

Deputy Registrar Customer Service Survey

Fall 2007

In June, the Ohio Bureau of Motor Vehicles sent out a customer service survey to all deputy registrar agencies asking for feedback on how the BMV is meeting the needs of the deputy registrar and their employees. We are very pleased with both the number of surveys returned and the feedback received. While the survey results indicate an overall positive relationship between BMV staff and our partner deputy registrars, there are specific areas where it is indicated that we may serve our deputy registrars better.

The biggest single issue indicated was the negative interaction with customers resulting from the BMV removing the Social Security number from the Ohio driver license and subsequently the customer having to provide verification of Social Security number when renewing their driver license. It was indicated that most customers are not aware of this requirement.

The BMV recently produced a Frequently Asked Questions card (BMV FAQ), and has made it available to the public. Added to the FAQ, in direct response to the survey, is the statement "Don't forget to bring your Social Security card

with you, along with your driver license, state ID, or birth certificate when transacting business at your local Deputy Registrar." This card was passed out at this year's Ohio State Fair BMV booth and will continue to be distributed. The BMV FAQ also lists the BMV's customer service phone numbers, as well as the agency's Web site address.

It should be noted that the removal of the Social Security number from an Ohio driver license is not a BMV decision, but rather a legislative mandate the BMV is required to follow. It is done for identity theft reasons, as it ensures a resident's driver license number, date of birth, and Social Security number are not all on one document in case the document is lost or stolen.

All the survey responses received are being categorized, and the Ohio BMV will look at developing short, medium and long-term service goals to improve service where applicable. We thank each of you for taking the time to answer the questions and assist us in our ongoing goal of maintaining and improving service to our customers.

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New Frequently Asked Questions Card

The Ohio Bureau of Motor Vehicles recently released an FAQ card. The card lists the three main telephone customer service numbers for individuals inquiring about their driver license,



the main vehicle registration customer service number, as well as the Ohio BMV Web site address with subject information highlights and a list of some of the BMV's available online services. See your BMV Field Representative if you would like some of the cards made available for distribution in your deputy registrar license agency.



Deputy Registrar's Corner

A Message From Jeffrey Rose, Administrator, Field Operations

THE IMPORTANCE OF OUR DEPUTY REGISTRARS

Let's take just a few moments out of our busy day to reflect on what Deputy Registrars and their staff do each and every day. Let's see now, what does an average day look like at a Deputy Registrar agency? Issue driver licenses, temporary packets, and identification cards; perform vision screenings; issue vehicle registrations; register people to vote; complete out-of-state VIN inspections; issue CDL test receipts, salvage inspection receipts, and special plates; make deposits (on time); balance tills; order inventory; schedule employees; call DTS or License Control for assistance; organ and tissue donations; Yikes! And these are just a few of the responsibilities that Deputy Registrars and their staff must complete on a daily basis.

One of the most terrific things about the Deputy Registrars is these tasks are completed without much fanfare and always with a smile. Deputy Registrars and their staff are passionate about helping customers and often go above and beyond the norm to make sure customers are provided quality service in a timely manner.

So take a minute and reflect about the difference you make in the world. Citizens of Ohio and throughout the United States depend on you and the service you provide. What you do is very important and we would like to take the time to say thank you and we appreciate everything you do!

VEHICLE REGISTRATION REQUIREMENTS CHANGE

Effective Wednesday, August 29, 2007, customers are no longer required to prove their Social Security number on initial vehicle registrations if an Ohio driver license or Ohio identification card is presented. The initial VR screen in BASS has been revised to accommodate the Ohio driver license and Ohio identification card number. Once one of these numbers has been entered, the customer's information will be returned. Always verify that the information returned is for the correct customer.

Customers who do not present an Ohio driver license or Ohio identification card on an initial registration are still required to prove their Social Security number by presenting a document from the acceptable document list.

Please be advised that procedures for Ohio driver license and Ohio identification card issuance have not changed. The change above is for vehicle registration only.

WEATHER CHANGE BRINGS NEW CHALLENGES AND OPPORTUNITIES

Gone are the 'dog days' of summer. The color of the leaves has changed and they have begun to fall to the ground, signifying winter is just around the corner. The colder weather brings with it special challenges to some of our customers. While we always pay attention to our customers, the colder weather may mean special attention since some are not as able to switch out their registration stickers, put on a new set of license plates, or even climb the ADA ramp. The extra time and attention you pay to

these customers may pay big dividends in customer appreciation. You show, not only to the affected customer, but to those around them, that you genuinely care. Keeping your parking area, walkways, etc. free of leaves, and eventually snow and ice, not only decreases the risk of accident and adds to the professional look of your agency, but also adds the 'personal touch' that keeps your customers coming back to your agency.



