

# Customer Service Management Administration

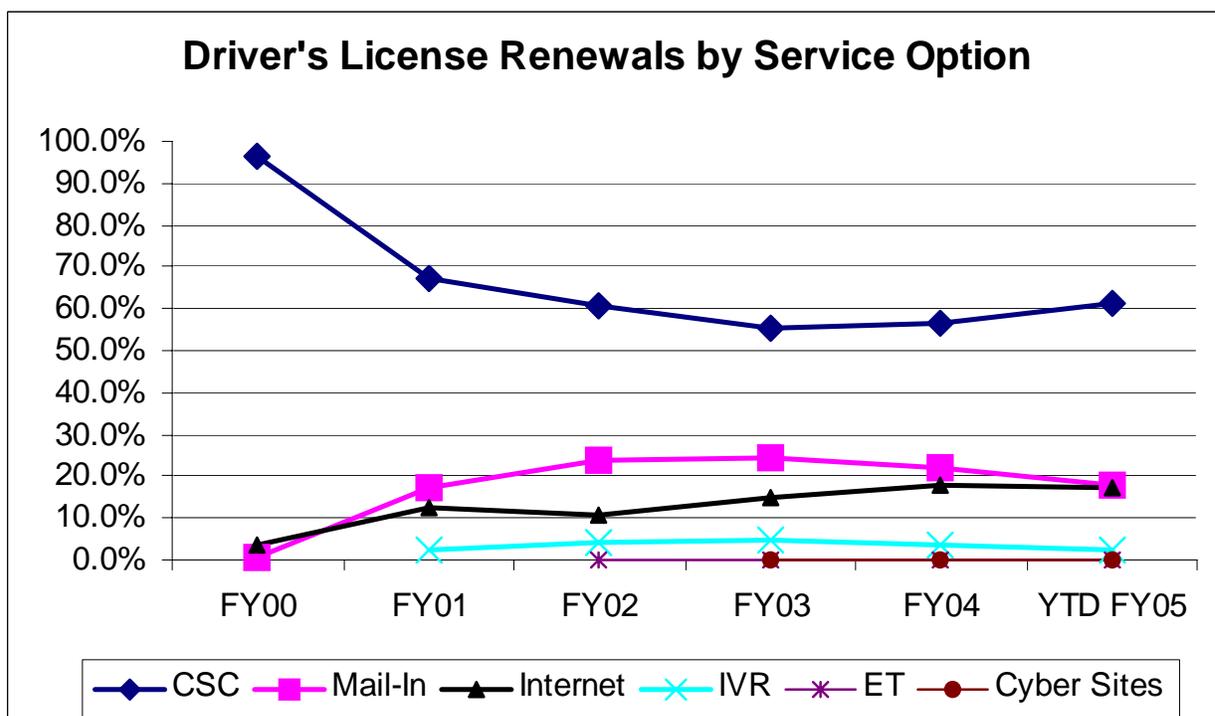
## Alternative Services Report for April 2005

### Driver's License Renewal Volumes by Service Option

Driver's License Renewals						
	This Month		Same Month Last Year		Variance	
	Number of Transactions	Percent of Total	Number of Transactions*	Percent of Total	Number of Transactions	Percent Variance
Total	67,030	100.0%	61,263	100.0%	5,767	9.4%
<i>Eligible to Use Alternative Service</i>	36,606	54.6%	41,576	67.9%	-4,970	-12.0%
<i>Ineligible to Use Alternative Service</i>	30,424	45.4%	19,687	32.1%	10,737	54.5%
<b>CSCs</b>	40,550	60.5%	36,187	59.1%	4,363	12.1%
<b>Alternative Services:</b>	26,480	39.5%	25,076	40.9%	1,404	5.6%
Mail-In	13,302	19.8%	13,590	22.2%	-288	-2.1%
Internet	11,404	17.0%	9,538	15.6%	1,866	19.6%
IVR	1,693	2.5%	1,829	3.0%	-136	-7.4%
ET	26	0.0%	43	0.1%	-17	-39.5%
Cyber Sites	55	0.1%	76	0.1%	-21	-27.6%

Overall for FY 2005, there has been a decrease in driver's license renewals conducted through alternative services compared to FY 2004. Part of the overall decline is attributable to a smaller proportion of customers being eligible to use alternative services for renewals. While the overall alternative service usage rate still lags behind FY 2004, usage has gradually increased during this fiscal year.

