



# California DMV “No Check” Policy

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# Agenda



- Pilot Phase
- Time Savings and Cross Business Leads Opportunity
- Prep for Members and Team Members
- Team Member Training and Resources
- Go Live and Next Steps

# Pilot



- 12-branch pilot began in March
- Learnings
  - Substantial time savings
  - Virtually no adverse reaction from Members
  - Positive feedback from Branch Management

# Time Savings and Cross Business Leads Opportunity



- Lengthy Transaction/EOD Process
  - 49 minutes per day
  - 26 days per year
- Opportunity to engage with Members
  - Build Member awareness
  - Increase Membership sales and CBLs

# Prep for Members and Team Members



- Posting signage in advance
- Consistent Information and Collateral
  - IVR Message, AAA.com, brochures, window clings
- Communication with our Business Partners
  - MSC, Social Media, Marketing, Finance, Training, CA DMV

# Team Member Training and Resources



- Hub Resources
  - FAQ's, Scripting, Timeline
  - CPM and Payment Acceptance Policy
- Training Webinars for Branch Team Members
  - Excellent Engagement

# Go Live and Next Steps



- Launched in all CA Branches August 5
- Branch Visits
- Check in with Branch Managers
- Verify Implementation
- Monitor MSI/CTS for Member feedback



**Questions?**

Thank You