

## CASE STUDY



# Registration kiosks at DMV improve customer experience

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KioskMarketplace.com

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Times change, and so, too, are many DMVs as technology is helping shift the consumer experience from frustration to elation. Several states across the country have enlisted kiosks to help address operational hurdles and keep patrons moving along.

Once considered nice-to-haves, kiosks these days are considered necessities, sitting at the forefront of many business models as a means for incorporating efficiencies and for catering to demands for customer convenience.

What makes the machines so desirable is that they generally are cost-effective, reliable, can be accessible 24 hours a day and enable users to conduct business through self-service. Functionality, via touchscreens, incorporates simplicity that uses straightforward cues, pictures or questions to guide users.

Here are four ways self-service kiosks are transforming the licensing and registration process:

### **Provides better accessibility**

Accessibility represents the greatest indicator of customer satisfaction, according to a DMV.com study. The organization found that states with the greatest levels of overall customer satisfaction rank very high because they're there when customers need them – whether in person or technologically. The location, hours of operation, and convenience offered at the DMV all contribute to keeping customers happy.



Unfortunately, some licensing and registration services aren't even housed under the same roof. They're in different locations, with different hours, with different requirements, which, as a result, demands more of drivers' time.

Self-service kiosks enable DMVs to connect with drivers where they are – on their terms and on their turf. In states like Iowa, which deployed 25 kiosks around the state in 2015, vehicle owners and drivers can access the machines at libraries and grocery stores. Other states have even implemented kiosks at AAA offices.

The intent is to create accessibility in places drivers frequent and that have extended hours of operation that typically are longer than those of the local DMV.

### **Maximizes efficiency**

DMVs are hubs of constant activity. Part of what hurts the government-run agencies is that they are limited financially, forcing them to seek alternative solutions to not only conduct business efficiently but also to complete other duties effectively.

Kiosks are seen in some industries as a means to supplant the workforce. That's certainly not the case in the DMV. Machines expand a location's reach without it actually having to bring on a new employee.

No fewer than a dozen states now use kiosks to supplement staff that are tied up with other tasks or other customers. Once online, the units are ready to serve. They don't require training.

As customers conduct business on kiosks, the units enable employees to focus on more detailed tasks, like assisting new drivers or helping owners registers vehicles, boats

and trailers for the first time or assisting those who simply choose to do business with a person instead of a machine.

## **Reduces wait times**

Wait times directly correlate to overall satisfaction, the DMV.com research found. It used to be that drivers had to plan and rearrange their workdays to accommodate a trip to the DMV. They either had to arrive late, take an extended lunch break or depart early.

Kiosks accommodate users. Because they're accessible whenever the facility in which they're housed is open and there are many more available, the likelihood of encountering a line at a kiosk – or a long one at that – is significantly less than those at the DMVs themselves. In most cases, what used to take an hour or longer now takes only a few minutes.

Users access their information with a touchscreen to select the desired transaction, then simply scan a barcode on their renewal notice or type in their license plate number and birth date (if renewing a vehicle, boat or trailer). The system automatically retrieves their information.

If getting a new license, the kiosk will position them at the proper spot for a new photo, the process and produce the updated license. Advanced software compares the existing and new photos to verify customer identity. If renewing registration, the machine prints a current registration and decal on the spot.

Payments are made with a credit or debit card.



There are some limitations that require visiting the counter, though. First-time drivers, those who are not U.S. citizens and those with transactions requiring changes of address must see a live agent. Users also must be between the ages of 18 and 70 years old without medical or vision conditions that negatively impact one's ability to drive. Those who've lost a license also must go the traditional route.

## **Improves customer service**

Users have resoundingly given the technology and the different approach a thumbs up, according to kiosk manufacturer Meridian Kiosks, which has produced more than 100 units that are in use nationwide.





Workers at DMVs in states using kiosks find that they're not nearly as overwhelmed with front-desk customers and congested lobbies. For instance, kiosks operated by New York's Department of Motor Vehicles, which serves millions of drivers and has been named one of the nation's best DMVs, process more than 300,000 transactions a year.

The help from technology enables them to better manage and address the needs of those seeking license and registration renewals, without constant pressure and frustration from those waiting. As a result of kiosk deployments, drivers across the country are finding that trips to the local DMV have become speedier and they're getting back what matters most – their time.

### About the sponsor:

*Meridian works with customers from concept to completion to turn ideas into custom-made kiosks. The company also offers the largest line of standard kiosks in the self-service industry.*