



CUSTOMER SERVICE AGENDA:

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Finding More Ways to Serve You Better.

# Further Improving Customer Service in Michigan

Proposed by:  
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## Customer Service Agenda: Finding More Ways to Better Serve You

*The Michigan Department of State is often called the “face” of state government – with good reason. Virtually every resident walks through our doors at one time or another. Whether you’re getting a driver’s license, registering a boat or casting a ballot, the Department of State is here to help.*

Secretary of State Terri Lynn Land takes her role seriously. It’s a commitment that also drives her desire to provide customers with modern, convenient service. This uncompromising focus on meeting your needs has given way to numerous enhancements in the way we do business. From tapping technology to finding common-sense solutions, the department has revolutionized the way it delivers customer service. Recent highlights include:

**Creating a new breed of branch office:** Our PLUS offices and SUPER!Centers provide enhanced services such as expanded hours, the ability to pay at the counter with a Discover credit card and the option of using a Self-Service Station to quickly renew your license plate tabs.

**Saving you time:** We’ve modernized our online renewal program, allowing you to do business with us from the comfort of your home or office. Judging by your response, the emphasis on convenient Web renewal is paying off. Last year, online transactions totaled close to 775,000. In fact, online renewals increased by 215 percent from Calendar Year 2002 to Calendar Year 2005. We’ve made it a priority to let you know about our online options. One of the ways we’ve done that is by prominently displaying our Web address on Secretary of State office signs. It’s a friendly reminder that in this busy world, you can save time by renewing online.

**Doing business faster:** Our upgraded Uniform Commercial Code (UCC) online program is a hit. It helps farmers, financial institutions, law firms and other customers file finance statements or take advantage of UCC services much faster. Expedited loans and quicker answers to your questions are some of the benefits. Land believes that good government means removing needless obstacles for its customers, and the UCC program improvements are prime examples.

**Finding abandoned cars:** The department’s Auto Lost & Found Web site helps you track down abandoned vehicles with just a few keystrokes. It’s part of a new law advocated by Land that streamlines the process of reporting abandoned vehicles and frees up law enforcement to concentrate on more serious public safety issues.

**Saving you a trip:** In 2005, the department began offering document authentication services at the Detroit New Center SUPER!Center. The program previously was offered only at the Office of the Great Seal in Lansing.

**Making services easy to find:** Under Land’s guidance, finding a branch office that offers the services, hours and convenience customers need is a snap. Using the online Branch Office Locator, you can quickly pinpoint the nearest Secretary of State office by entering your ZIP code, city or county.

**Quicker service with a swipe:** Using the magnetic strip technology on your driver’s license to speed up license renewals not only shortens your visit to a branch – it also allows the department to record license data more quickly and accurately.

# Improving Customer Service in Michigan



## *A 14-Point Plan to Further Improve Customer Service.*

Secretary of State Terri Lynn Land is offering a blueprint for continued innovation that takes customer service to new heights. Her 14-point plan ensures that the Department of State keeps pace with your needs. Some initiatives build on the successes of previous achievements. Others are new concepts. Regardless, they all chart a course that makes life easier – and safer – for Department of State customers. As always, we’re working harder so you don’t have to.

### Fast, Convenient Service

You’re too busy to wait in line. That’s why Land is committed to offering more timesaving options that let you do business when it works best for you. Harnessing technology and making optimal use of Department of State resources help us to better help you! Under Land’s plan, benefits include:

**Bringing services closer to the customer:** Services must not only be easy to use, they must be easy to access. Getting more services out of Lansing and into communities is a cornerstone of the Secretary’s agenda. That’s why she is seeking to expand the number of PLUS offices and SUPER!Centers across the state. More of these popular offices will give people greater access to on-site services such as the instant title program, the ability to purchase a copy of their own driving record, the use of the Self-Service Stations for speedy tab renewal and the ability to pay at the counter with a Discover credit card. In fact, Land is working to expand the convenient credit-card option. Her goal is to give customers the choice of paying at the counter with other major credit cards and debit cards in addition to Discover. One-stop shopping to make your life easier is at the heart of Land’s agenda.

**Self-Service Stations – more locations & options:** The ATM-style Self-Service Stations have been a hit with customers since they were unveiled in 2005. Since these stations were launched, there have been over 55,000 of these do-it-yourself transactions. Customers simply scan their renewal notice, swipe any major credit cards, grab their vehicle tabs and go! The machines currently are in Secretary of State PLUS offices and SUPER!Centers, but Land is proposing putting them in other convenient places where people normally visit, like other government and business centers. What’s more, she is exploring the possibility of adding different transaction options to them. For example, customers could use them to renew their recreational vehicle registrations or change the address on their driver’s license.

**Enjoying the ease of automatic payment:** Today’s consumers are used to paying bills online. Land wants to expand that ability for customers and proposes an automatic payment service for tab renewals. Customers could sign up for automatic tab renewal through an Electronic Fund Transfer from their checking account or charge card. They would receive an e-mail from the department allowing them to cancel the renewal or make a change. The customer would receive a bill electronically, authorize payment and wait for their tabs to arrive. What could be easier?

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One customer, one record: Under Land's leadership, the Department of State is modernizing its business procedures and supporting technical infrastructure. This benefits customers and employees by improving department accessibility, responsiveness and data quality. To serve customers better, Land is pushing to create a single record account for each customer. A single record gives employees an overall view of their customers' needs with one query and enables them to be more proactive in offering service. For the customer, it means taking care of business all at once and avoiding unnecessary trips back to a branch office.

