

Washington State E-claim

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What is Unclaimed Property?

- Checking & savings accounts
- Contents of safe deposit boxes
- Securities (stocks, mutual funds, and reinvestment plans)
- Uncashed checks
- Credit balances
- Utility deposits
- Wages

Mission

To act as custodian* of the property and administer a program that seeks to return the property to the rightful owners.

*Once reported to the Department, unclaimed property is available for refund to the owner or legal claimant forever.

Facts about Unclaimed Property

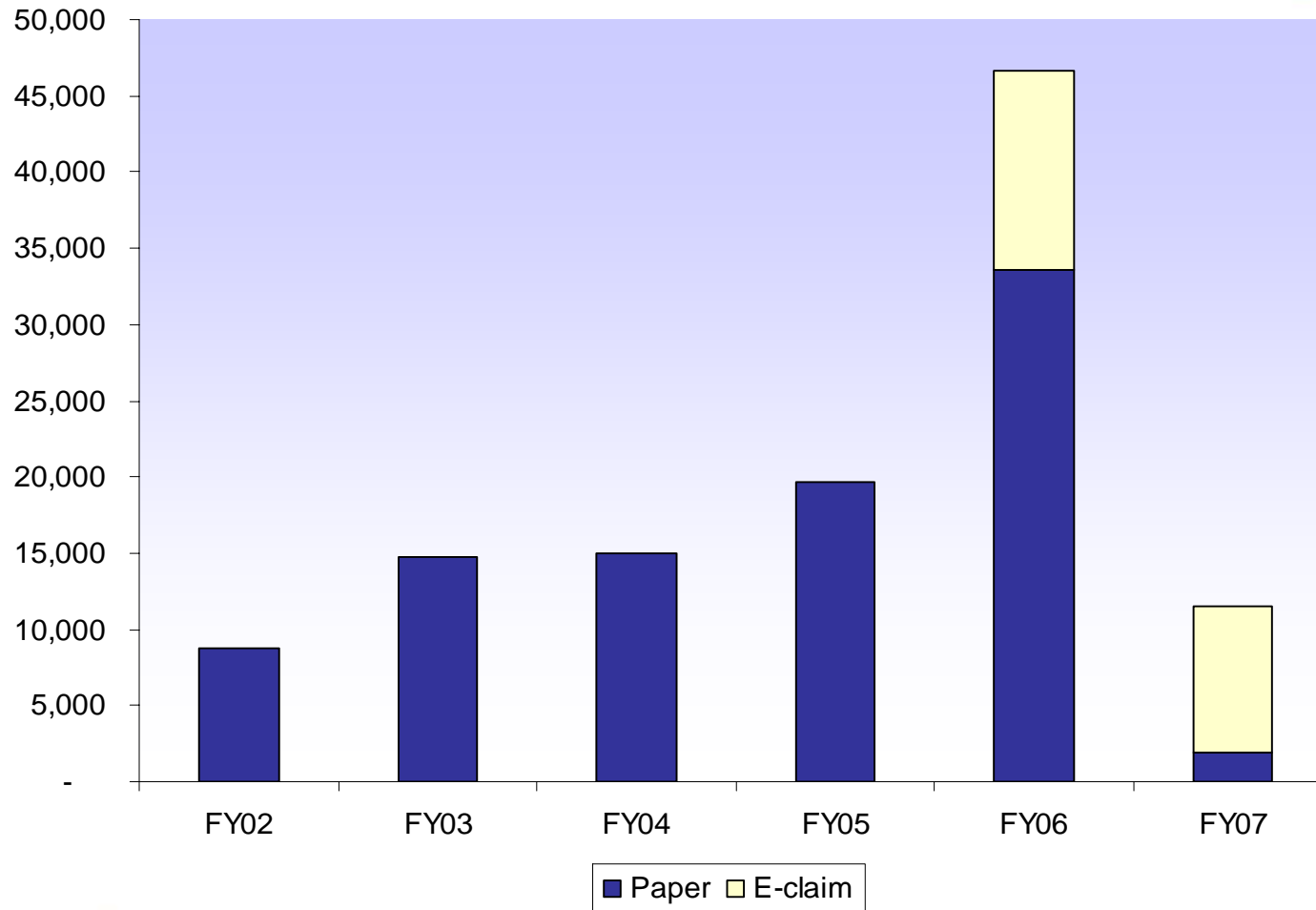
- Every state has a program
 - ▶ Including DC & Puerto Rico
- Programs housed within state agencies
 - ▶ 30 states = State Treasurer
 - ▶ 8 states = Revenue
 - ▶ 4 states = Comptroller/Controller
 - ▶ 9 states = Other agencies
- States are holding over \$24 billion in unclaimed property

