

DMV SELF-SERVICE KIOSKS

Challenge:

The Maryland MVA sought to improve the service experience for their constituents with goals tied to:

- *Decreased customer wait times*
- *Simple, automated transaction delivery for patrons*
- *Reliable self-service platform to supplement services provided by MVA staff*

Solution:

Maryland Motor Vehicle Administration installed 49 Self-Serv™ delivery platforms in over 23 offices across the state. The kiosks and their website services combine to provide full service, flexible delivery of high-demand transaction services.

Benefits / Results:

- *14 of the most popular transactions delivered in a self-service method*
– *1.8 million automated transactions annually*
- *85% reduction in transaction processing time using kiosks vs. the counter, reducing wait times from 20 minutes to just three. 100% reduction with web-based option.*
- *MVA total annual revenues of \$144 Million are received significantly quicker through the use of the kiosks therefore accelerating cash flow*
- *Vast improvement in staff efficiency – MVA agents now focused on more complex service delivery*
- *Consistently reliable equipment, monitored remotely for proactive maintenance*



Providing customer service & agency efficiency improvements in Maryland's Motor Vehicle Administration

The State of Maryland delivers key DMV services to their constituents in under three minutes - less time than it



takes to buy a cup of coffee. With a consistent mission to continually improve the customer experience, they sought to optimize their use of technology to not only decongest crowded branch offices and accelerate customer flow, but also improve staff efficiency and accelerate revenue recognition. Processing over 1.8 million transactions annually, the MVA needed to find the most effective way to deliver services, and meet the increasing demands of their customers in the most convenient and efficient way possible. These challenges prompted the exploration of self-service technology to automate and streamline traditionally manual transaction delivery.





When the MVA began looking for a way to streamline standard requests in a convenient, dependable delivery system that would improve the customers' experience, they turned to ARINC. Already established as experts in the Airport Kiosk industry, ARINC had a proven track record of implementing self-service solutions worldwide. Their new Department of Motor Vehicle (DMV) solution, SelfServ™ kiosk, offered more transaction and payment options in a user-friendly design than any other kiosk system on the market. In addition, ARINC's on-line registration renewal application provided another convenient delivery venue for customers with simple renewal processing requirements. ARINC's platform combines web, and kiosk technology for the most flexible delivery of services.

FEATURES:

Maryland's solution as developed by ARINC provides more self-service transaction options than any other state.

Options implemented to date include:

- Registration Renewal
- Change-of-Address
- PIN Management
- Replacement Title

- Vehicle Emission Inspection Program (VEIP) Extension
- Duplicate / Additional Registration
- Pay Jurisdiction Citations
- Driving Record Orders
- Transaction Status Checks
- Emergency Contact Data (Supporting Andrews Law)
- Order a New Plate
- Personalize a Plate
- Temporary Registration
- Order Substitute Plate Sticker
- County Pride Sticker
- Pay Ticket Flags
- License / ID Card Renewals

New functions coming in the next release:

- Insurance Certificate

BENEFITS:

By initiating the steps to reduce the length of time spent at the MVA, or eliminate the trip completely, several ancillary benefits were realized. The ARINC SelfServ™ MVA kiosk has impacted everything from customer wait time and satisfaction levels to staff productivity and daily cash flow:

- With uncomplicated, recurring transaction requests handled via the web and in-office kiosks, transaction processing times have decreased an impressive 85%.
- By offering a convenient self-service solution that could accommodate 14 popular transaction requests and accept all forms of payment, including cash, MVA branches in Maryland were able to dramatically increase service levels while maintaining a flat headcount.
- Staff resources have been redirected to provide increased personal attention and expertise on non-standard customer issues and transactions.



Branches are doing more with less and staff are able to assume greater responsibility.

- MVA increased their rate of daily revenue recognition with web and kiosk payment transactions.
- Back-end business rules force outstanding administrative dues and fines to be collected before processing current requests.
- Both the kiosk and web-based self-service models provide virtually unlimited growth with a flat, predictable transaction fee as opposed to staff delivery at a much higher rate.

In addition, the full time, global service desk (24x7x365) remotely monitors kiosk diagnostics and addresses issues behind the scenes to avoid lost revenue and customer frustration by keeping the kiosks fully functioning. With this new proactive approach, a problem or potential problem is instantly and automatically reported to the AMS Service desk, and troubleshooting can begin immediately. Often a problem can be fixed remotely before any customer is inconvenienced. This service provides real benefits for both the MVA and its customers. MVA can leverage the remote support to keep kiosk maintenance to a minimum, and their customers get the benefit of more uptime.

While Maryland owns their kiosk equipment outright, ARINC offers alternate ownership options / operation models for states with budget constraints as their main barrier to self-service entry. KIOSK equipment can be placed and fully funded by ARINC for a nominal \$3 – \$5 per transaction fee, providing a simple alternative for States facing strict funding limitations.

ARINC's multi-function self-service solution has provided Maryland MVA with ultimate bragging rights for DMV service and profitability levels. Feedback throughout the State has been very positive and its citizens have truly embraced the self-serve kiosks. This is a win for the customers of the MVA as well as for the State.



"The MVA was committed to offering alternative service delivery options and ARINC had the right solutions to make that goal a reality."

ELIZABETH LEEK

ARINC Operations Director, Public & Enterprise Solutions.





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