - Several at local retail or government partnerships
- Virtual Queuing – “MI-Time Line”
- Renewal by Mail

## Overview

### Project Objective & Timeline:

- Select a Customer Flow Management/Queueing System, to better manage our resources, provide customer convenience, and enhance our customers' experience
- QLess was awarded the Customer Flow Management contract in September 2013 for ten pilot branches. The system is now live in 30 locations, which were implemented in the following phases:
  - ❖ Phase 1: (Pilot Phase) 10 Locations, Jan – April 2014
  - ❖ Phase 2: 8 locations, July – September 2015
  - ❖ Phase 3: 6 locations, June – July 2016
  - ❖ Phase 4: 6 locations, March 2017

## How it Works

MI-TIME Line creates the opportunity to eliminate customers physically waiting at branch offices for the time they are “in line.”

- Customers can join the line by:

- ❖ **Phone**

- ❖ **Texting** in to one of the MI-TIME Line numbers – branch specific numbers

- ❖ **Calling** one of the MI-TIME Line numbers from a mobile or land line

- ❖ **Online** from any smartphone, computer, tablet

- ❖ **Making an Appointment** for a specific date, time & location

- ❖ **Kiosk** in branch office lobby

## Customer Experience

- MI-TIME Line provides customers with:
  - ❖ An estimated wait time prior to joining the line and provides the option to make an appointment for a future date or time at their convenience
  - ❖ Real-time status updates via text as their turn approaches
  - ❖ Flexibility: The option to request more time if they need it (up to 2 times) or Rejoin the line if they missed their turn



## More about the system

- The MI-Time system provides real-time wait time information to MDOS management & branch managers
- The MI-Time system provides staffing utilization reports, and appropriate staffing levels for customer volume
- An estimated 5.5 million customers have utilized the QLess system since inception in 2014
- MI-Time Support continues to work with vendor, QLess to improve all aspects of the system, for the ultimate staff and customer experience

- Focused on providing information to our staff
  - District meetings for managers
    - What is coming down the road
    - Change Management with our Legacy Modernization Project – “CARS”
  - Field visits by senior staff and management
  - Intranet and web communication
    - Less business and more personal
      - focus on the compliments and some less serious stories
    - Monthly customer service stories
      - Public compliments for our employee and other state agencies
  - “Walk in my shoes”
    - Bringing staff “In-House” to visit “Lansing”
    - Send In-House staff to the branches

# Staff Engagement

- B – Building an
  - E – Exceptional
  - A – Atmosphere and
  - T – Team
- 
- The BEAT allows branch and in-house personnel an opportunity to see first-hand what happens in “Lansing”, our internal work units. The participants are from branch offices and the in-house SOS staff and are divided into small groups. The groups tour the different work areas and learn more about the functions of each work unit. There are joint sessions at the end where staff re-group to talk about their experience and observations.

# Staff Engagement

- F - Field
- A - Adventure &
- C - Cooperative
- E - Experience program
  
- The FACE program is a two-day event in which participants spend a day at a Secretary of State branch office and the second day is spent at the Secondary Complex discussing the branch visits, getting some hands on exposure with transactions and brainstorming ideas of how we can do things better in the future.

**For More Information  
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