Washington Results

Fiscal Year 2006

- \$93.7 million received
- 90,087 accounts refunded
 - ▶ 70% increase over 2005
 - ▶ 62% claims paid from internet
- \$34.6 million refunded
 - ▶ \$8.5 million increase over 2005

Internet Claims Double



Project Background

Supports our e-business mission

- Governor Gregoire directive: make it easier to do business with the state
- Reduce costs: paper, postage, staff time
- Increase efficiency: process more claims faster

Project Goal

- Increase claims filed without agent review/referral
 - ▶ SSN matching enabled AutoPay
 - ▶ Next-day check processing
- More complete & accurate claims
- Reduce duplicate claims
- No paper attachments
- Secure environment for filing a claim

Performance measures

- ⇒ Process 80% of monetary claims within 30 business days
- ⇒ Process 80% of non-monetary claims within 50 business days
- ⇒ Return at least 35% of UCP dollars due to outreach efforts

Collaborative development

- Unclaimed Property
 - ▶ System requirements
- Information Services
 - ▶ Application development
- Taxpayer Services
 - ▶ User-centered design

Collaborative development

Unclaimed Property - Requirements

- E-filing and autopay
- Question tree approach
- Customized instructions
- Secure messaging used to deliver notifications
 - ▶ Reduce staff time, mailing costs & paper

