MARKETING RESEARCH: LICENSING BOARDS

What Makes a Great State Licensure Board Office?
SUMMARY RESULTS

The survey was conducted in May 2016.
There was a small response rate with 10 states out of 50 states having at least one respondent,
therefore only the qualitative results are shared here.

Think of it like a good focus group rather than a statistically relevant research study.
And, like a focus group, there are always common themes and interesting perspectives.
It is true here, as well.
We are happy to share their insights with you.

For more information on this survey, please contact:

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SECTION 1: Likes and Dislikes

Q1: **What do you like least about your licensing PROCESS?**

- Filing
- The waiting time for official documents to be received.
- Manually correcting data errors that users are unable to correct; aka, fudging data outside the normal licensing process.
- I think our process is easy
- The delay involved in making minor changes to the applications and having to present to the board that only meets certain times and typically agrees with the changes in first place.
- People in the system mistakenly getting in the system a second time; if they're in the system, there should be something that keeps them from getting enrolled a second time. This occurs during renewal most of the time.
- Paperwork
- INCONSISTENCY
- Too many pages that can get lost
- We do not offer electronic submission of applications.

Q2: What aspects of your licensing PROCESS would you change? Please rank your top 5 changes:

- Make it mandatory for applicants to read the regulations
- Applicants should utilize our website before calling
- Ability to accept emailed verifications/documents
- Ability to have online applications/renewals
- Better workflow
- Better access to data for user reporting
- Forms design tool
- Address verification
- GUI (Graphical User Interface – visual look that lends to enhanced usability)
- Make the applicant aware payment is required at the time of submission of an application-no exceptions
- Have consultants on hand to review applications to speed the licensing process as opposed to going to the board that meets months later
- Suspend all licensing privileges until fines have been paid
- Reciprocity/Endorsement should be easier (rules issue)
- Red tape with paperwork
- Update to Rules
- How the process begins- from mailroom to Licensing; online system; update to a website
- Make the paper work shorter
- More information as to how to do the process
- Allow electronic application submission

Q3: What things are most frustrating about the SOFTWARE you use for licensing?

- Limited ability to add more modern functionality
- Slow response time
- Nothing; our division has custom made software that was written in-house.
- It may not be the most current software on the market; due to constraints imposed on the use of funds to do the job.
- Having to go through too many pages/programs/screens
- It doesn't allow you to open multiple files at once, you must constantly go in and out of files when interrupted.

Q4: What aspects would you change about the SOFTWARE you use for licensing? Please rank your top 5 changes:

- GUI (Graphical User Interface – visual look that lends to enhanced usability)
- Document Management
- Forms Management
- Reporting
- Google maps
- Make it faster to the touch
- Stay as current as possible with technology
- System is confusing during renewals – duplicating renewals
- Fields could be more easily understood; formats rejected often
- Would not show payment history unless the licensee asks for it (confusing - looks like what they owe)

- Make online use of software
- Better functionality; better search

Q5: Describe your IDEAL licensing office. What is the best way to get a license application processed/renewed in your IDEAL office world?

- Going paperless
- Receive, review, approve/notify applicant of discrepancies
- Removing complexity in the application process
- I already process applications and renewals very timely.
- I am ok with our current process; would just like to be able to verify information more accurately.
- We're pretty close actually. Need some tweaking.
- Trust to make the public safe

Q6: Now rank the 5 most important aspects to an IDEAL licensing office:

- Knowledgeable supervisors and staff
- Great customer service
- Listening skills
- Intuitive
- Ability to scale
- Easy to understand process
- Affordable software
- An office that is responsive, flexible and kind
- High morale among employees
- Give out awards and bonuses
- Easy to configure
- Forms Design Tool
- Easy data access
- Easy to use software
- Software with a great way to search

SECTION 2: Influencers and Oversight

Q7: Describe the role of IT staff on your day-to-day operations:

In order of most common response with #1 most common response
1. IT is rarely seen in my office
2. IT supports when needed
3. IT very involved in daily process

One comment:
We have our own IT staff that is in-office

Q8: In regard to your software selection, how would you describe the role of IT:

In order of most common response with #1 most common response
1. IT moderately involved in selection process with the state purchasing agent

TIE 2. IT not very involved in selection process
TIE 2. Very involved from day 1; handled specifications; took command of the selection process

Comment: Our IT staff wrote our program
Comment: No clue. We were told this was the software we had to use. We have no IT of our own.

Q9: How involved is your legislative/public officials oversight of your licensing department?

These two answers were the most common.
Very involved - wants to know every detail and statistic to report
Moderately involved - gets regular reports and answers to occasional questions

Q10: Besides IT and legislative oversight, who are other key influencers?

- Upper management
- Staff primarily.
- Users (licensees) secondarily.

SECTION 3: Your Ideal Insights

Q11: **In an IDEAL licensing operation, what are the most important things you want for your licensees?**

Most Important	*Least Important*
Top rankings with #1 being most important	*Bottom 3 rankings in order with #3 being the least important*
1. Make it easy to renew	1. Get certificates / proof of licensure to them quickly and easily
TIE 2. Make it easy for the licensees to pay	**2.** Verification portal that stays updated in real time
TIE 2. Get licensees to do everything online	**3.** Make it easy to collect information "in the field"
3. Communication - ways to update and keep licensees informed	
4. Provide quick answers to their questions	
5. Make it easy for licensees to apply	

Q12: **Are there any other insights you want to share about ways to improve/change/make IDEAL your licensing process?**

- Provide better access to data for power users

- Don't change every 3-4 years to new software. Give us one and give us the support to make it work and get on with it. We're spinning our wheels going from one software to another every few years. Focus on what we have. Get it working right.

- We need a customer service dept

We would like to thank you for taking the time to read through this research and for participating in this data collection.

Please contact us with any questions or requests to talk over your software needs.
We are happy to show you how eLicense Software addresses your needs with
affordable, proven, powerful and easy-to-use software.

Thank you.

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