L.A. COUNTY DEPARTMENT OF PUBLIC SOCIAL SERVICES

ENHANCING CUSTOMER ACCESS: The DPSS Mobile App

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Background

- Emerging technology provided the opportunity to improve customer service by incorporating a self-service component.

- The DPSS App builds on prior IT investments:

  ➢ DPSS Customer Service Center (CSC)

  ➢ Interactive Voice Response (IVR) System

  ➢ Electronic Document Management System (EDMS)

 ➢ Your Benefits Now (YBN)

Voice I

Why a Mobile App?

- It is <u>not</u> designed to mirror our YBN platform.

- It is <u>not</u> designed to allow online applications.

- DPSS elected to focus on specific issues identified as barriers to our customers:

  ➢ Document submission

  ➢ EBT account information

- Data showed us not only that over 60% of our customers are accessing YBN through their smart phone's web browser.

Logging In

- Users can log in one of two ways:

  ➢Using their established YBN ID and YBN Password.

  ➢Using their Customer ID and PIN number.
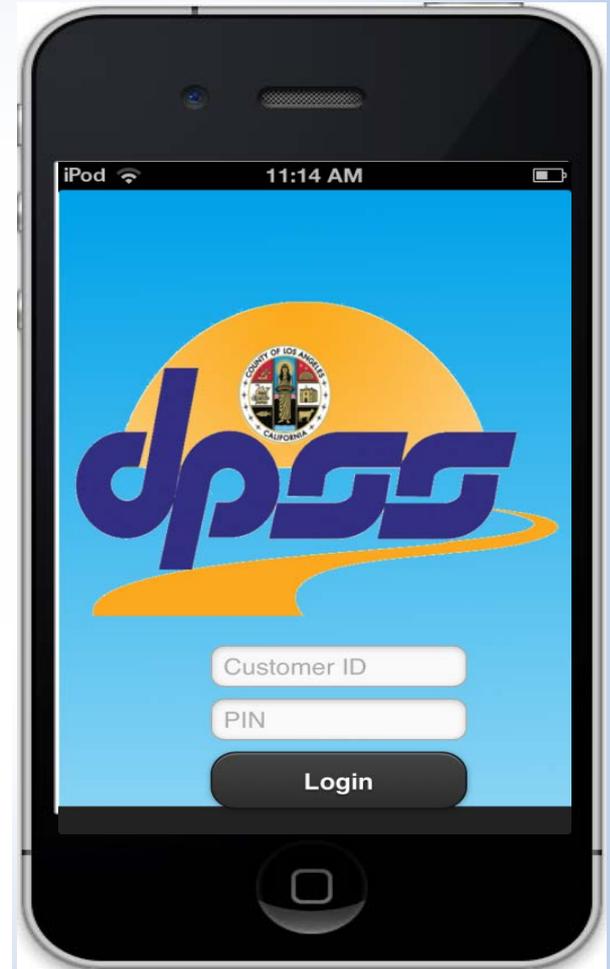
Authentication

- Once logged in, the app will:
  - ➢ Check account availability, and
  - ➢ Request that the user agree to the User Agreement.
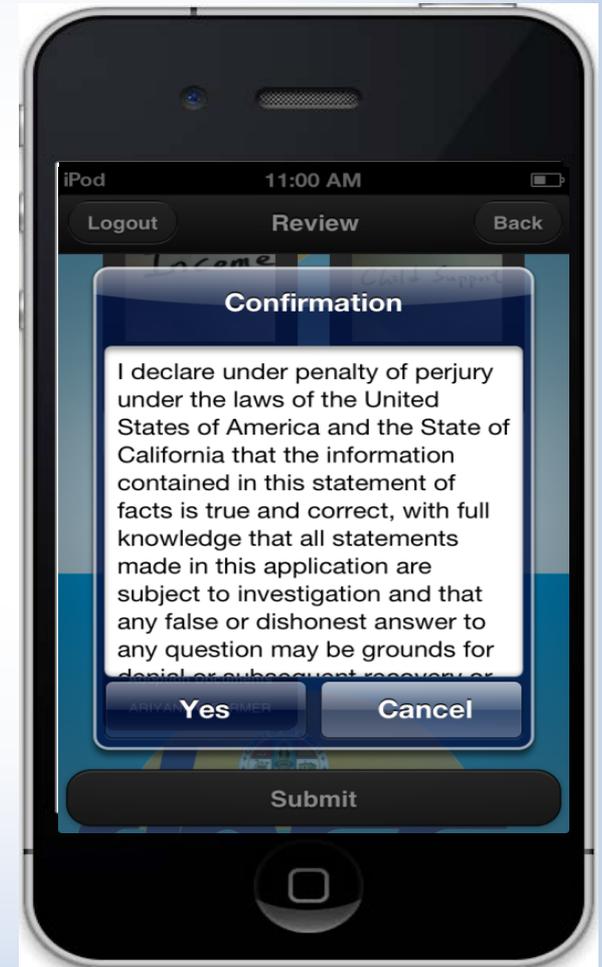
Mobile App Options

- DPSS Mobile App allows customers to:

  ➢ View real-time EBT information.

