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   Identify the problem: The agency’s previous website was outdated and tedious to navigate when looking for specific program information.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.
IV. Impact to Washingtonians:

We improved the availability of important program information to our customers. Program information is now readily available on our website, with a user-friendly navigation system. This reduced the number of phone calls by our customers to the agency. Instead of spending time answering phones, our staff can spend more time on claim processing.

V. Project Results:

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

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