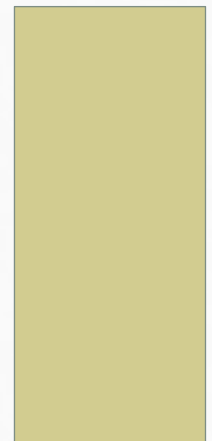


ESTOP BUSINESS LICENSING PROGRAM

MONTANA DEPARTMENT OF REVENUE



Steve Austin,
Administrator

CONTACT

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Citizen Services &
Resource
Management
Division

BACKGROUND

Small Business Licensing Coordination Act

- Program was created under the Small Business Licensing Coordination Act (MCA, 30-16-102) in 1981
- Creates roles for the Department of Revenue as administrator for small businesses licensing coordination
- Establishes a Board of Review

Purpose

- Streamline the licensing process, reducing cost to businesses and government
- Provide a convenient and accessible system for the business community to maintain state registrations and licenses

LICENSES IN THE PROGRAM

- Underground Storage Tanks
Department of Environmental Quality
- Food Purveyor
Department of Public Health and Human Services
- Beer and Wine Retail Sales
Department of Revenue - Liquor Control
- Tobacco Retail and Wholesale
Department of Revenue – Business and Income Tax
- Nursery
Department of Agriculture
- Petroleum Dealer (Meters) & Weighing Device (Scales)
Department of Labor and Industry

Coming Soon:

- Traditional & Montana Sports Action
Montana Lottery

REVENUE'S ADMINISTRATION OF THE PROGRAM

- Receives all applications, license specific documentation, renewals and payments
- Completes an initial processing of the licenses and applies payments to the corresponding licenses
- Electronically notifies the agencies of business activity on the accounts
- Issues licenses to businesses upon approval by administering agencies
- Monitors the program performance and reports to the Board of Review

BRINGING OUR PROGRAM ONLINE

Customer Surveys

- Would you use an online service?
53% said yes
22% said maybe
- How can we improve our service?
14% said we should offer an online renewal

Funding package from the legislature

- Sought legislative approval by presenting the needs & benefits
- Used an internal contractor who was familiar with the program and eStop system
- Allowed us to submit a minimal request; \$33,000 one time build and annual maintenance and storage of \$11,500

BUILDING THE APPLICATION

- Overhauled our paper application process that had been in place since inception
- Streamlined our business processes within Revenue and participating agencies
- Fully integrated the online system with our internal system
- Established electronic notifications to Revenue and agencies to alert them to business and license activity depending on their license requirements
- Conducted focus groups with businesses statewide for feedback and suggestions before going live
- Project delivered on time and under budget



Business Change > Business Information

Business Information

Business Number: TBD

FEIN or SSN:

Address:

City:

State:

Phone Number:

Fax Number:

Company or Owner Name:

Business Type: ASSOCIATION

Address Line 2:

Zip Code: -

Country: USA

Email Address:

License Expiration Month: 5

Please check here if you want to receive your renewal notices, bills and licenses by email rather than mail.
Your email address may be used by eStop licensing agencies to contact you about their programs.

[Back](#)

[Save and Continue](#)

APPLICATION PROCESS

WALKS A CUSTOMER THROUGH STEP BY STEP



Welcome to the eStop Business License Service

What do you want to do?

[Renew and Pay](#)

[Make Changes](#)

[View History and Details](#)

Active?	Business #	Business Name	Address	Expiration Month
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RENEWALS & ACCOUNT MAINTENANCE

A SIMPLE HOME PAGE MAKES IT CLEAR WHAT A CUSTOMER CAN DO ONLINE AND HOW

BENEFITS OF THE ONLINE SERVICE TO BUSINESSES

- Businesses can electronically pay and renew their license in 90 seconds
- Businesses receive an email notification for their annual renewal, eliminating paper mailing
- Businesses can receive their licenses and bills electronically and can reprint a copy of their license at anytime
- Provides 24 hour service to submit and pay for licenses
- Businesses can use it as a way to maintain records on multiple businesses and/ or multiple locations, providing full account histories
- Businesses can make changes to existing licenses and submit documents to agencies

BENEFITS OF THE ONLINE SERVICE TO GOVERNMENT

- Reduced license and renewal processing time by eStop specialists and agency contacts
- Reduced delays in issuing licenses for missing information; online application has required fields
- Reduced prepping and scanning of paper documents and checks to the eStop system
- Reduced data entry and less potential for error when processing and reading from a handwritten application
- Reduced printing and mailing cost to and from the online customer

FIRST YEAR'S ACTIVITY

IMPLEMENTED FEBRUARY 2014

Marketing

- Promote the online services through our Call Center
- Advertise online
- We send a marketing insert with each renewal notice; each business renews once a year

Online Activity

- New Applications Submitted
55%
- Renewals Processed
17%
- Number of Payments
18%
- Amount of Payments
15%

POSITIVE OUTCOMES

- Our largest customers are engaged
- New customers are early adopters of the online service
- Businesses using the online system are requesting other licenses be added
- We are adding two new licenses to the program with Montana Lottery
 - The online application process appealed to the Lottery Program and was a key factor in their decision to join
 - This is currently being implemented with minimal cost

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