Collaborative development

Information Services – System Development

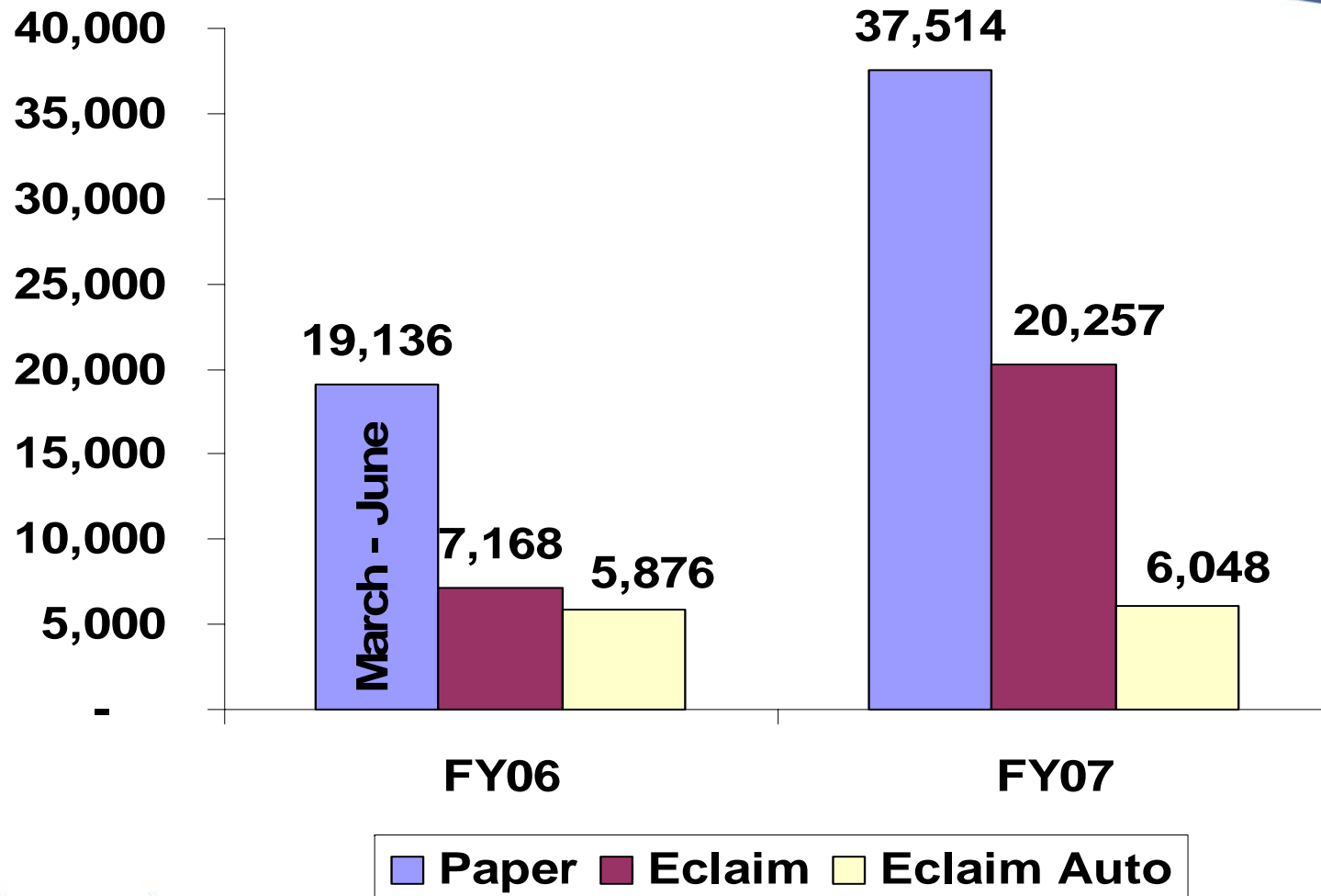
- Utilized existing on-line services registration system for secure access
- Question tree
- Autopay
- Customized instructions
- Electronic storage of claim documents
- Utilize secure messaging for communications

Collaborative development

Taxpayer Services – User-centered Design

- Review web trend data
- Step by step screens
 - ▶ “Plain Talk” content
- User-testing led to changes, improvements
 - ▶ 6 users
 - ▶ Lab setting
 - ▶ Analyzed how system was used

E-claim launch: March 2006



Targeted Outreach

Goals

- Raise public awareness of UCP as a DOR service
- Promote Web site visits to UCP home page
- Introduce & encourage use of e-claims process

