

MODERNIZING LICENSING

Professional licensing is an imperative area of government services in ensuring the safety and protection of the community and its citizens.

Citizens are less satisfied with state services than with private sector service, according to a 2014 McKinsey Government Survey

35% - Customer Satisfaction for Professional Licensing

Complexities in the licensing process

Customer Experience

- ▶ Citizens and Businesses are frustrated with complex and confusing process to secure a license.

Inefficient Systems

- ▶ Complex and disjointed licensing processes make it difficult for government staff to be collaborative, efficient, and effective in delivering services.

Compliance Accountability

- ▶ With increasing accountability, there is an industry mandate for staff to comply with regulatory requirements and leadership expectations.



10 year low in public approval for local government service, according to the American Customer Satisfaction Index (ASCI).
64% in 2015, plummeting from a high of 73%.

Path to modernization

The Salesforce Licensing solution is a complete platform to connect licensees, businesses and government to secure quality professional services to assure the safety and economic prosperity of a community.



How the Licensing solution supports your success

- ✓ Out of the box functionality to track service requests in licensing process
- ✓ Executive Dashboards enable leaders to make smart real-time decisions
- ✓ One Service Platform with app dev and external system integration capabilities
- ✓ Your team will be trained and ready to serve customers in days and weeks
- ✓ PCI Compliance and Payment Processing
- ✓ Total cost of ownership and application deployment cost savings are realized