

IACA 2008 - SALT LAKE CITY

UNITING LOCAL AND GLOBAL PERSPECTIVES

Merit Award Application and Criteria

Completed applications must be received by: March 15, 2008

Send completed application to: **Randy Moes**
1019 Brazos, Suite 505
Austin, TX 78701

Criteria:

1. Any technology project initiated by the filing office that improved the efficiency of the office, service to the customer or otherwise benefited the office; or
2. Any innovative changes in your office that have been implemented that have allowed the office to continue or increase its efficiency.
3. Only those projects that have not been previously selected for recognition and which are presently in operation may be nominated (projects which are planned or currently under development are not eligible)
4. Application must be accompanied by a separate detailed description of the project or innovation and must demonstrate how it has enhanced your office. Award recipients will be given 10 minutes at the 2008 IACA Conference to present their project.
5. While specific content of the submission is not mandated, project should include; an introduction to the project, description of the project, results of implementation, cost-benefit of project and lessons learned.

Jurisdiction: Minnesota Secretary of State

Submitted by: Kathy Hjelm, Business Center Manager

Date Submitted: 3/14/2008

Brief Description:

Express Services (ES) – see <http://expressservices.sos.state.mn.us/> for public facing application. Internal application is not available for viewing.

The Office of the Minnesota Secretary of State designed and developed an online application that allows our customers to electronically submit a request for a business filing or to place an order for a business certificate or copy.

Detailed Description:

Express Services allows our customers to electronically submit their request and process within one business day of receipt. This express service reduces the turnaround time for processing mail requests by about 2-3 days and is extremely helpful for customers who need a quicker method for processing, but are unable to get to our office.

This system was implemented as an intermittent step in the evolution of Business Center product line and will be in service until the Minnesota Business and Lien System is complete which will offer a real time filing. In the same time, the approach implemented in Express Services for orders, certificates and copies will be reused for Minnesota Business and Lien System that is currently underway.

Similarly, a significantly less sophisticated service was originally developed and provided to limited audience (Direct Access subscribers) and was very successful. The goal for Express Services was to offer such a service to the general public.

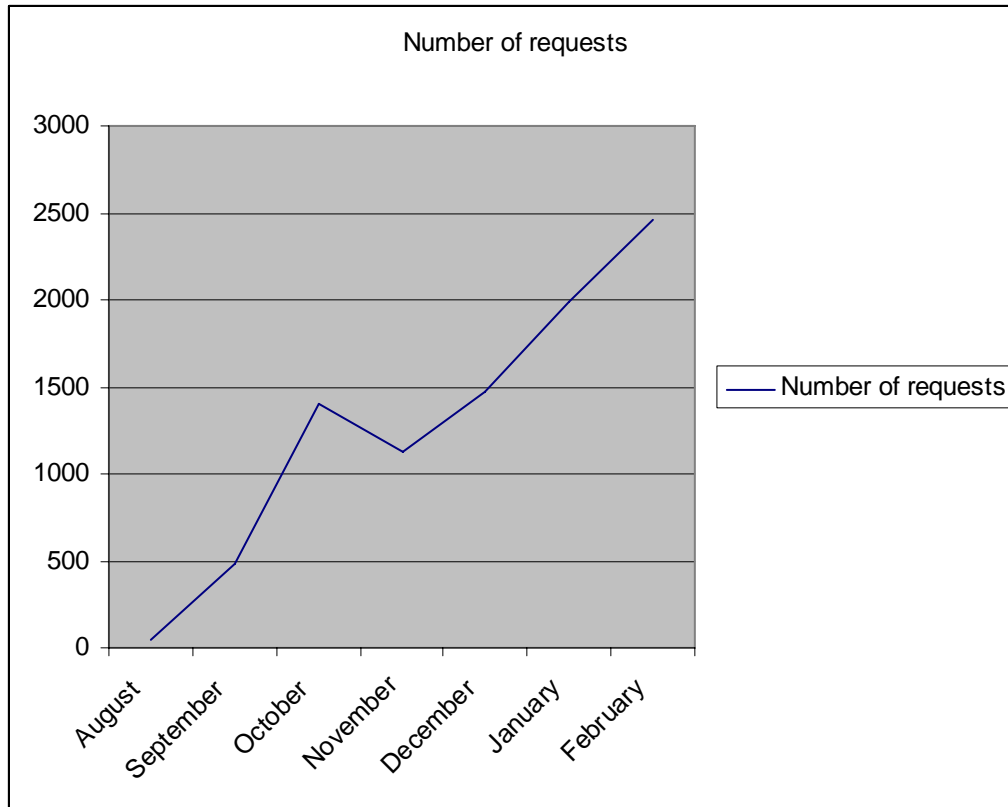
Express Services was built to accommodate a broader and less experienced audience by providing validation against the legacy business system (MAPPER) and using real-time data. The system uses a wizard mode to assist the user with correct input that leads to very low return and rejection rate.

In the case of filings, the customer is able to upload their documents for processing instead of mail submissions.

There is a \$10.00 express service fee that is charged in addition to the standard filing or order fee. Electronic Check (E-Check) or Visa/Master Card are acceptable payment methods.

The internal part of the Express Service supports completion of requests by the Business processors on all stages of processing (incl. processing, rejections and communication with customers).

Express Services was introduced to the public in August of 2007. The following is a chart indicating the rise of online business filings and order requests.



Cost-Benefit:

This new service is a cost benefit to the office since the payment for the filings and orders that come in through Express Services are entered by the customer instead of the Office of the Secretary of State staff. If we did not provide this service, the filings and orders would have to come in by mail or in person therefore staff would have to process the payment.

Statistics show that Express Services quickly gained public interest and was accepted by MN and national business communities. That leads to the main benefit - user satisfaction.

In addition, it reduces costs associated with:

1. Traditional mail-in process (open, sort, handling documents and fees, etc.)
2. Traditional counter process (less peak load and overall)

The OSS is processing approximately 2000 Express filings and orders per month which brings in \$20,000 to the OSS revolving account. These funds are used to maintain the service and make additional improvements in other areas of the Business Center.

Lessons Learned:

Even intermittent implementations that are in line with overall strategy might lead to big success. Also Express Services became a very good prototype for further Business Center development.

Awards will be presented at the 2008 IACA Conference.

Award recipients should be prepared to give a brief presentation (approximately 10 minutes) about their project.