



RENOVATING DIGITAL EXPERIENCES

The Arizona Registrar of Contractors modernizes technology to provide a better experience to its constituents and employees

| OVERVIEW

Established in 1931, the Arizona Registrar of Contractors (ROC) licenses and regulates residential and commercial contractors in the state of Arizona. Their mission is to protect the health, safety and welfare of the public through a regulatory system designed to promote quality construction by Arizona contractors.

In support of the construction industry which represent 8% of Arizona's GDP, ROC manages 40,000 active licenses and investigates 7,000 complaints per year. Although the agency had seen numerous benefits to using Salesforce over the years, there was still a need to modernize technology that would enable its staff to be more efficient and provide a better digital experience for its customers. By partnering with Mastek, ROC was able to improve internal workflows, performance and introduce modern digital services that allow customers to interact with the agency using their computer, smartphone or tablet.

| CHALLENGE

Prior to launching their new solutions, ROC was experiencing issues with its existing technology systems and classic Salesforce org. Since the existing application was on a shared org with 13 other agencies, some of the critical customizations for their workflows could not be implemented.

The agency was missing key digital services such as a Document Management Solution, online portal for ROC Customers and some key features available on the Salesforce Lightning platform. While its staff struggled with delays and inadequate search capabilities of existing systems, its customers were eager to have the same ease of use and 24 / 7 availability from online services that they receive from private sector digital services.

| BY THE NUMBERS

- Estimated savings of 10,000 hours of labor per year
- Saved \$100,771 in annual AppExchange costs by using standard Salesforce Lightning features
- Customer communications such as 1,600 renewal reminders and license actions are sent automatically via text and email per month
- Accuracy and quality of data improved - by implementing Smarty Street (address verification tool), saving \$11k annually
- Estimated reduction in returned/rejected mail by \$25k (or 5,250 pieces of mail)
- Expected 35% reduction in application deficiencies

| SOLUTION

ROC partnered with Mastek to move onto their own dedicated Salesforce Lightning instance, implement a Document Management System, integrate with third-party API's and create a new Customer Portal for online services. Due to extensive experience working with state agencies, Mastek was able to provide simple but effective solutions using out of the box Salesforce features but configuring them to solve their biggest pain points. Throughout the engagement, Mastek followed its three-D's process to Discover critical issues, Design the future state of the technology and Deploy the final solutions accordingly.

| KEY TECHNOLOGIES USED

- Salesforce Lightning Platform
- DocuSign/Intelledox
- Egnyte
- Nintex
- SmartyStreets
- API integrations with PSI, FirstAdvantage, & AZCC, EMAG



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