  ➢ Allow electronic submission of quarterly/semi-annual status report verifications using the phone camera.
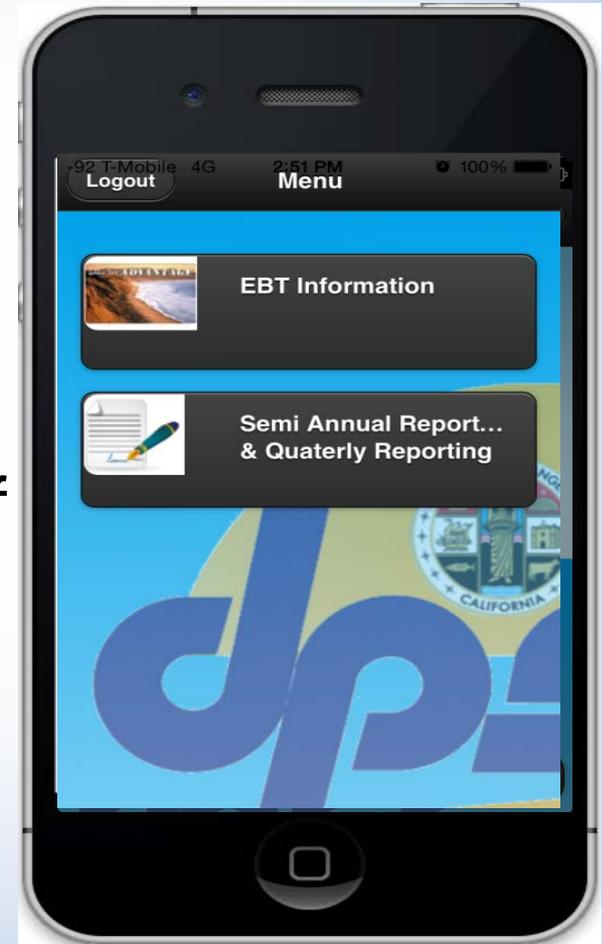
EBT Information

- The Mobile App displays:
  - Available Balance
  - Transaction History
  - Status/Post Date
  - Transaction Amount
  - Merchant Information
  - Balance After Transaction
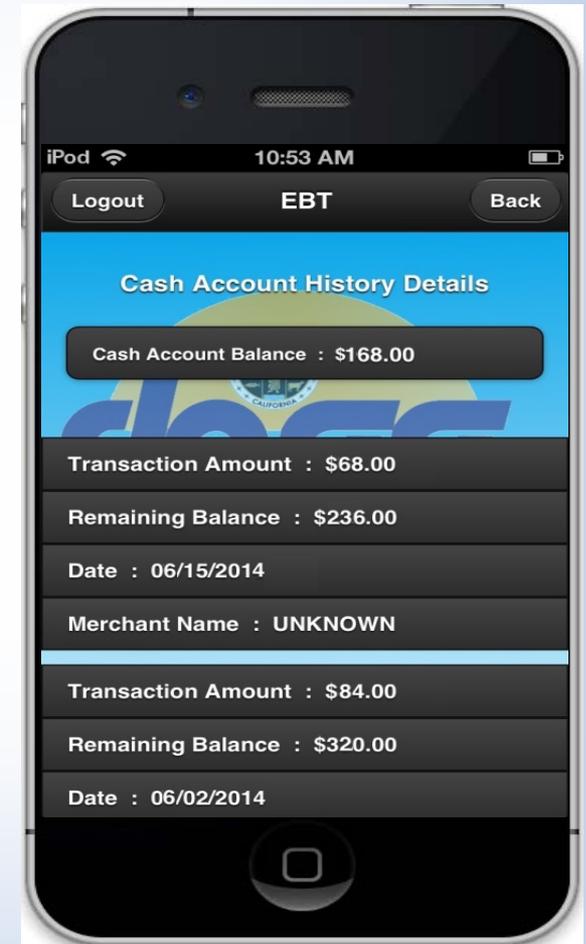
Electronic Submission of QR/SAR 7 Documents

- The Mobile App allows electronic submission of QR/SAR 7's verification documents.

