Steve Austin,  
Administrator  

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
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

<table>
<thead>
<tr>
<th>Active?</th>
<th>Business #</th>
<th>Business Name</th>
<th>Address</th>
<th>Expiration Month</th>
</tr>
</thead>
</table>

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
Steve Austin, Administrator
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