

eApplication and eLicensing System



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Special thanks to the Director, Deputy Directors and staff members who contributed feedback regarding the application process.



DEFINE: Problem Statement



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- **Until May 2015, the Ohio Lottery gathered new prospective retailer information on a 20+ page paper application form.**
- **Considerable time, effort and resources were wasted “chasing paper” to get a complete application.**
- **Much information was duplicated throughout the process and was wasteful.
(name, address, signatures, etc.)**

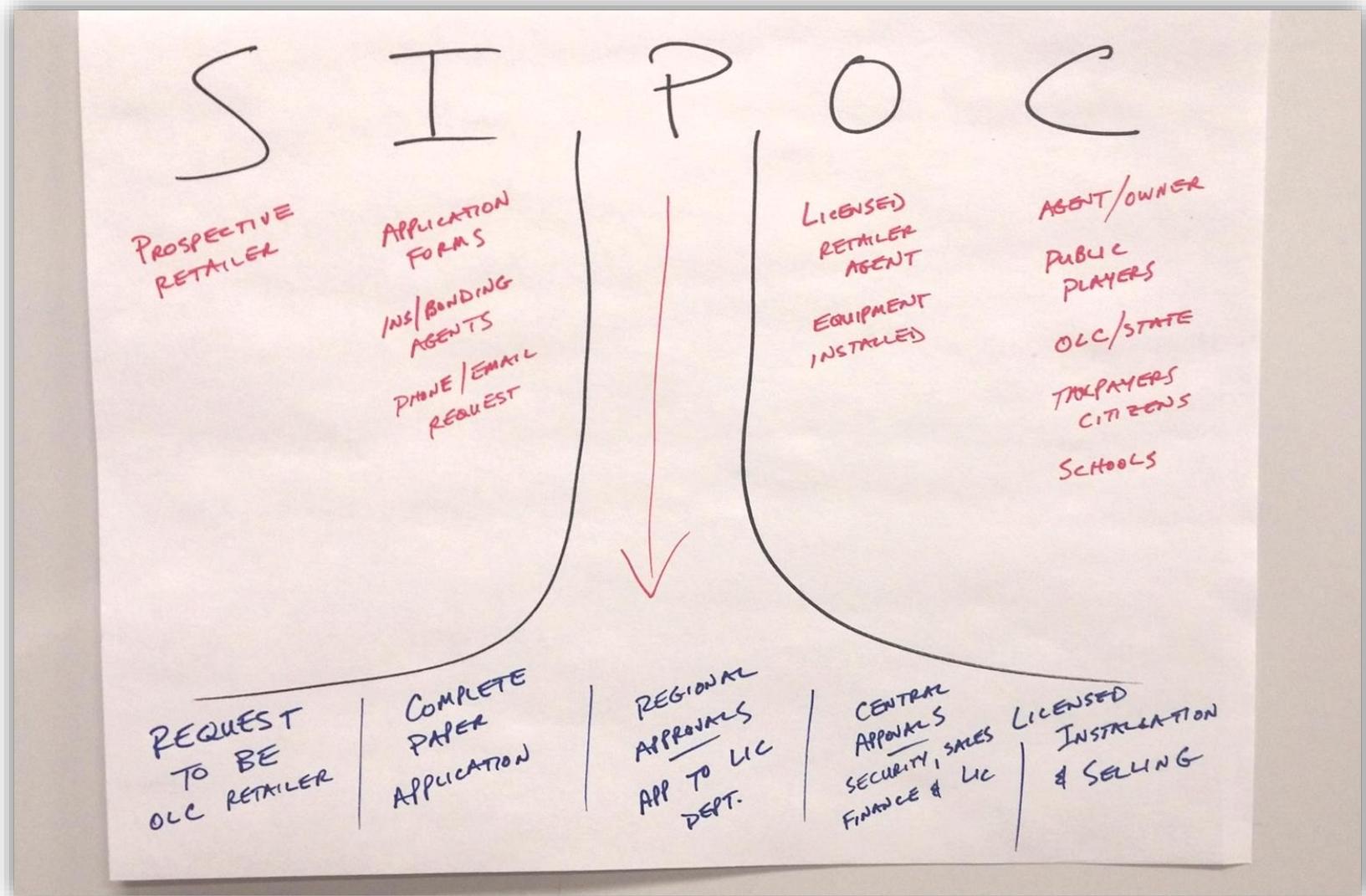
DEFINE: Problem Statement

- Numerous files, storage cabinets and systems are required to keep track of all of the paperwork.
- Data is entered into a database system known as IAD (Integrated Agent Database).
- Existing retailers renew their license annually by mail via a paper form.
- Bank changes and other data updates require a paper form and a hard signature.

