



Colorado
Secretary of State

Innovative Customer Service

in a Post-Covid World

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Description

The Colorado Secretary of State's Business and Licensing Division:

- ▶ **Implemented a modernized front lobby space**
- ▶ **Developed new tools and processes that benefit both our employees and customers**

Background



While the world was hit with a pandemic in 2020, our office was simultaneously moving to a new floor in our building and receiving a much-needed remodel.

Our office announced in April 2022 that we would be opening our doors to the public again and **we needed to prepare for this.**

The Problem

Front Lobby Issues

- Lack of protection for employees
- Publicly accessible workstations with computers



Key Components of Implementation

Lobby Remodel

- Bullet-resistant glass dividers and walls
- Locked door that can only be accessed with key card



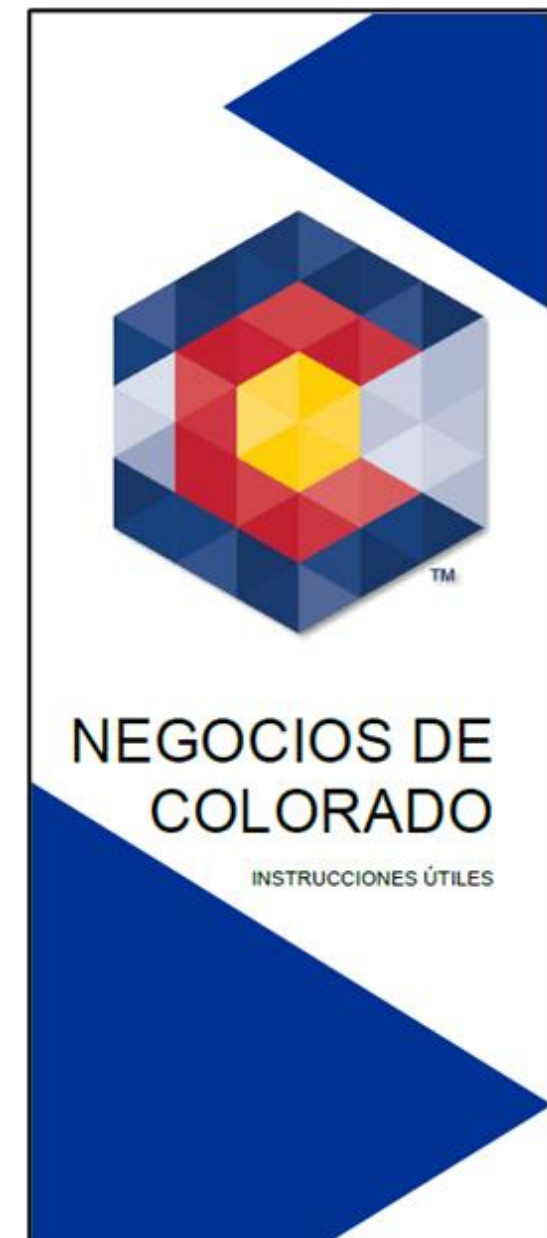
Key Components of Implementation

Lobby Remodel

We no longer offer the side-by-side assistance to walk-in customers as we want to maintain a safe distance.

We encourage customers to use their phones to file online documents while they are at the front counter and ask questions if needed.

Paper handouts were created in both English and Spanish that provide step-by-step instructions for our most popular filings:



Key Components of Implementation

- Microphones
- Dumbwaiter & Finance
- Spanish Speaking Customers
- Hybrid Schedules



The Problem

Our previous process for checking customers in was using a log-in sheet and asking customers to write their name and what service they needed.

Issues

- Running out of paper/room to write
- Customers missing or not realizing there was a clipboard to sign-in
- The clipboard being taken away or moved and having to find it to continue the sign-in process
- Illegible names on the clipboard that made it hard to call for the next customer
- Customer service representatives mistakenly skipping customers they believed were already helped

