

LCB – Feedback on Application Status

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| <p>Project Title: License Feedback on Application Status</p> <p>Dates of Workshop: August 2013</p> <p>Staff Contacts: Beth Lehman Process Owner and Alan Rathbun Activity Sponsor</p> <p>Lean Tool(s): Value Stream Mapping, DMAIC, Customer Surveys, Ishikawa Diagram</p> |
| <p>Background</p> <p>Our customer survey data showed that licensing applicants wanted to be kept better informed about their application status, as only 61% interviewed had a positive experience. Applicants also felt that after their required documents had been submitted, communication from the LCB declined significantly. The LCB Licensing Customer Service Team logs an average of 55 calls daily from businesses inquiring about their license application status.</p> |
| <p>Objectives/Mission Statement</p> <ul style="list-style-type: none"> • Identify and resolve the root cause for status calls • Reduce the number of calls into LCB Customer Service regarding application status • Improve survey results in keeping the customer informed of their status in the process |
| <p>Targets/Metrics Estimated for Current and Future Conditions</p> <ul style="list-style-type: none"> • Licensing initiated letters emailed to applicants at three stages: <ul style="list-style-type: none"> ○ Customer Service sends an email when applications are received ○ Investigator group sends an email when required documents are received ○ Support sends an email when license is issued • Opportunities for status questions are often posed as email replies to these notifications • Changes were also initiated on the website to illustrate the process stages and what to expect |
| <p>Results</p> <ul style="list-style-type: none"> • Reduced average number of calls regarding application status from 55 to 4 daily (92%) • Projected time savings 1320 hours annually |
| <p>Next Steps</p> <ul style="list-style-type: none"> • Customer survey is being developed to confirm improvements in customer satisfaction • Possible long term strategy to develop an online visual application tracking system (TurboTax) |
| <p>Other Comments</p> <p>With the reduction of calls coming into Licensing Customer Service Team, the staff has increased its capacity to focus on their core competencies, as well as be able to provide better service to the public due to the tremendous increase of inquiries coming from perspective marijuana licensees.</p> |