THE 2008 RFP PROCESS IS APPROACHING

As 2007 winds down, the 2008 Deputy Registrar Request For Proposal (RFP) process is gearing up. The tentative date for release of the 2008 RFP is January 7, 2008. The Ohio BMV will again this year hold proposal conferences around Ohio. These conferences will acclimate anyone unfamiliar with the process to what is expected of a proposer, focus on any changes to this year's RFP document and process, and allow proposers to ask questions pertaining to the bid process and deputy responsibilities. Be sure to visit the 'deputy registrar business opportunities' link on our Web site, www.bmv.ohio.gov, to get all the latest available information. A tentative list of locations whose contract term is expiring in 2008 is currently available for viewing. More information will be posted as it becomes available, including a list of conference dates and locations. Best of luck to all incumbent deputy registrars that will be submitting proposals for reappointment consideration in the 2008 RFP process.

New Forum Becoming Available

Deputy registrars may soon notice a new button available on the BASS system labeled "forum". The Ohio BMV is currently testing this forum to give deputy registrars the ability to ask questions regarding the new Federal REAL ID Act and how it will impact the future issuance of Ohio driver licenses, etc. Deputy registrars and their staff will also be able to ask other REAL ID Act related questions they may have. The hope is that the Ohio BMV will be able to both keep the agencies up-to-date on REAL ID Act developments, and build a REAL ID Act "Frequently Asked Questions" document out of the common questions asked. While the initial forum categories will focus on REAL ID Act topics, the forum is expected to expand to cover other subjects of interest to deputy registrars and their staff. The forum will only be successful if agencies utilize it effectively. We look forward to participation from all deputy registrars. Keep your eye out for the broadcast letting you know the forum is available to you.



Customer Service Training Workshop

23 participants from 13 agencies attended a workshop on Customer Service Skills at the District One office in August. A workshop was also held in Youngstown in September.



Deputy Registrar Profiler

A Closer Look at a Member of the Deputy Registrar Community



Your name? Sheila E. Rice

How many in your family, and what are their names?

Husband, Cecil (30 years)
Children Jaimee, Starr,
Sasha and Cecil

Do you have any pets?

Grand Pets; Prince and
Kenzie

What are your hobbies?

Walking and Community Service Projects

What is your educational background? Graduated
Springfield South High, attended Clark State College

Tell us something about you that no-one else knows? I
believe I can fly

What are some of the main tourist attractions in your
area of the state? Buck Creek State Park, Westcott
House (Frank Lloyd Wright original design home)

What is the name of your agency and your agency
number? Ohio License Bureau South Agency #1213

Your agency address, including city and county?
1221 Sunset Ave, Springfield, Clark County

How long have you been a deputy registrar? 7 Years

What originally initiated your interest in becoming a
deputy registrar? Selected for appointment through a
referral from Ronald E. Vincent, Clark County Clerk of
Courts

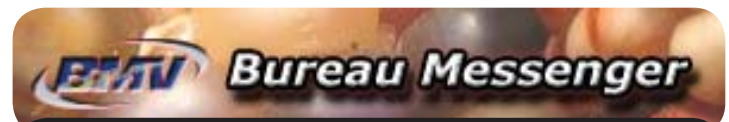
What has been the greatest challenge in running your
agency successfully? Hiring employees that are willing to
embrace my standards for providing excellent customer
service which requires them to leave their personal
problems at home and not take difficult customers to
heart.

What was the most recent interesting or rewarding
moment at your agency? Being selected for this profile

How many employees do you have? 10

What words of wisdom do you have for other deputy
registrars or someone considering a career as a deputy
registrar? This is a great opportunity for a person to get
the sense of running a small business but it is necessary
for a person to have a genuine love and respect for all
people to do this job.

Is there anything else you would like to tell us about
yourself or your agency? Being a deputy registrar in
the community where I was born raised and love is a
privilege that I appreciate and commit myself to. Our
agency is not on the favorite side of town and the
shopping center where we are located is partially empty
and is mostly occupied with private businesses instead
of retail, which does not give our customers a lot of
reasons to do business with us. We strive very hard
through our "BMV on wheels delivery service", our quick
efficient service and my "I pay" guarantee of mistake free
transactions. Our customers come to us from all over the
county to help us maintain our loyal customer base and
good reputation.



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