Sign-In Roster Sheet

Date: Tues., 3/3/2020 **PLEASE PRINT** 3/3/2020

Print First Name	Time	Regarding	Print First Name	Time	Regarding
1. ~~Lauren~~	~~11:36~~	~~register to vote~~	24. ~~Terry Cooper~~	~~1:22~~	
2. ~~Berkley~~	~~"~~	~~"~~	25. ~~Cruz Soltic~~	~~1:24~~	~~Notary~~
3. ~~Jose Pineda~~	~~11:46~~	~~New Res. in~~	26. ~~Denis Kozlov~~	~~1:35~~	
4. ~~Elen Arap~~	~~11:45~~	~~Authenticate~~	27. ~~Leonid Reznikov~~	~~1:57~~	~~Apostille~~
5. ~~Hassan~~	~~11:41~~	~~Legal Name~~	28. ~~John Fushina~~	~~2:15~~	~~Apostille~~
6. ~~Inhan Kim~~	~~11:46~~	~~Apostille~~	29. ~~Jocelyn Miller~~	~~2:29~~	
7. ~~Steve Colon~~	~~11:49~~	~~Apostille~~	30. ~~Jesse / TN~~	~~2:30~~	~~Apostille~~

The Solution

"When we moved to the new office space and we were told the office would be opening back up to the public, we were presented with the problem that we now had glass in front of our front desk and couldn't pass a clipboard back and forth over the desk without leaving the secure back area and going around to the front lobby.

It would have been a lot to ask of a team that hadn't interacted with the public in person for over two years during the pandemic to interact with customers in such a close capacity just to sign them in."

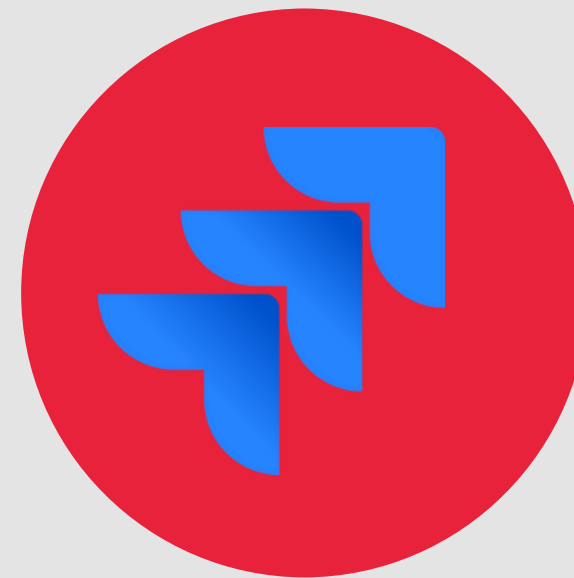
-Customer Service Team Lead



QR Code



Nintex



Jira



Lobby Remodel

Key Components of Implementation

QR Code for Checking In

1

Step 1 - Scan the QR code with your smartphone



Key Components of Implementation

QR Code for Checking In

2

Step 2 -
Select English or Spanish for your language preference



Welcome to the Colorado Secretary of State's Office

Do you need assistance in English or Spanish? /
¿Necesita ayuda en inglés o español?

[English](#)

[Español](#)

Reload

3

Step 3 -
Enter your name and the reason for your visit



Colorado Secretary of State Front Lobby
Sign in

Please enter your name. *

Which of the following services do you need help with today? *

☐ Apostille/Authentication

☐ Business Filing (paper filing such as Statement of Merger, etc.)

☐ Business Filing (Need help with online business filing)

☐ Oath or Facsimilie

☐ Attending a meeting or scheduled visit

☐ Other

Submit

Key Components of Implementation

QR Code for Checking In



Step 4 - You are now in our queue and must wait until your name is called

Our Front Lobby Queue:

☐	T	Key ↑	Summary	Description	Assignee	Status	Created
☐	?	FL-12090	English: Federico Herrera-Miranda	Services: ["Business Filing (paper filing such as Statement of Merger, etc.)"] Other Description:	RG Raymond Gonzalez	IN PROGRESS ▾	10/Apr/23
☐	?	FL-12091	English: Richard Majewski	Services: ["Apostille/Authentication"] Other Description:	KD Kasey Davis	IN PROGRESS	10/Apr/23
☐	?	FL-12095	English: Claudio schwob	Services: ["Apostille/Authentication"] Other Description:	RG Raymond Gonzalez	PENDING ▾	10/Apr/23

Key Components of Implementation

Nintex & Jira

- **Nintex** is an automation software that allows you to build modern and flexible forms with corresponding rules.
- **Jira** is a project management software tool that allows you to plan, track, and manage projects through workflows.