### Trends in Renewals by Service Option



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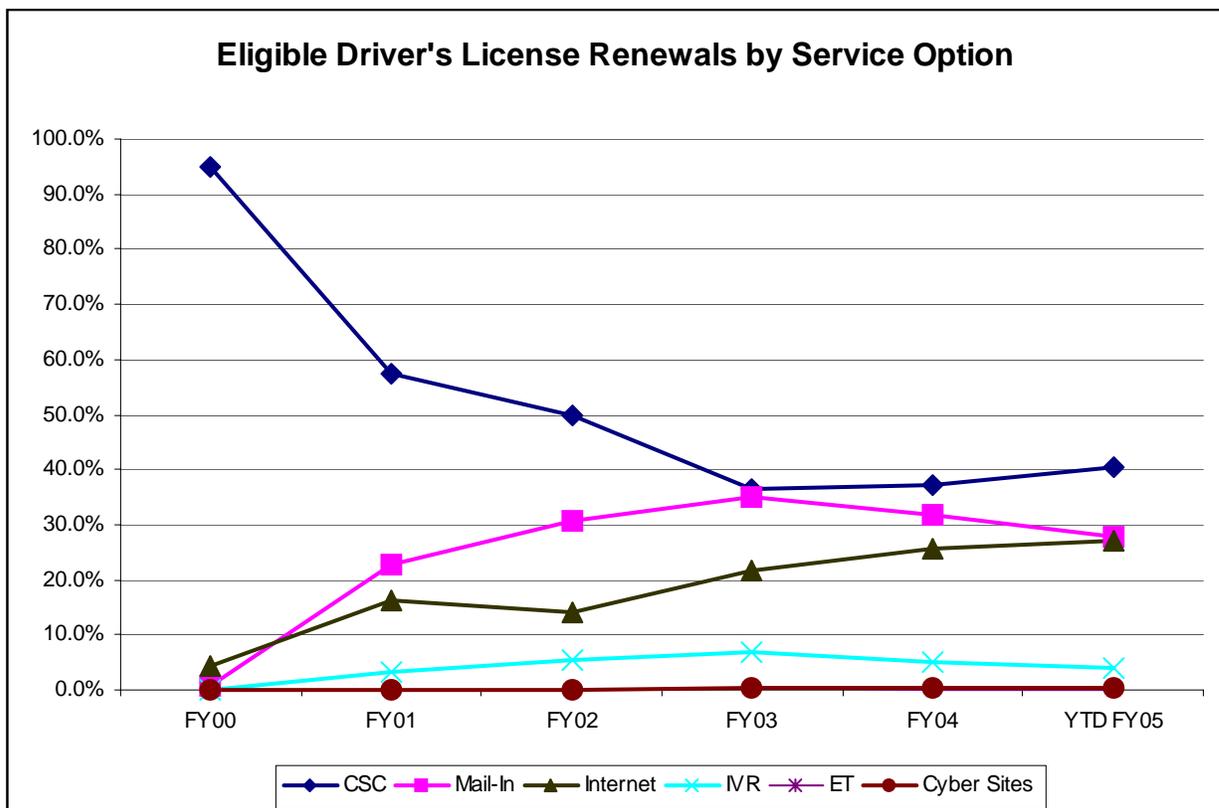
## Alternative Services Report for April 2005

### Driver's License Volumes by Service Option – for Renewals Eligible for Alternative Services

Eligible Driver's License Renewals						
	This Month		Same Month Last Year		Variance	
	Number of Transactions	Percent of Total	Number of Transactions*	Percent of Total	Number of Transactions	Percent Variance
Total	36,606	100.0%	41,576	100.0%	-4,970	-12.0%
<b>CSC</b>	10,126	27.7%	16,500	39.7%	-6,374	-38.6%
<b>Alternative Services:</b>	26,480	72.3%	25,076	60.3%	1,404	5.6%
Mail-In	13,302	36.3%	13,590	32.7%	-288	-2.1%
Internet	11,404	31.2%	9,538	22.9%	1,866	19.6%
IVR	1,693	4.6%	1,829	4.4%	-136	-7.4%
ET	26	0.1%	43	0.1%	-17	-39.5%
Cyber Sites	55	0.2%	76	0.2%	-21	-27.6%

During April 2005 almost three-fourths of customers who were eligible to renew their driver's licenses through alternative services did so. This shows considerable improvement compared to April 2004.