Background

- **IAD system developed in 1995 and has served the agency well for nearly twenty years.**
- **Current process and system is outdated and inefficient.**
- **Need to keep up with new security requirements, technology and customer expectations.**

DEFINE: S I P O C



Suppliers

Inputs

Process

Outputs

Customers



Current Paper Application Overview

Complete application

Deliver application to region

Complete background check

**Manager makes
recommendation**

Current Paper Application Overview

Mail application to
Licensing



Process application



Send application for
approval signatures



Issue retailer number

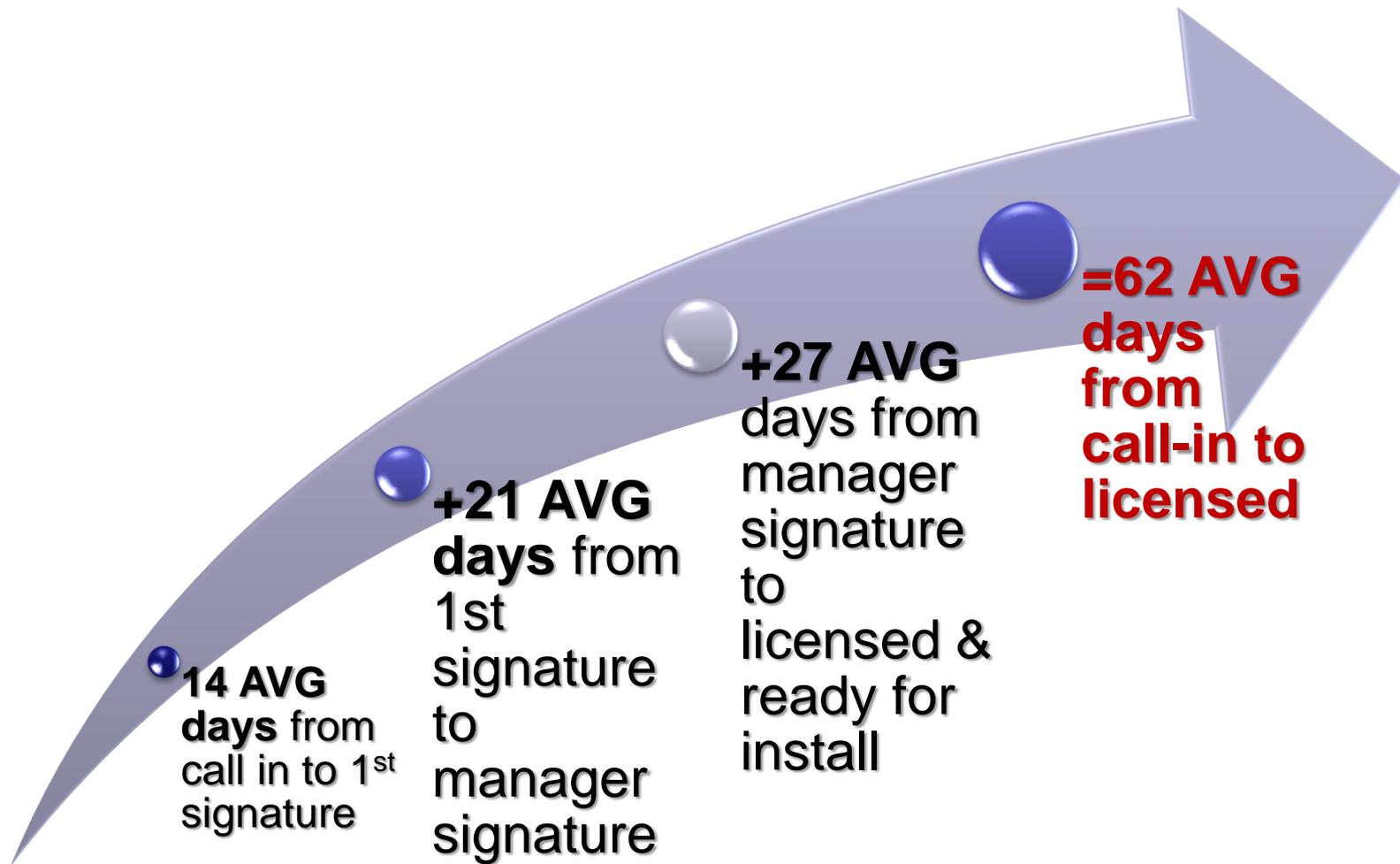
MEASURE: Information and Data

04/02/2012 – 04/03/2014 (24 mos) 2383

AVG applications per month 99