**Our check-in process
is a form in Nintex:**



Logo: A stylized hexagon with a yellow center and blue and red segments.

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Do you need assistance in English or Spanish? / ¿Necesita ayuda en inglés o español?

[English](#)

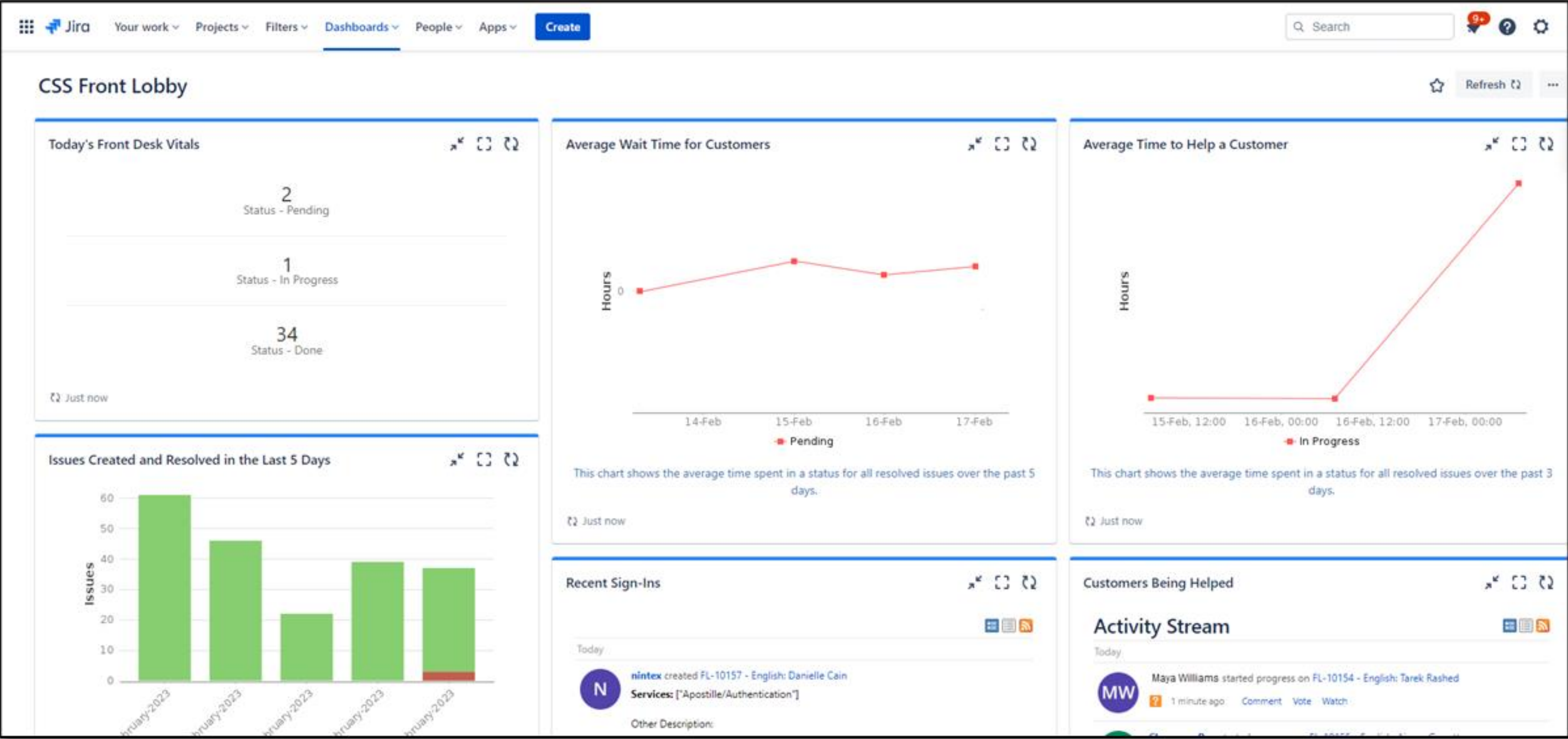
[Español](#)

[Reload](#)

Jira workflow of our front lobby tickets:

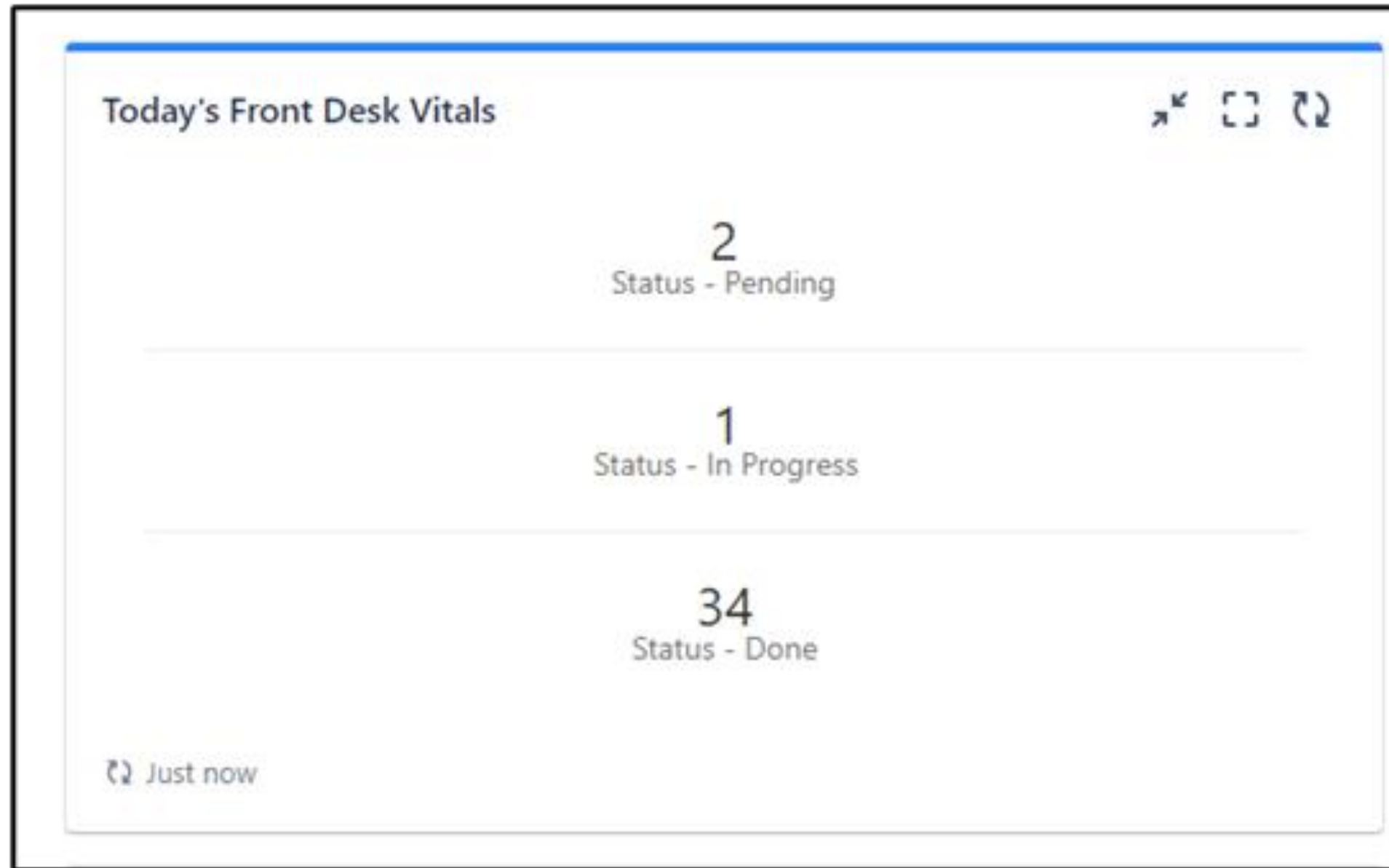


Jira Dashboard

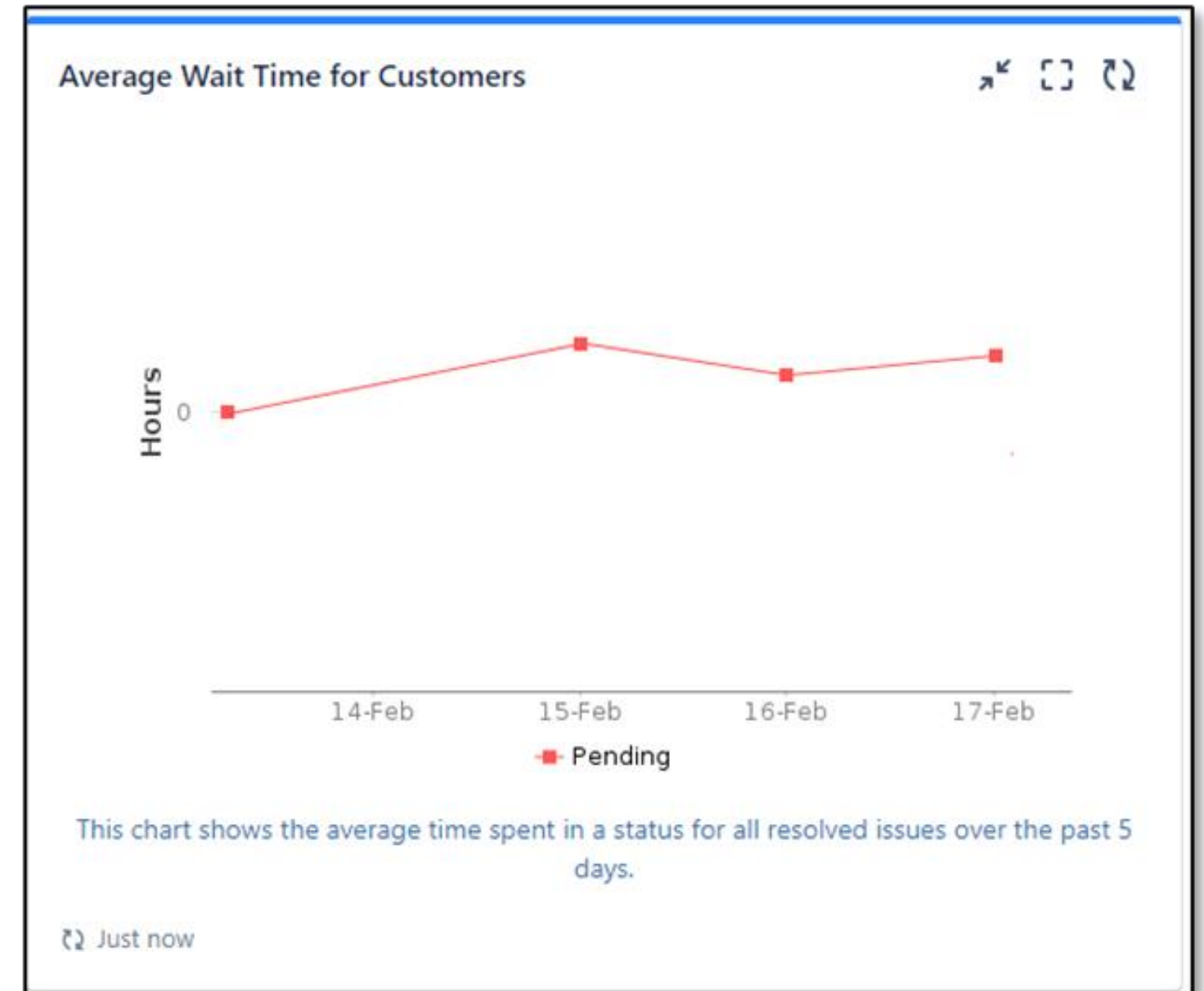


Jira Dashboard

Today's Front Desk Vitals



Average Wait Time for Customers

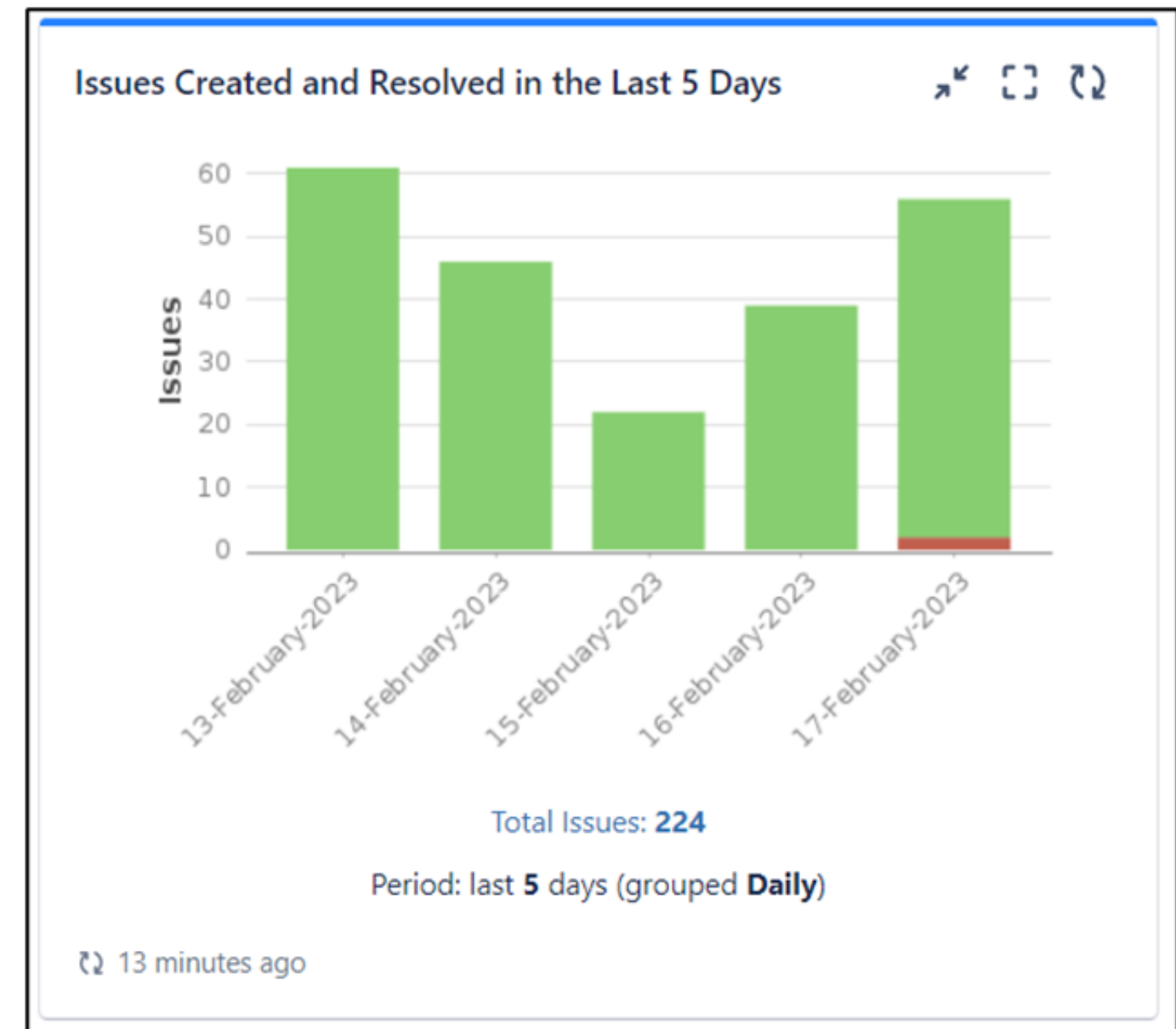


Jira Dashboard

Average Time to Help a Customer



Issues Created and Resolved in the last 5 days



Jira Dashboard

Recent Sign-Ins

Recent Sign-Ins

Today

N

nintex created FL-10176 - English: Sabrina Bates

Services: ["Apostille/Authentication"]

Other Description:

?

16 minutes ago

Comment

Vote

Watch

nintex created FL-10175 - English: John

Services: ["Apostille/Authentication"]

Other Description:

?

19 minutes ago

Comment

Vote

Watch

nintex created FL-10174 - English: Andres

Services: ["Apostille/Authentication"]

Other Description:

?

37 minutes ago

Comment

Watch

nintex created FL-10173 - English: Maryam A jirde

Services: ["Other"]

Other Description: notary stamp

?

1 hour ago

Comment

Watch

nintex created FL-10172 - English: Denise

Services: ["Oath or Facsimilie"]

Other Description:

Customers Being Helped

Customers Being Helped

Activity Stream

Today

MW

Maya Williams started progress on FL-10177 - English: Maria leyva

?