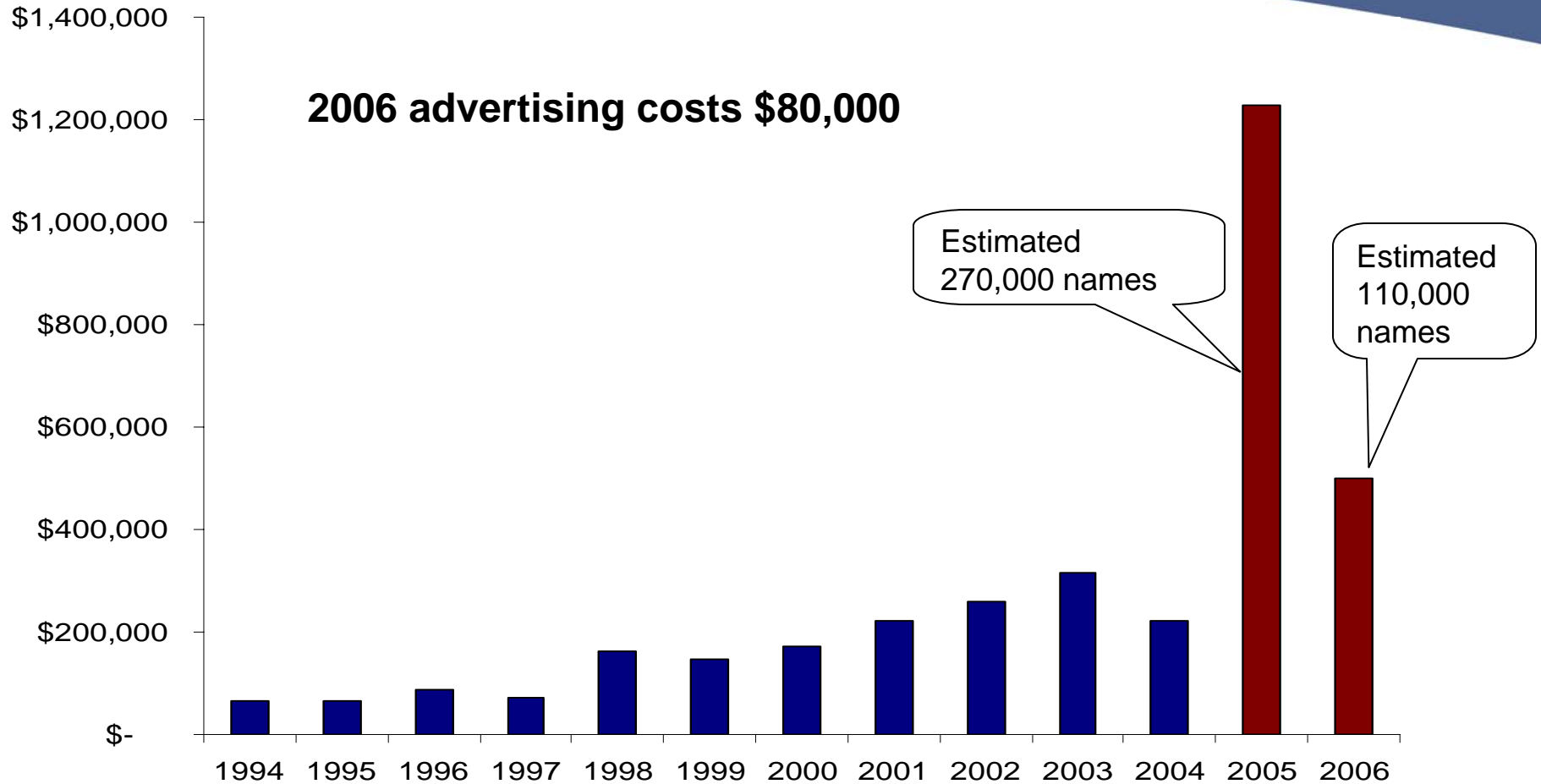
ClaimYourCash.org

- Easy to remember
- Online survey to track results

UCP Advertising History

- Law required legal notice
- Published twice for two consecutive weeks
- 2003 law changed to publish once
- 2005 removed requirement to publish names

Escalating costs



Marketing Program

Public relations

- “April Fools” news release with localized claim stories generated newspaper coverage in all major markets
- Radio coverage
 - ▶ Popular morning show live interview
 - ▶ NPR feature Seattle-Tacoma
 - ▶ Other live radio interviews
- TV coverage
 - ▶ Seattle NBC affiliate - reporter claimed cash

Marketing Program

Public service announcements

- Comcast *Local Edition* interview
- 40+ spots in CNN Headline News



Marketing Program

“You may be richer than you think” 6 week ad campaign

- Radio
 - ▶ Statewide Mariners network
- Online links to claimyourcash.org on radio and other public web sites



Marketing Program

- Transit advertising, commuter buses in Seattle area
- Newspaper ads, 77 communities
- Promotions
 - ▶ Mariners schedules, on-site radio promotion at Safeco Field
 - ▶ Pens, refrigerator magnet giveaways at industry events

Questions?