



# Continuous Improvement at WisDOT

## DMV Expands Online Resources to Help Customers

The COVID-19 pandemic caused many organizations to rethink elements of how they do business, and the Wisconsin Department of Transportation (WisDOT) Division of Motor Vehicles (DMV) was no exception. With customer service centers closed to the public or offering limited services, DMV sought solutions to continue serving the public online.

With the increased traffic online, the DMV Communication Center (DMVCC) noticed a significant increase in lengthy phone calls where agents had to provide customers step-by-step instructions on how to complete online applications. This was especially the case for title transfers and driver license/ID applications.

### Creation of How-to Videos

To alleviate this, DMV created a series of "how-to" videos to assist customers in the completion of these online applications. The step-by-step videos were posted to the DMV website as a resource for customers to access and for DMVCC phone agents to direct callers to. Since posting these videos, DMV has seen a 32% reduction in time spent assisting callers on driver license/ID applications, and a 25% reduction in time spent assisting callers with title transfers. The video on renewing Wisconsin driver licenses has been viewed over 200,000 times.

"We couldn't imagine at the time how great of an impact this would have," DMV Communication Center Supervisor Mercedes Hernández said. "Sometimes we assume people will just know how to do things without looking through the lens of someone outside of the organization who is not familiar with the process. This opens up our business model for customers who want to use the new technology but just need a little guidance"

### Online Vehicle Titling and Registration

DMV continues to be recognized for its expanding online services. The ease and convenience of titling and registering a vehicle online through DMV's eMV Public System garnered the state agency the highest regional award for Improvement Through Efficiencies from the American Association of Motor Vehicles Administrators (AAMVA).

"Recognition like this highlights the tremendous asset we have in our DMV as it provides customers convenient, innovative online options," WisDOT Secretary Craig Thompson said.

DMV's eMV Public is the streamlined online process where residents can title and register their vehicles themselves and skip the trip to the DMV. Step-by-step instructions, helpful links, task aids and how-to videos walk customers through the process which is customized to their situation. Companion videos to paper applications are also being made available for people who do not want to submit payment online.

Obtaining a vehicle title and renewing vehicle registration are just two of the many online options now available. Other popular online services include renewing a driver license, ordering replacements, and making an appointment for those services that need in-person attention.

"Wisconsinites have been able to renew their plates online for the past few years, so we're pleased to expand online service to titling vehicles, especially for our newest residents who often need to do both," DMV Administrator Kristina Boardman said. "Frankly, the real winners are Wisconsin residents who can complete their entire DMV tasks online from home. What's more efficient than that?"



# LEAN AND CONTINUOUS IMPROVEMENT SUMMARY REPORT

Wisconsin Department of Transportation  
DT2097 2/2018

**Project or Initiative Name:** Help DMV customers with online application for driver license/ID

**Team Lead:** Mercedes Hernandez

**Division:** Division of Motor Vehicles (DMV)

**The Process (Background):** The DMV has an online application that will allow customers to complete an application for a driver license or identification card online and schedule an appointment at a DMV Customer Service Center to submit their application in person.

**Problem/Opportunity Statement:** The DMV has an online application that will allow customers to complete an application for a driver license or identification card online and schedule an appointment at a DMV Customer Service Center to submit their application in person.

**Scope:** Provide customers with "how-to" videos to assist with completing the application for driver license and identification cards and making an appointment to submit the application at a DMV Customer Service Center.

**Stakeholders:** DMV phone agents, customers

**Magnitude:** Each month, from May through July 2021, DMVCC handled, on average, 645 calls in which phone agents provided assistance with the online driver license and identification card application. The average length of a phone call in which a phone agent provides this type of assistance is 4 minutes.

**Goals:** Reduce the number of customers that contact DMVCC for assistance with completing an application for driver license or identification card online.

**Improvement Methodology:** 'Just Do It'

**Results:** The "How To" videos were published on July 29, 2021. In the months following, the DMVCC answered an average of 439 phone calls per month on this topic.

## Performance Metrics:

Metric Name	Initial Unit	Final Unit	Difference
Average hours required	516 hrs	351.2 hrs	164.8 hrs

**After Metric Summary:** Prior to implementation, DMVCC spent 516 hrs annually providing detailed assistance on this application (645 calls/mo x 4 min/call = 2,580 min/mo x 12 = 30,960 min or 516 hrs). After the videos were implemented, there was a reduction in the average number of calls on this topic (439 calls/mo x 4 min/call = 1,756 min/mo x 12 = 21,072 min or 351.2 hrs).

**MAPSS Core Goal Area:** Service

**Statewide Goal Area:** Staff hours repurposed