

Increasing Online Usage



URL:

<http://www.dopl.utah.gov/renewal>

Agencies Involved

Department of Commerce
Division of Occupational and
Professional Licensing

DOPL Renewal

Target Customers

Professionally licensed individuals in the state of Utah.

Application Description

Service overview

- This application allows individuals in the state of Utah to renew their professional license and pay the required fees online. Upon completion, they are provided with an electronic copy of their renewed license that they can print out for their records until they receive their official license from the Division of Occupational and Professional Licensing.

Benefits to users

- Provides a very simple and convenient way for individuals to complete their state mandated renewal process.

Past Marketing & Promotional Initiatives

Agency sends renewal notice to each licensed professional prior to the expiration of his or her current license. Information regarding the online option is included in renewal notice, and some professions are “required” to use the online process.

Planned Marketing & Promotional Initiatives

Update the renewal notice and require more professions to use the online process.

Application Metrics

- Transaction numbers: Over 35,000 renewals performed online in 2005
- Adoption rates: Approximately 56% of renewals performed online. Some professions have achieved a near 100% online adoption rate. (This is the highest of any similar service in the nation.)