- The following verification documents can be submitted by use of the cell phone's camera:

    ➢ Income
    ➢ Medical Costs
    ➢ Dependent Care
    ➢ Child Support
    ➢ Property
    ➢ Address Change
    ➢ Other

Steps to Submit a Document

1. **Take a Photo By the Mobile Device's Camera**
2. **Select the Individuals and Document Type**
3. **Upload the Images and Submit**
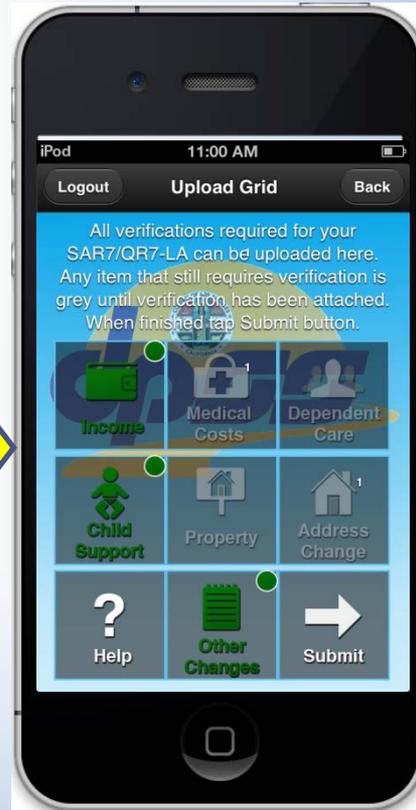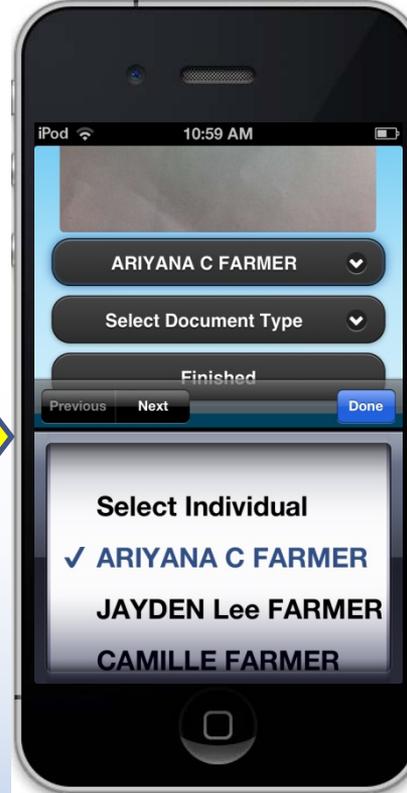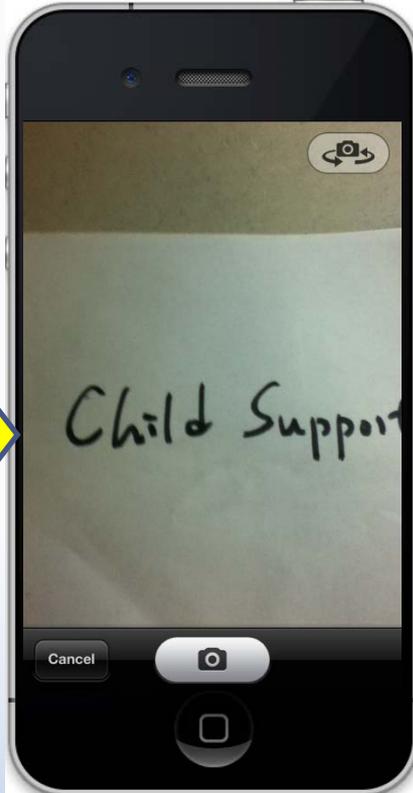
Usage and Initial Numbers

- Mobile App launched on Apple in May 2013.

  ➢ Over 4,000 downloads

- It launched on Google Play for Android users in May 2014.

  ➢ Over 700 downloads

- Feedback from Community Partners has been very positive

Upcoming Enhancements

- View current case status information

- Incorporating an ATM locator into the app

- Enhance the document upload feature beyond the status report structure and allow for any request for additional information.

Challenges

- Early data is mostly qualitative and not quantitative.

- Limited marketing – it can't sell itself.

- Employee buy-in – if staff do not support it, we lose momentum.

- Ensuring business needs leverage technology and not letting the technology define the need.

- Must be part of a larger communication/service enhancement plan.

2014 Digital Government Achievement Award – Government-to-Citizen Local Government Category

ISM 2014 Recognition Award for Excellence in Human Services Technology in the Application of New Technologies

NACo 2014 Achievement Award

2014 ASPA – Winston Crouch Award for Innovation in Government

2014 Productivity and Quality Awards – Special Merit Plaque