***Information from IAD Applicant Resolution system report.

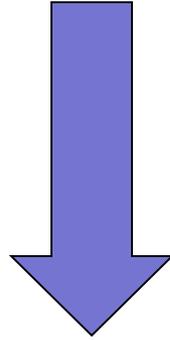
MEASURE: Information and Data



***based upon regional data collected from 11/2013 – 02/2014

MEASURE: Cost Savings

Current - Paper
\$243.00

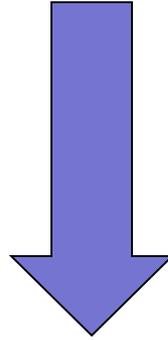


Online - Electronic
\$138.50

43%
SAVINGS

MEASURE: Time & Cost Savings

Current - Paper
\$243.00



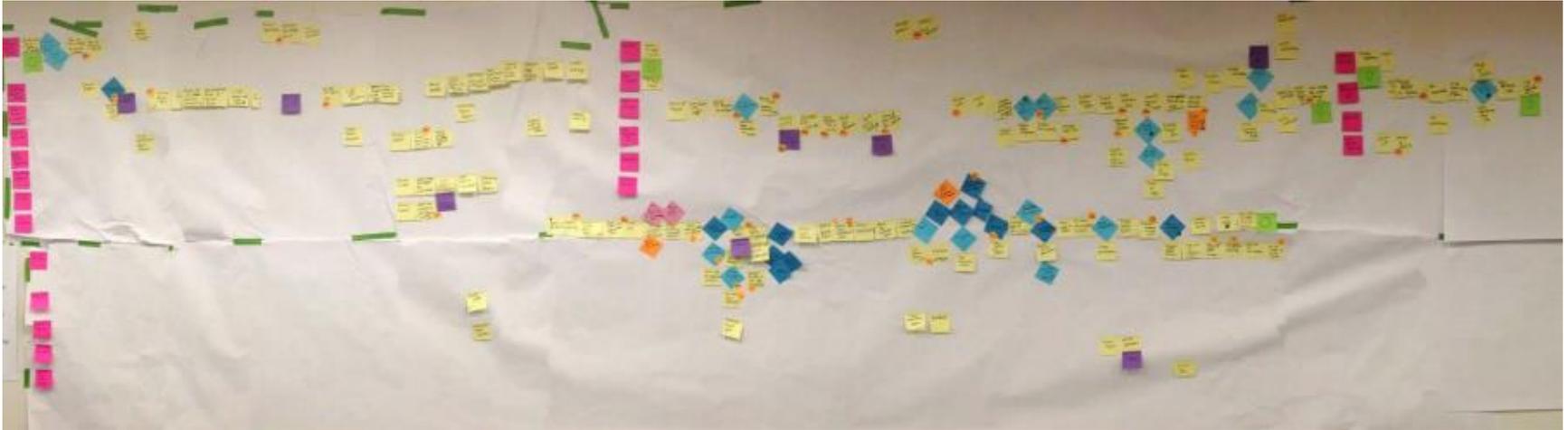
Online - Electronic
\$138.50

1200 apps/yr X \$104.50 savings/app = \$125,400

1200 apps/yr X 2.8 hrs saved = 3360 hrs

REDIRECTED to
Value-Added Activities

ANALYZE: Current State – Process Map



MORE THAN 60 steps with multiple delays.

(NOTE: This photo is only a representation of our paper process map. The team created the future state with no restrictions based upon the outdated current process.)

