

DVLA speeds drivers through vehicle licensing process with help from IBM

Overview

Business challenge

To deliver higher levels of customer service at lower cost.

Solution

The DVLA has opened up new online channels for vehicle licensing that offer better customer access and choice round the clock. Developed in partnership with IBM, the innovative Electronic Vehicle re-Licensing (EVL) process makes it easier for motorists to comply with vehicle licensing legislation.

The Benefits

- Dramatic improvement in operational efficiency has reduced the time taken for DVLA to process a licensing transaction
- The cost of vehicle licence renewal through EVL has been cut by approximately 30%
- Easier for motorists to comply with vehicle licensing legislation
- Speeds renewals and integrates with insurance companies and the MOT agency, VOSA, minimising the information customers need to provide.

The Driver and Vehicle Licensing Agency (DVLA) is an executive agency of the UK Department for Transport employing 6,500 people and collecting £5 billion in annual revenues. It is one of the busiest government agencies, handling over 200 million transactions relating to 39 million drivers and 31 million registered vehicles.

Maximising efficiency in this service environment is an immense challenge. With an over-reliance on people-oriented processes and paper checks, collecting car tax was an expensive business.

“Another of DVLA's primary goals was to make compliance with car tax legislation easier for customers,” explains Julie Palmer, DVLA Electronic Vehicle re-Licensing (EVL) Project Manager. “That's why we're shifting channel emphasis from post offices to online and automated telephone renewal.”

Putting customers first

DVLA selected IBM to partner in the development of an Electronic Vehicle re-Licensing process. IBM offered the skills and capabilities to ensure new technology met requirements for scalability and security as well as harnessing existing IT investments.

The initial project focused on understanding and defining DVLA's processes. “IBM consultants challenged many assumptions within the systems and policies used to manage renewals. They brought new thinking and professionalism,” Palmer adds.

Making life easier for motorists

The total integrated solution was innovative in its approach, with IBM rolling out and connecting new systems, including the Motor Insurance Database and VOSA (the Vehicle and Operator Services Agency) MOT database. Integration with insurers and with the MOT system helps ensure speedy renewals without sacrificing necessary legal and fraud checks.

With EVL, customers can go online or use a new automated phone system at any time, simply entering minimal details about their vehicles then paying for their new licence or making 'Statutory Off Road Notifications'.

Route for success

The project took 12 months to implement and has resulted in a dramatic improvement in operational performance. In combination with other services, EVL has reduced the time taken for DVLA to process a licensing transaction from up to 6 weeks, (measured end to end from issuing a reminder to updating of the vehicle record) to near real time. Customers then typically receive their discs through the post in two to three working days.

The project has received very positive public response. Computer Weekly reported recently that EVL is now generating more Internet sales than the UK's biggest online retailer, Tesco. Every week 273,500 motorists buy their tax discs electronically while Tesco receives 250,000 weekly online orders. DVLA expects millions of motorists to migrate to the new, more efficient renewal channels. Take up is currently in excess of 30% with over 1.3 million customers using the service in a single month, and is expected to increase in line with continued positive press coverage and growing public awareness.

The winner of numerous awards, the EVL project achieved the Orange Best Use of Technology in Business Award at the National Business Awards for the Wales and West Country region (2007), a gold award from the Management Consultancies Association (April 2006), and a UK e-Government Award for Central e-Government Excellence (2006).

The success of the project is attributed to the highly dedicated and skilled teams IBM brought together and the partnership style of working with DVLA.

"Without IBM's involvement, I don't believe we would have met our timeframes," says Palmer. "Honest and open partnership is at the heart of our relationship. It's a partnership that's been recognised by the Office of Government Commerce as innovative in style and groundbreaking in execution."

Building value with a best-in-class customer service

The EVL project represents excellent value to the taxpayer and cuts the cost to DVLA of renewal by up to a third.

For more information

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