



*NASCIO 2024 State IT Recognition Awards
Digital Services: Government to Business*



Arizona Department of Gaming Online Licensing and Portal Solution

Description: An online solution for customers to apply for gaming licenses

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EXECUTIVE SUMMARY

The Arizona Department of Gaming (ADG) is responsible for regulating tribal gaming, racing, and pari-mutuel/simulcast wagering and unarmed combat sports.

Situation

The current licensing process is manual and customers must submit applications in-person or through the mail. This requires ADG employees to manually enter applications for gaming licenses in a time-consuming process with extensive paperwork.

Problems

The current system is antiquated and customers do not have the ability to apply for licenses online. This has a significant impact on licensees and tribal gaming offices.

Solution

By developing a system with the ability to apply for gaming licenses online through an application portal, ADG will be able to eliminate the data entry portion of the process by allowing customers to create their own profiles and submit applications conveniently.

IDEA

This custom solution through Salesforce will allow applicants to submit applications for gaming licenses and certifications online while enabling ADG staff to easily process the licenses on the back end.

For this project, customer satisfaction for online services is expected to increase by 17.6%, approximately 6,000 labor hours will be saved from data entry, and the lead time for licensing will decrease.

IMPLEMENTATION

ADG was responsible for soliciting stakeholder feedback, and testing/validating the system.

The vendor, Salesforce, was responsible for using the ADG business requirements to build the solution.

A third party Project Manager managed the project and ensured timelines were adhered to, and that the Salesforce vendor adhered to the terms of the contract.

IMPACT

In June 2022, ADG launched the online licensing and portal solution for customers to apply for gaming licenses.

With the completion of this project, ADG has streamlined the entire experience for customers and stakeholders by creating online services for customers, enabling them to interact with ADG without having to visit in-person or print, sign, and mail documents that have a greater risk of being misplaced or misappropriated.

The new portal reduces wasteful labor hours by enabling customers to create their own profiles online instead of ADG manually creating them and entering the data. This also reduces clerical errors, incomplete applications, and rework due to data integrity and required fields in the online applications.

For expenditures, both stakeholders and ADG save on postage as well as paper and printing costs due to the entire process of conducting business and sharing information now being done online.

Lastly, streamlined workflow for ADG staff saves additional labor hours with the utilization of a detailed and user-friendly dashboard for managing tasks, assignments, and due dates.

REFERENCE

<https://gaming.az.gov/sites/default/files/CreateSecureEmailAccount.pdf>