IMPROVE: Brainstorming

- **Easy for customers / retailers**
- **Data security**
- **Reduce number of approvals/hand-offs**
- **Ability to update and edit system as policies or laws change**
- **Customers / retailers can make payments 24/7 online**
- **Annual renewals online**

PHASE 1: Goals & Objectives

Ohio Lottery

- ✓ Reduce and/or eliminate paper
- ✓ Automate workflow processes
- ✓ Eliminate wasteful duplicate data entry
- ✓ Reduce staff time completing paperwork in the office and in the field

Retailers/Customers

- ✓ Get new agents up and selling faster!
- ✓ Improve retailer experience via 24 hour web access
- ✓ Eliminate duplicate information on multiple forms

PHASE 2: Goals & Objectives

Ohio Lottery

- ✓ Payments to OLC for fees or NSF payments streamlined via online instant payment system
- ✓ Save field time by reps not collecting checks and sending to the central office

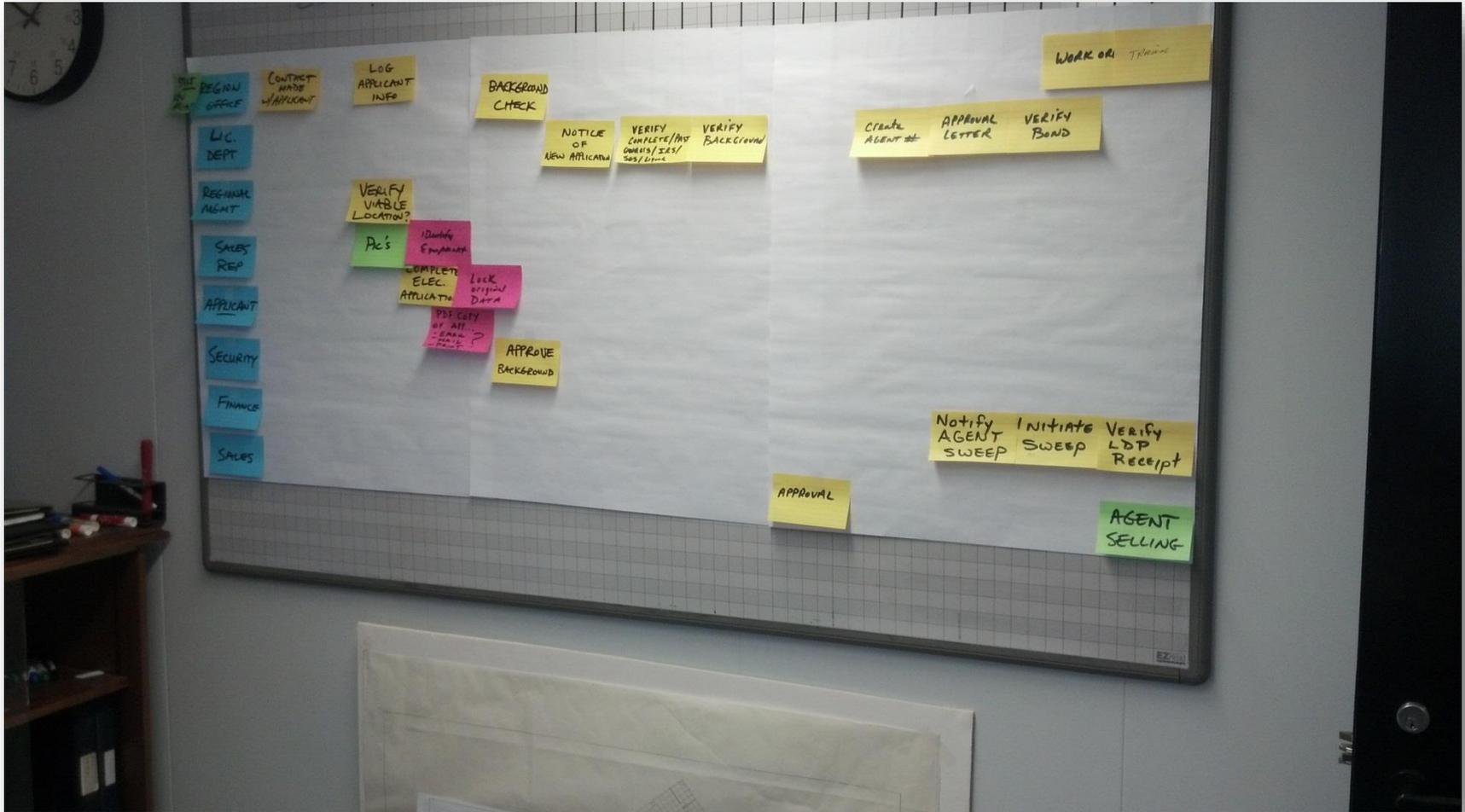
Retailers/Customers

- ✓ Basic data changes simplified
- ✓ Renewals simplified
- ✓ Provide various online self-service functions
- ✓ Reduce/eliminate down-time if LDP limit is reached – make online increase

Additional Benefits

- eLicensing will be transformational for the agency and the industry
- eLicensing will save time & money which will increase the contribution to the education fund
- Non-value added staff time and efforts redirected to value added processes that meet the agency's mission, vision and goals

IMPROVE: Future State – Process Map



21 steps – 66% DECREASE !!