### Trends in Renewals by Service Option



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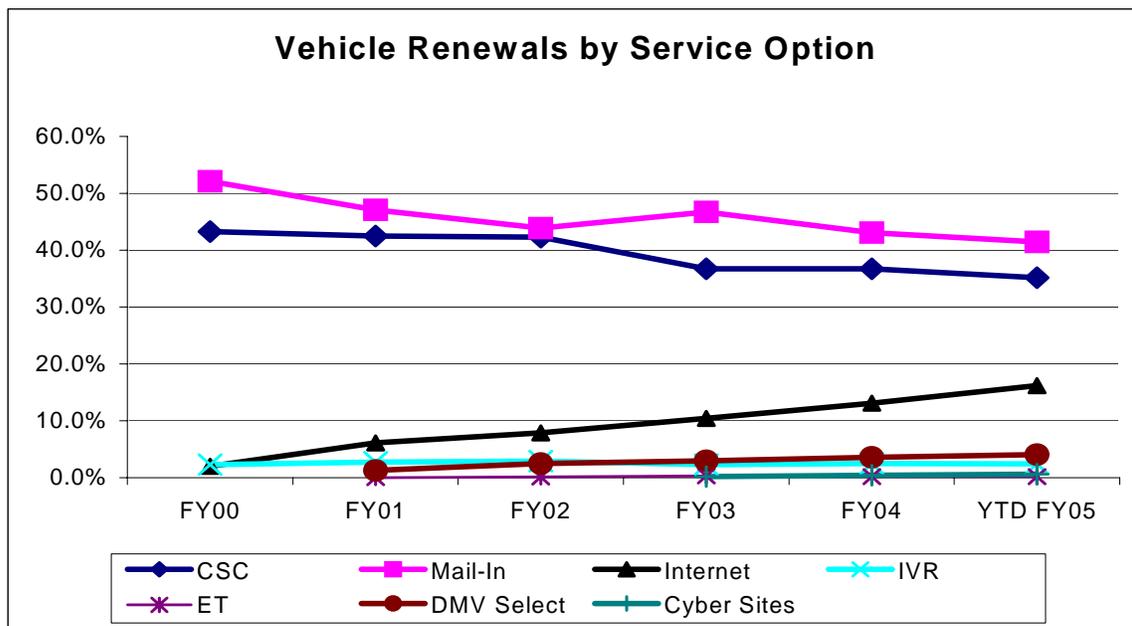
## Alternative Services Report for April 2005

### Vehicle Renewal Volumes by Service Option

Vehicle Renewals						
	This Month		Same Month Last Year		Variance	
	Number of Transactions	Percent of Total	Number of Transactions*	Percent of Total	Number of Transactions	Percent Variance
Total	438,190	100.0%	361,185	100.0%	77,005	21.3%
<b>CSCs</b>	132,498	30.2%	130,510	36.1%	1,988	1.5%
<b>Alternative Services:</b>	305,692	69.8%	230,675	63.9%	75,017	32.5%
Mail-In	193,522	44.2%	158,476	43.9%	35,046	22.1%
Internet	82,266	18.8%	44,900	12.4%	37,366	83.2%
IVR	9,366	2.1%	8,239	2.3%	1,127	13.7%
ET	483	0.1%	313	0.1%	170	54.3%
DMV Select	18,164	4.1%	17,098	4.7%	1,066	6.2%
Cyber Sites	1,891	0.4%	1,649	0.5%	242	14.7%

Use of alternative services for vehicle renewals has shown steady growth throughout FY 2005. A record 70 percent of vehicle renewals were conducted through alternative services in April 2005. Notable increases in usage occurred with the mail-in and internet options.

