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## GovDelivery Speeds Up Renewal Notifications for Commercial Professions

The Corporations, Securities & Commercial Licensing (CSCL) Bureau, Licensing Division, now notifies commercial licensees and registrants a week earlier about their license or registration renewal using govDelivery email. The Licensing Division generated and mailed 268,591 renewal notices in FY 2012-2013.

**Faster Response:** Commercial licensees and registrants notified a week earlier about renewals.

**Reduced Backlog:** Can renew online and no longer have to wait for the renewal in the mail.

**Customers Who Benefit:** Commercial licensee holders, professional engineers, surveyors and architects.

Using the govDelivery email system, the Licensing Division is now sending renewal reminders to professionals on the first day they can renew. This system allows the professional to renew online almost the instant their record is available for renewal, and a week to 10 days before they receive the paper renewal application in the mail.

Professionals can renew rapidly and conveniently online without waiting for the mailing to be generated and delivered. For example, in the first week of the cosmetology profession renewal, at least a week before most professionals received their paper renewal reminder, but after they received their govDelivery email, there was an approximate 85 percent increase in online renewals from the same time in FY 2012-2013. The increase in early online renewals is the direct result of the instant renewal notification via the govDelivery system.

Professional engineers, professional surveyors, and architects also benefitted from the govDelivery email notification for renewal in October 2014. The bureau saw a 62 percent increase over 2013 in online renewing during the week prior to paper renewal reminders being mailed. Not only did the govDelivery assist in early renewing, an additional email was sent 10 days prior to the expiration of the license, generating a 28 percent increase in licensees renewing online prior to their license expiration over 2013. Additionally, for those who missed the expiration deadline, a third email was sent 10 days prior to the end of the late renewal period. This third reminder generated 25 percent more online renewals than the same time period in 2013.



**85%**  
Increase in online renewals