6 minutes ago

Comment

Vote

Watch

BT

Ben Torres started progress on FL-10176 - Spanish: Sabrina Bates

?

16 minutes ago

Comment

Watch

MW

Maya Williams started progress on FL-10175 - English: John

?

20 minutes ago

Comment

Watch

BT

Ben Torres started progress on FL-10174 - English: Andres

?

37 minutes ago

Comment

Watch

started progress on FL-10173 - English: Maryam A jirde

?

1 hour ago

Comment

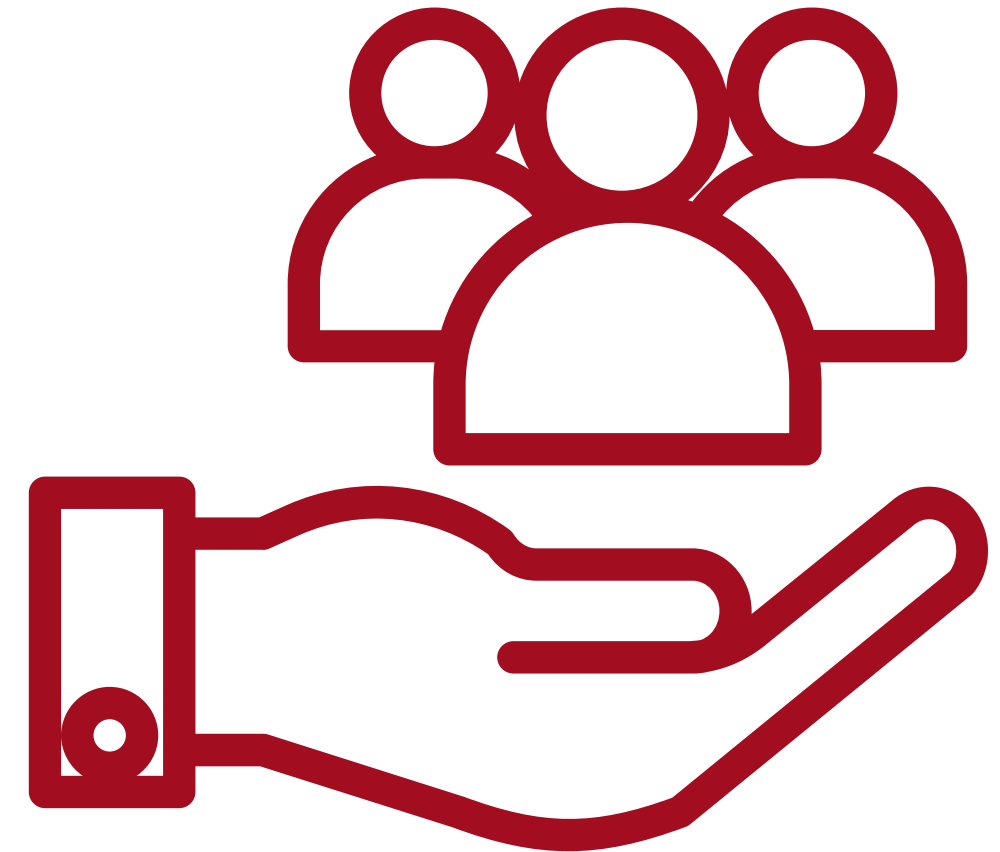
Watch

Show more...

Just now

The Results & Benefits

- Safer environment
- Less employee burn out
- Customers can check-in in the order that they arrive
- Customers have the option to sign in before even entering the office
- If preferred, customers can wait to sign-in until they've finished getting their paperwork ready
- There is a cleaner view of our workload, which allows us to manage our resources more effectively
- Our Customer Service Supervisor has a better understanding of what times of the day are busiest and can confidently plan the team's scheduled breaks more effectively
- The transparency that is provided to senior level management



“The tool is one of my most frequently used bookmarks in my browser, and the information there gives me a very handy way to keep track of whether we are seeing any trouble in our front desk operations.”

-Deputy Secretary of State

Lessons Learned

1

When a new concept is implemented, check in with your employees to see how it's going.

2

Get IT involved with new ideas at the beginning.

3

Expect confusion from some customers and provide alternatives.

4

Ensure that you are capturing data accurately for future analysis and process improvement opportunities.



THANK YOU