

ARIZONA

DEPARTMENT OF ADMINISTRATION
TECHNOLOGY

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Digital Services: Government to Business*



Arizona Business One Stop

Description: Enhancing the Way Arizonans Create and Manage Businesses

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EXECUTIVE SUMMARY

Situation

Arizona provides businesses with information on codes, statutes, rules, and ordinances, along with a directory of potential resources for residents and business owners through the Business One Stop website. In addition, the Arizona Commerce Authority has compiled an interactive set of resources for those looking to start, expand, relocate, or exit a business in Arizona.

The primary state agencies a resident or business must interact with when forming a business in Arizona are: 1) the Department of Revenue (ADOR) for taxation related services, 2) the Secretary of State (SOS) for business name, trademark, and service mark registrations, and 3) the Corporation Commission (ACC) to establish a corporate structure. For most situations, residents and businesses must interact with each agency separately.

In addition to the core business systems and processes at ADOR, SOS, and ACC, the state has made significant investments in related enterprise-level systems, including the eLicense platform currently used by 14 state licensing agencies. In addition, the Department of Transportation (ADOT) has created the eAZ Super Portal. eAZ enables digital government and resident engagement as a “Portal of Portals.” eAZ provides enhanced identity authentication leveraging the trust of the MVD-issued driver license or state ID into the online world with remote biometric authentication.

Problems

Arizona lacks a Business One Stop online portal that provides a single online location to help residents and businesses plan, start, grow, move, and close businesses in Arizona. Entities that wish to create a business in Arizona must interact with multiple state agencies using isolated processes. This leads to a complicated customer experience, increased confusion, and insufficient information sharing between agencies. These isolated systems and experiences result in duplication of data across systems, increased data errors, and increased time for customers to apply for services and achieve results.

Solution

The creation of the [Business One Stop portal](#) serves as a single online location to help residents and businesses plan, start, grow, move, and close businesses in Arizona through a secure, digital end-to-end experience that does not require in-person interaction. The portal is being developed by the Department of Administration (ADOA) in partnership with the ADOT, ADOR, SOS, and ACC, and the Arizona Commerce Authority.

CONCEPT

The ADOA-ASET Business One Stop team partnered with ADOT developers as well as ACC, ADOR, and SOS technical and business teams to design, build, and deploy a fully connected, online portal that bridges the multiple agency systems to facilitate an elegant, centralized user-experience that greatly improves the speed and efficiency of business creation and maintenance in Arizona. The vendors for the project included Parsus Solutions (website), Qualtrics (survey tool), Mi-Case (development), and Civix (APIs).

SIGNIFICANCE

Business One Stop provides a personalized business registration process that allows new and seasoned business owners to quickly register a new business in Arizona. Features including the name reservation tools, fee estimator, and guided checklists provide entrepreneurs with consolidated information directly related to their business needs for the first time. Furthermore, the guided user journey within the portal allows business owners to focus on the information they need to complete in order to open and grow their business.

By using information such as entity type and character of business, Business One Stop is able to determine what applications are required for the entrepreneur. Within the individual applications, embedded system logic validates data prior to final submission in order to help ensure submitted applications are not returned due to missing or erroneous information. In allowing for a flexible user-focused experience, the portal also allows users to self-navigate across all needed applications so that applications can be started, saved, edited, and submitted as needed. Overall, the consolidation and personalization of the Business One Stop experience is anticipated to provide an easier to use business planning and opening process, as there is an anticipated increase in the number of entrepreneurs who start the business registration process and complete all required steps.

Business One Stop simplifies the application process by using entrepreneur provided information to display the forms needed by entrepreneurs. This removes the current frustration that many entrepreneurs face when they previously needed to contact state agencies to locate forms or spend copious amounts of time researching online. Business One Stop also decreases the overall time required to process, approve, and finalize applications. Prior to completing applications in Business One Stop, users often needed to wait for paper or electronic mail correspondence to learn about the status of their application and potential needs for revision.

In addition to completing initial applications, Business One Stop also seeks to reduce confusion and direct customer call volume to the agencies by adding application specific information to the dashboard. New to the business formation process, Business One Stop provides a real-time dashboard connected to each of the agencies that is able to report the status of any application. Business One Stop also allows users to make revisions to rejected applications, make some adjustments to approved applications, and eventually it will allow for on-going business filings including document requests, submissions of annual reports, and the renewal of licenses.

IMPACT

The Business One Stop portal supports Arizona's thriving small business community and empowers every resident of Arizona to become an entrepreneur. Residents who own or want to start a business in Arizona can do so using a comprehensive, intuitive, and frustration-free option. As a result, more businesses may be opened in Arizona, potentially boosting the state's economy and providing residents of Arizona with more options as consumers and improved services. Agencies benefit from Business One Stop as well because it will help them reduce overhead costs and speed up processing times, freeing up agents to work on other initiatives.

Prior to the launch of Business One Stop, entrepreneurs would often face call wait times of 40-60+ minutes when calling any one of the agencies. In order to prevent users from waiting in long call queues, Business One Stop implemented a series of self-serve options for users to gain resolution to their questions and feel empowered to manage their applications.

Within the portal, the planning section provides users with a wealth of general and personalized information intended to guide new entrepreneurs through the business start process. Once the entrepreneur begins their application, the guided user journey, tool-tips, and the user knowledge center provide the user with various points of engagement to find information needed without having to leave the application. When these tools do not provide the user with sufficient information, the built-in chat tool allows the user to engage in more robust conversations with an automated bot.

Finally, Business One stop includes a central helpline. Staffed by speciality customer service advisors, the Business One stop central helpline seeks to efficiently and effectively resolve customer concerns by greatly reducing call wait times and leveraging highly skilled advisors. Call wait times to the Business One Stop helpline are monitored and staffed in order to maintain a call wait time of 5 minutes maximum. Additionally, Business One Stop seeks to provide a first-call resolution for 90% of all calls.

In the spirit of continuous improvement, the Business One Stop call center along with the participating agencies collaborate to share data relative to call reasons, best practices, and call volumes in order to ensure consistent support and the elevation of portal enhancements. Furthermore, through this collaboration, all centers benefit from a shared knowledge base concerning the user experience.