

Strategic Lean Project Report



For Reporting Period: July 1, 2016 through December 31, 2016

I. General Information:

Lead agency name: Pollution Liability Insurance Agency

Partner agencies: n/a

Improvement project title: Access to program information

Date improvement project was initiated: 8/1/2016

Project type: New Project

Project is directly connected to:

Results Washington performance measure

Agency Strategic Plan

Other

If applicable, specify the alignment:

Sustainable energy and a clean environment.

Report reviewed and approved by: Russell E. Olsen, Executive Director

II. Project Summary:

The Pollution Liability Insurance Agency improved access to program information, resulting in a 57% reduction of phone calls a month.

III. Project Details:

Identify the problem: The agency's previous website was outdated and tedious to navigate when looking for specific program information. This resulted in phone calls for program information not easily found by customers and increasing the time spent by agency staff answering calls.

Problem statement: Currently, we receive 52 calls a month compared to our target of 30 calls a month, which we want to reach by 2/1/2017.

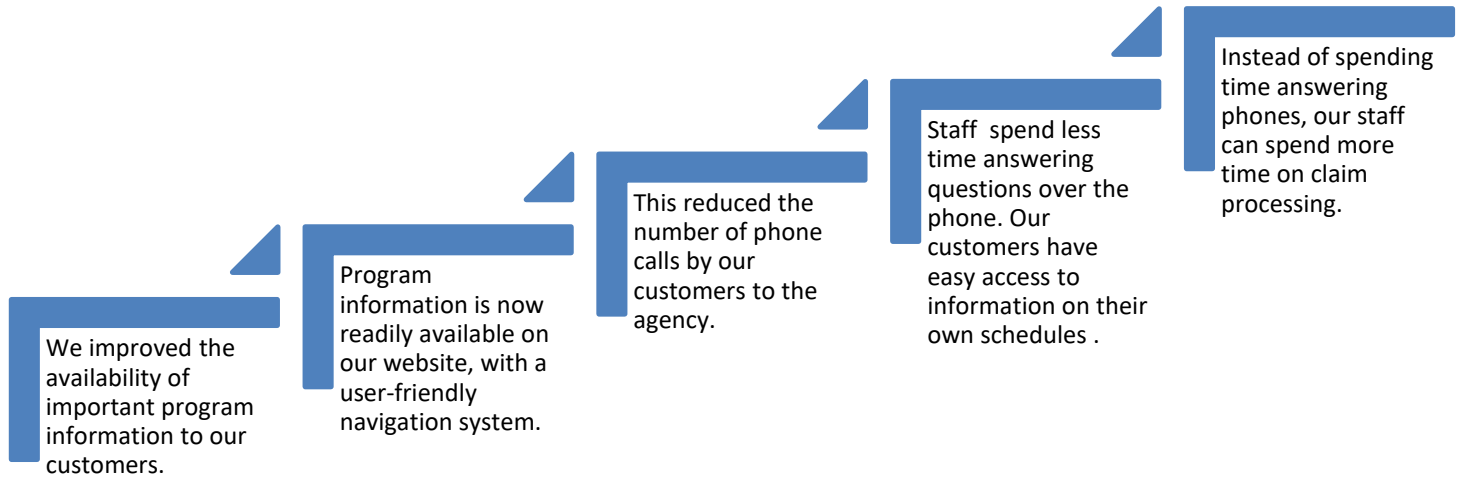
Improvement description: The agency performed a competitive procurement for web design services. PLIA contracted with a vendor to design and implement a customer-centric, WordPress-based website. In addition to organizing information by program, the new website also organizes information by user or by questions a user may ask.

Customer involvement: An internal survey was completed by agency staff regarding who we thought used the website and what information was most sought after. The contracted vendor also conducted various focus groups to gain an understanding of the end-users experience.

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IV. Impact to Washingtonians:



V. Project Results:

Improved process as measured by: <i>(Click those that apply)</i>	Specific results achieved: <i>(Complete the narrative boxes below)</i>	Total Impact: <i>(Actuals; Current Reporting Period)</i>	Results status:
X Time	Decreased the number of phone calls from 52 calls a month to 29 calls a month.	56% decrease in phone calls	Preliminary

VI. Contact information:

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