



White Paper

Improving Cruising Times through DMV Locations

How to improve rider experience, reduce inefficiencies and curb wait times using Curated Experience Journey mapping and cost-effective quantitative models

Contents
Synopsis
Problem
Solution Attempts
What We Did
Results



BETTERXPERIENCE
INTENTIONAL CUSTOMER EXPERIENCE

One-Stop Shop for Better Customer Experience

Value Chain Analysis

People Strategy

ROI Modeling with Big Data Experience

And more...

Synopsis

A Department of Motor Vehicle agency in a large city hired us to evaluate operational efficiency and rider experience in its six locations. The client wanted to assess rider satisfaction and find ways to cut costs and fix inefficiencies.

Problem

The client felt that a growing rider population no longer suited its limited staff and stagnant budgets. Clients were frustrated, wait times were longer, and riders despised the (alleged) rudeness of DMV personnel. Customer satisfaction metrics were dismal across all six locations.

Solution Attempts

Management tried to improve rider experience in the lobby, put a water fountain in there, and bought nicer furniture to elevate the overall allure of DMV – and how riders viewed the agency. Executives also recommended that employees smile more and learned proper etiquette. All these solutions proved ineffective.

What We Did

We used our proprietary Curated Experience Journey mapping tools to:

- Understand rider experience metrics;
- Identify highs and lows in rider experiences at all DMV's six locations;
- Prioritize the lows that impacted most riders, especially the wait time
- Implement a process whereby clients could register online and schedule visits in advance
- To provide visibility into the wait time, so riders can make an informed decision
- Make a measured difference in client-interaction variables, such as rider satisfaction, inefficiency reduction and personnel engagement

Results

Rider experience was no longer left to chance – management had metrics to track, measure and improve elements such as wait time, client satisfaction and staff engagement.

Clients could schedule their visits days, if not weeks, in advance.

Ultimately, the Department received hundreds of positive reviews, and client satisfaction scores increased by 330%.

Why Choose Better Experience?

Value Chain Analysis	We ensure your customer-experience process is aligned with all your revenue-generation work streams.
People Strategy	We provide insight into talent management throughout all stages: pre-order, order, delivery and post-delivery.
Big Data Customer Experience	We use quantitative, enterprise-grade diagnostic tools to assess your customer experience, fix inefficiencies and improve your client-interaction metrics.
ROI Modeling	We track variables such as customer satisfaction, complaint rates, problem incidents, resolution trends and repeat business per client to increase ROI in customer-centered work streams.