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### **NASS IDEA Award Nomination**

Business and Licensing Online Help Chat

**Name of Office:** West Virginia Secretary of State's Office

**Contact:** (304) 558-6000

**Project Lead:** Penney Barker, Business and Licensing Division Manager

**Brief Description:** The Business and Licensing Online Help Chat will provide easy access for customers to interact live with Business and Licensing specialists in the West Virginia Secretary of State's Office. Customers will be able to obtain vital information, log on help, assistance with processing business filings without having to call into the office and waiting to be transferred or waiting for an email response.

**Subject Area of Nomination:** Business Services



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## Executive Summary

**Length of Time in Operation:** The Business and Licensing Online Help chat has been years in development and is set to be launched in December of 2011.

**Significance:** The factors leading to this unique feature is the volume of calls received by the Business and Licensing Division and the number of business owners who expressed a desire to have this option. This feature allows business owners to log on to the West Virginia Secretary of State's Office website at [www.wvsos.com](http://www.wvsos.com) and connect with a specialist in the Business and Licensing Division who will be able to provide real-time, one-on-one assistance. The business owner logging onto the chat will not have to spend time calling the office and waiting to be connected to a specialist. The business owner will also not have to wait for a response to an email. Simply put, this feature will provide immediate assistance in a manner in which business owners can most utilize it.

**Impacts and Results:** The benefit provided to the business owners is the elimination of time spent or wasted waiting for a response either through email or regular mail. Business owners are becoming more and more comfortable, and therefore more and more demanding, of services provided via the internet. This will allow a business owner to simply log on to the West Virginia Secretary of State's Office, connect instantly with a Business and Licensing specialist, and have their question answered quickly. This will allow the business owner to focus more on their product and not paperwork. Financially, this will mean specialists in the Business and Licensing Division to service more customers during the course of the day, making state government and businesses more efficient.