IMPLEMENT: Two Phases

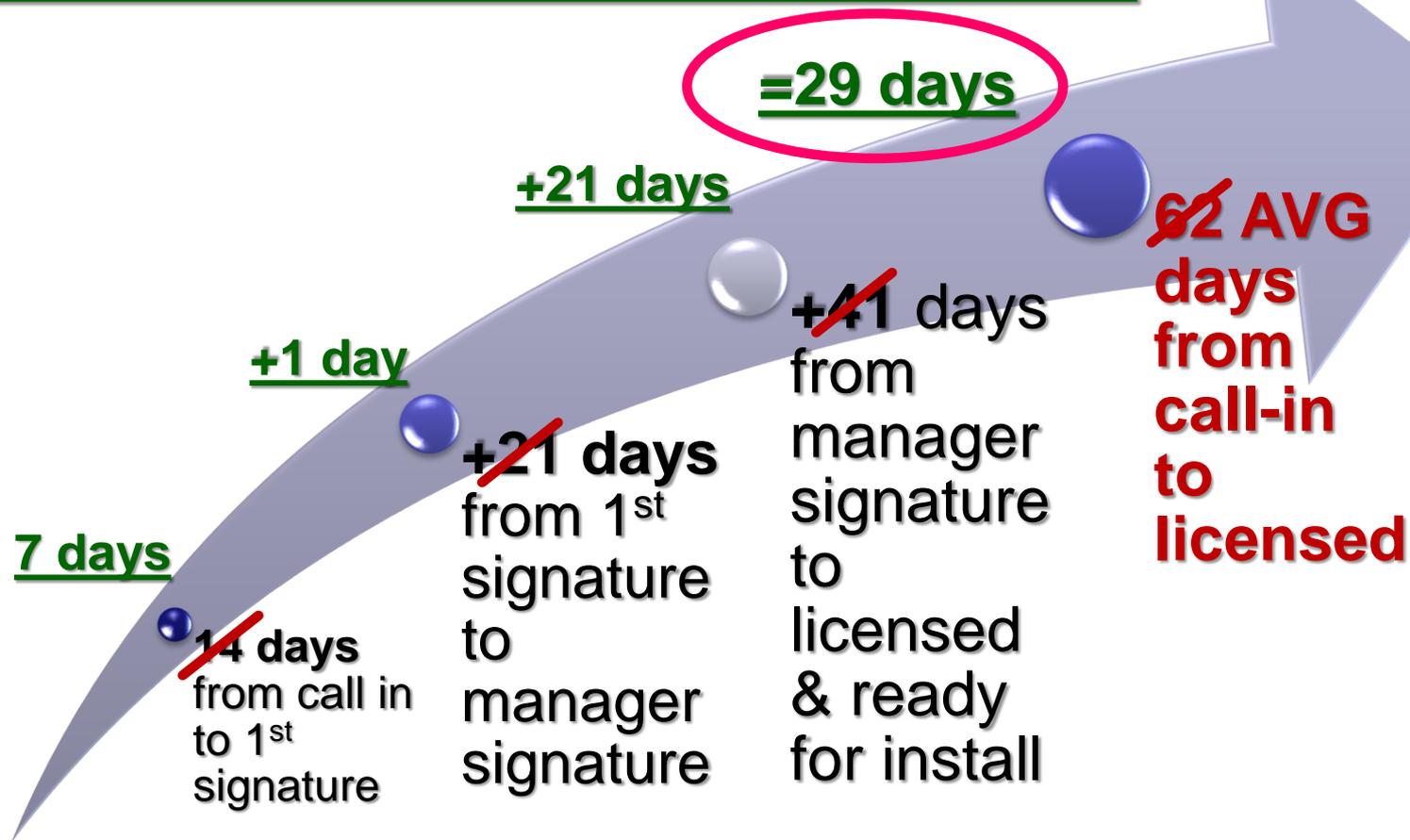
Phase 1 – May 2015

- **Secure login**
- **Data collection**
- **Data changes**
- **Licensing**

Phase 2 – Mid 2016

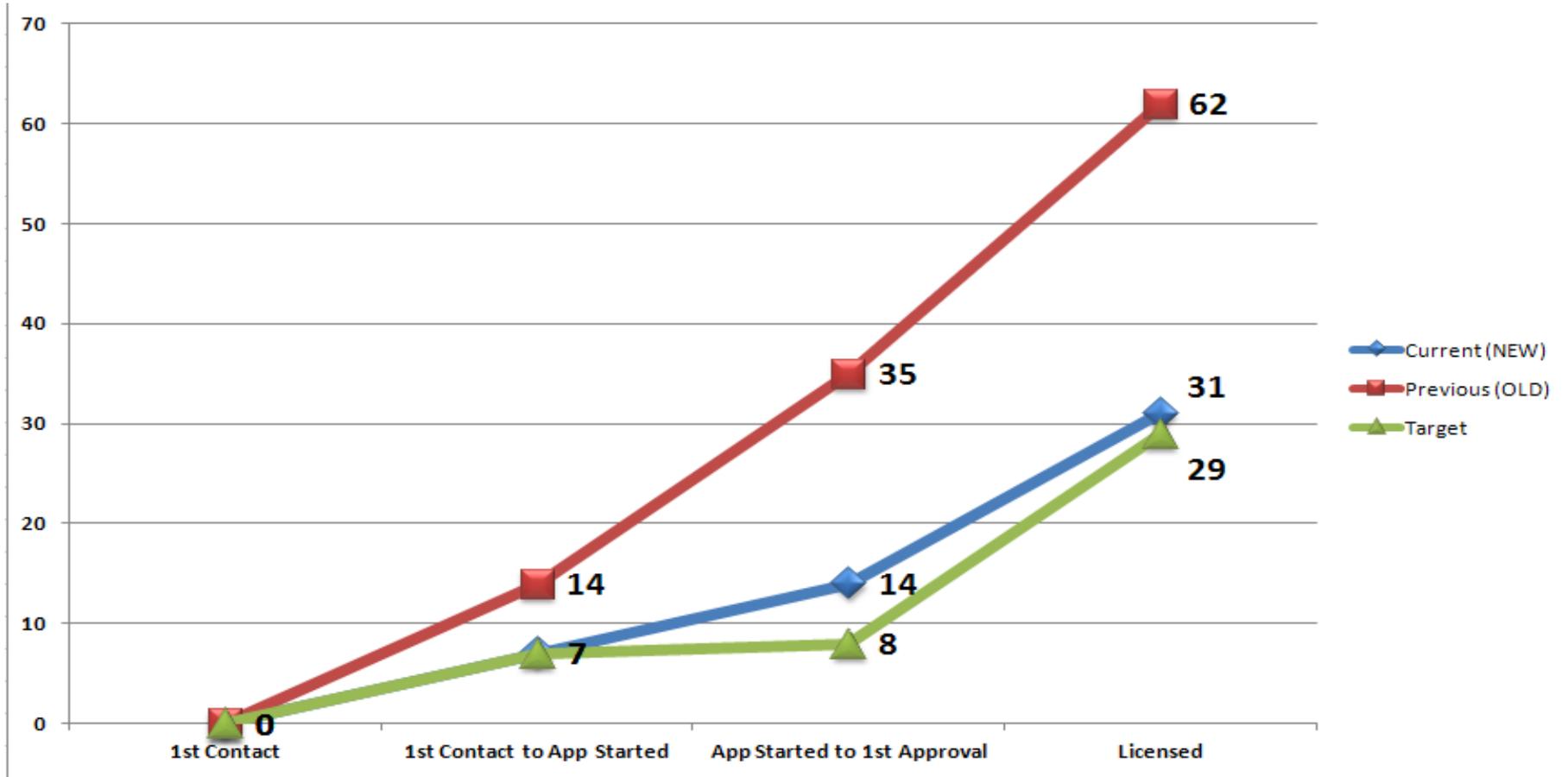
- **Banking & electronic funds transfer**
- **License renewals**

TARGET: 50%+ time reduction!



***based upon regional data collected from 11/2013 – 02/2014

CONTROL: Sustain the Momentum



How's it working now? (As of 10/13/2015)

eApplication launched on May 11, 2015



What's next?

- **Continue to Phase 2 implementation of the banking, EFT and license renewals in mid 2016**
- **Identify other related processes for improvement (security, finance, sales, vendor, etc.)**
- **Collect user feedback and identify areas for improving the system**