



# PERMITIUM

## City of Lubbock TX

## Vital Statistics

## Case Study

# Lubbock TX City Secretary's Office Increases Efficiency and Revenue by Implementing VitalDirector



## SUMMARY

### **Customer: Jennifer S. Clements, Vital Statistics Manager, City of Lubbock TX City Secretary's Office**

In this case study, you'll delve deeper into how the City of Lubbock's Vital Statistics Office revolutionized operations by leveraging the power of VitalDirector. It describes the transformative journey of a traditional, paper-based government office overcoming operational inefficiencies, extending their services beyond geographical limitations, and ultimately, driving substantial financial growth. From challenges faced in the initial stages to the \$51,000 of increased revenue the first year, this case study is a testament to the transformative power of digital tools when applied to public services.

## INTRODUCTION

Jennifer Clements is the Vital Statistics Manager for the City of Lubbock, Texas Vital Statistics Department, a branch of the City Secretary's Office. In her role, Jennifer is responsible for the efficient and effective management of vital records ordering and processing. Soon after she started in her position, Jennifer identified the need for an online solution for vital records ordering. She did some research and discovered that a neighboring city was successfully utilizing VitalDirector for their online vital records ordering, a lead that she explored further.

Jennifer's story is an inspiring example of how technology can be leveraged to improve efficiency and customer experience. With the right tools and strategies, agencies can ensure that they are providing top-notch service to their customers while improving their bottom line.



## CHALLENGES & GOALS

**How to streamline order processing, improve communication, and enhance service delivery, while reducing wasteful spending.**

- **Too many orders, not enough employees**
- **No central communication system**
- **Citizens using fraudulent websites**
- **Need system in place for Covid**

Prior to implementing VitalDirector, the City of Lubbock was grappling with a series of issues that were undermining their service delivery and budget. A significant challenge was the volume of orders being managed by a single employee. This workload included the handling and processing of mail, fax, and email orders, as well as managing in-office orders. Their system was also plagued by problems such as missing notaries, omitted IDs, and absent payments, with substantial communication required to rectify these issues.

Jennifer also had to contend with the fact that many of their citizens were inadvertently utilizing fraudulent websites for their applications, thereby wasting money on outdated forms and mailing labels. The need for a central communication system was essential to better manage these outside orders.

The onset of COVID-19 only intensified these challenges, forcing the City of Lubbock to consider new ways of operating amidst office shutdowns.



**"We had a folder FULL of applications that were missing items, and with only four total staff members, we did not have the time to deal with all of the outside "mail" orders. We had to do something to improve our service to our customers and better facilitate these outside orders."**

## CHALLENGES & GOALS

**(continued)**

The tipping point for Jennifer came during an hour-long phone call with a single mother. The customer was just trying to get her child's birth certificate and had inadvertently paid a ridiculous amount to an online company. When she did not include the City of Lubbock's required fee with her order, they had to contact her to ask for payment. She was a victim of a fraudulent website and there was nothing anyone could do to get her money back. Jennifer found that other online vital records ordering solutions did not offer the features available with Permittium and lacked the customer service that became a defining attribute of Permittium. In essence, the customer needed a solution that could streamline order processing, improve communication, and enhance service delivery, all while boosting their bottom line.

**Missing notaries, IDs, and payments plagued most of the mail, fax, and email orders they received.**



**"The only way to fix these problems was to find one central means of communication where we could better facilitate these outside orders. We were losing revenue having to mail things back to people and missing out on possible areas where we could increase revenue."**

## SOLUTION

**A secure, user-friendly online ordering solution with automated communication that reduces costs and streamlines vital records ordering and processing.**

Permitium's solution, VitalDirector, is a game-changer in the field of vital records processing. As a cloud-based SaaS solution, it provides a seamless, automated pathway, eliminating the need for paper applications and thus significantly reducing the possibility of human error.

For the City of Lubbock, this change in operations led to a significant reduction in both paperwork and manual labor needed for processing vital record orders. The platform's focus on statute compliance ensures that legal standards are met, thereby reducing liability, while its cost-effective nature makes it a financially savvy choice. The accelerated turnaround time provided by VitalDirector translates to increased efficiency, benefitting both the the City of Lubbock and its citizens.

The improved security measures and the comprehensive system for managing and controlling certificate distribution bring peace of mind to all stakeholders.

**"We chose Permitium because it is easy and safe to use, and it gives us way more authority in how we facilitate our orders than other options. There is not a single time in the last 2 years that I have thought about finding another option because this one just WORKS. The amazingly friendly staff and attentive customer support has made us feel that Permitium wants us to succeed just as much as we do!"**



## SOLUTION

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Furthermore, VitalDirector enhances the user experience by offering a safe and easy-to-use self-service option for citizens. The custom branded websites give users peace of mind that they have not landed on a fraudulent website, and the online, mobile-friendly solution equips them with the means to manage their vital requests from the comfort of their own homes.

The improved security measures and the comprehensive system for managing and controlling certificate distribution bring peace of mind to all stakeholders.

**"No one else sought out our business or acted like they genuinely cared about our success, and Permitium has done that from the very beginning."**



## RESULTS

### **A transformed experience for both citizens and staff!**

The implementation of VitalDirector had a profound impact on the City of Lubbock's Vital Statistics Office. It transformed the way they handle and distribute records. The online system has not only streamlined their operations but also broadened their customer base, as they are now able to serve citizens who were born outside Lubbock. Their costs for mailing out records are covered, and the system's ease of use has increased overall record purchases significantly.

Furthermore, the reporting features of VitalDirector grant them the ability to monitor these figures closely. The use of VitalDirector has led not just to cost savings but also to substantial revenue growth- an increase of \$51,000 after their first full year with VitalDirector!

This impressive growth in revenue can mainly be attributed to their ability to offer plastic covers for certificates and expedited shipping, a reduction in paper and postage costs, and an increase in the volume of orders due to the convenience and short turn around time provided by the new online system.

Overall, the new system has allowed the City of Lubbock to provide a more efficient and secure service for their citizens while also significantly reducing the burden on their staff members and bringing in much needed additional revenue.



**City of Lubbock TX Vital Statistics Office saw an increase in revenue of \$51,000 after their first full year with VitalDirector!**

## CONCLUSION

In conclusion, the City of Lubbock's Vital Statistics Office's experience with VitalDirector has been a game-changer. This innovative solution has not only optimized operational efficiency and extended their service outreach but has also paved the way for significant financial growth. The increase in revenue by \$51,000 in the first year alone serves as a testament to its success. This precedent sets the tone for other cities to follow suit, further emphasizing the power of digital transformation in public services.

## LET'S TALK



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