Finding what you need, where you need it: The Secretary proposes to expand the very popular Branch Office Locator into a simple, single search site. In addition to finding branch offices and services, the redesigned Service Locator would let users take advantage of interactive maps to find other services such as driver education schools and third-party testers by city, county and ZIP code.

Online driving records: Under Land's leadership, it's now easier for you to get a copy of your personal driving record. Just go to any PLUS office or SUPER!Center and buy a copy on the spot. But Land wants to simplify the process even more and proposes that we create a system that lets you do it online.

## Making Government Work for You

Government should never accept the status quo. Like any other service provider, it must continually look for ways to work more efficiently and serve customers more effectively. Taxpayers expect nothing more and deserve nothing less. Land's customer service initiative keeps the Department of State moving forward by:

Using automated tests for convenience, security: The department is piloting a program that uses kiosks to administer Commercial Driver License tests. Land would like to expand this program to include other operator license tests. This frees up branch office employees to perform other duties and lets customers get test results back in real time. The kiosks also maintain department security by scrambling test questions, which reduces the chances of cheating. In addition, Land is interested in giving customers the ability to take a computer-based mechanic competency test at a branch office.

Connecting the information superhighway between business & government: Land understands that time is money in the business world. Speed and efficiency are critical in any competitive environment. Her initiative calls for allowing corporations, regulated communities and businesses to conduct their transactions with the state electronically. Transactions may include managing vehicle registrations and placing liens through banks and credit unions. It's a big help to driver education providers as well. Third-party testers would be able to submit test results directly to the department. Also, driver education providers could update their Graduated Driver License level information electronically, which means the applicant only has to make one trip to a Secretary of State office.

Scheduling tool: Greater efficiency is good for the customer as well as the department. That's why Land is advocating for a system that lets motorists who need to appear before the department to schedule appointments online. The department schedules nearly 20,000 driver's license appeal hearings and 30,000 re-examinations each year. The immediacy of online scheduling will reduce the number of drivers who fail to appear for a hearing and cut the number of requests for adjournments. By improving the department's ability to see motorists sooner, customers get better service and driving issues are addressed more quickly.

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## Protecting Michigan's Families

Good customer service means more than just saving you time. It also means furnishing the tools that help keep your family safe. Land's strategy identifies ways to protect teenage and senior motorists, help reverse the climbing trend of fatal motorcycle accidents and reduce government-imposed burdens on families without sacrificing homeland security. Her action plan calls for:

**Keeping parents informed:** Land believes that parents should have the ability to monitor the driving records of their teenagers. Under her proposal, parents who have children in the Graduated Driver Licensing program could subscribe to a service that generates a record of any conviction. The record would be **sent** to them. Making parents aware of dangerous behavior behind the wheel early on may save lives down the road.

**Consumer protection:** People deserve assurances when they deal with an auto repair shop or driver training school that the services they pay for meet Michigan's standards and are delivered by certified providers. That's why Land is proposing an online program that would allow Michigan's motor vehicle dealers, repair facilities, mechanics, and driver training schools and instructors to submit their original and renewal applications, along with supporting documentation, using the Internet. The project could be expanded to include an online "consumer guide" that lists serious violations of licensing and regulatory requirements. The department currently publishes a list of auto repair facilities and mechanics that incur serious licensing and regulatory violations, but Land wants to create an online guide that would make this information more accessible to the public. The listing also would be expanded to include the same information for driver training schools and instructors. Putting more information in the public's hands makes for better-informed consumers.

**Motorcycle safety: Riders** who fail to get their motorcycle endorsements are involved in a high percentage of fatal accidents. Motorcycle training facilities should be expanded to aid course availability, increase the number of properly trained riders, which also means more funding to support training; and raise public awareness of endorsement requirements. Land recommends changing the law so that only those who have motorcycle endorsements can be issued new motorcycle license plates. This will help reduce the number of untrained riders on the road. Crash data for the last five years indicates that roughly half of all motorcycle crashes involved no other vehicles, which supports a need for more training.

**Supporting seniors:** Physicians and optometrists often are required to submit information to the Department of State regarding an applicant's physical or mental ability to drive. Land's initiative makes this process easier and faster by providing an online "physicians toolbox" that lets physicians submit medical statements directly to the department. This means less hassle for you and less paper to shuffle. It also means that a temporary disability permit can be sent directly to your house – which is easier than making another trip to a branch office. Her plan ensures that the department receives critical information in a secure and timely manner. It also greatly assists physicians in providing complete and accurate information about their patients' medical status directly to the department so that driving assessors can evaluate the person's ability to handle a vehicle safely.

**Homeland and family security:** Land has pioneered the concept of establishing a dual-purpose driver's license that also satisfies upcoming federal requirements for international travel. Her plan will ease the financial burdens and personal inconveniences that families face under the new laws. Under Land's proposal, a driver's license would be created that complies with the national standards mandated under the Real ID Act. The license also would serve as a passport for citizens re-entering the United States from Canada and other Western Hemisphere countries, in keeping with requirements imposed by the federal Western Hemisphere Travel Initiative. This will save families the time and expense of getting separate documents for travel without compromising the goal of the new federal laws, which is to guard against terrorism. Land will continue working with local, state, federal and international officials to build support for the initiative.