### Trends in Renewals by Service Option



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## Alternative Services Report for April 2005

### Internet Customers

<b>On-Line Survey -- April 2005 Responses to the Following Question: How would you rate the Virginia DMV website?</b>		
<b>Rating</b>	<b>Number of Responses</b>	<b>Percentage of Responses</b>
Excellent	4,963	79.8%
Good	1,161	18.7%
Fair	59	0.9%
Poor	9	0.1%
Unanswered	26	0.4%
<i>Total Responses: 6,218 (for customers completing an on-line transaction)</i>		

<b>Sample Knowledge Exams Taken On-Line</b>				
<b>Exam</b>	<b>This Month</b>	<b>Same Month Last Year</b>	<b>Variance</b>	<b>Percent Variance</b>
Driver's License	358,397	337,401	20,996	6.2%
CDL	17,212	13,254	3,958	29.9%
Motorcycle	23,206	18,452	4,754	25.8%
Dealer/Study Guide	3,745	2,529	1,216	48.1%

### Quotes from Customers Who Recently Completed DMV Transactions On-Line

- The ability to do DMV transactions via the Internet is terrific, It save a lot of time and trouble and is very easy to use. (4/22/2005 1:06:05 PM)
- Our DMV here in Williamsburg is very nice, but the lines are so long, it is hard to do business in person especially if you work. This online transaction saved me a lot of headache. (4/18/2005 7:09:14 PM)
- 3 clicks to service - excellent (4/22/2005 1:48:10 PM)
- Homepage is too busy, too many links directly on your home page makes it cluttered. (4/17/2005 9:35:48 AM)
- I am a web designer. A few comments: 1. Very glad DMV is online 2. Using the registration forms were easy 3. Finding the registration forms from your home page was not as easy. Recommendation: have the actual URL printed on the mailer piece that I receive via snail mail that will take me directly to the vehicle registration. 4. the domain name dmvnow could (?) be better served by having VA or Virginia in the name. Besides this, the site is intuitive with helpful instructions and easy to read type. Good contrast and not too busy. Good work. Keep it up. Dave Williams dave@dbwilliams.com (4/16/2005 1:39:38 PM)

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### Recent Activities to Promote Alternative Services

- On April 15, the touch-tone Driver Transcript transaction was implemented.
- On April 15, Motorist Services completed a study to determine the feasibility of web-based and touch-tone-based collection of fees associated with orders of suspension. The team recommended implementation of reinstatement fee collection by using a PIN transaction. The team also recommended further expansion of alternative services to include statutory and service fees.
- To increase traffic to DMV's web site, the agency implemented a promotion that targets vehicle insurance customers, universities and colleges with special license plates. On April 15, letters were mailed asking university presidents and vehicle insurance representatives to partner with DMV by linking their web site to DMV's. The link will allow their visitors to either order a special license plate or browse DMV's safety pages. Auto insurance customers will be invited to take a sample knowledge exam to help promote safer highways.
- As previously mentioned, CSMA staff monitored touch-tone system transactions attempted by customers and found that customers fail to complete the transactions at a high rate. Staff identified a number of issues with the system that appear to hinder callers from completing their desired transactions. To correct certain problems, two TPRs were submitted on 4/11/04:
  - To ensure consistency with the internet version of the driver renewal transaction, programming changes were requested to the touchtone renewal transaction to only require a PIN when the customer needs to change his/her address.
  - To streamline the touch-tone driver renewal transaction for the customer, programming changes were requested to identify at the *beginning* of the transaction whether the customer needs to change his/her address, and consequently, whether a PIN is needed to complete the transaction.
- On April 27, CSMA submitted an ad hoc request to obtain information about transaction types *other than renewals* that are conducted through alternative services. Analysis of this data will allow CSMA to begin developing plans for encouraging use of alternative services for transactions other than renewals.
- A draft of the redesigned driver's license renewal notice is currently being circulated for approval. The date for release of the new notice has not yet been set.
- The new DMV 173: dmvNOW Online (bookmark) has been approved by Executive Management. Plastic holders will be displayed at every 2-3 windows. The bookmarks are expected to ship on May 18, and CSCs should receive them by May 20.

### Financial Transactions

Financial Transactions for the Month						
Source	This Month		Same Month Last Year		Variance	
	Number of Transactions	Percent of Total	Number of Transactions	Percent of Total	Number of Transactions	Percent Variance
<b>CSCs</b>						
Cash	322,618	49.1%	N/A	N/A	N/A	N/A
Check	199,389	30.3%	N/A	N/A	N/A	N/A
Charge	135,219	20.6%	N/A	N/A	N/A	N/A
Total	657,226	100.0%	N/A	N/A	N/A	N/A
<b>Alternative Services</b>						
E-Check	11,631	12.6%	7,735	10.9%	3,896	50.4%
Credit Card	80,541	87.4%	62,916	89.1%	17,625	28.0%
Total	92,172	100.0%	70,651	100.0%	21,521	30.5%