



HOUSING AND COMMUNITY DEVELOPMENT DEPARTMENT DRASTICALLY REDUCES TIME TO MARKET WITH NEW SELF-SERVE FORMS

| BACKGROUND

This state's Housing and Community Development Department helps to ensure safe, affordable housing for veterans, seniors, young families, farm workers, tribes, people with disabilities, and those experiencing homelessness. The department's manufactured and mobilehomes division manages the titling and registration of mobilehomes, manufactured homes, commercial modular, floating homes, and truck campers, while providing health and safety inspections and enforcing regulations that protect consumers.

| CHALLENGE

A variety of end users rely on the manufactured and mobilehome division's titling and registration services, including contractors that build or renovate units, new and existing homeowners, and mobilehome park owners/operators. To title, register, or obtain a permit for a manufactured or mobilehome, these users need to submit various forms.

Because the division used a custom system based on Java and .NET, adding or modifying a form involved time-consuming custom coding by developers skilled in these technologies, which are difficult to find in a tight labor market. It could take months to launch a few forms with dynamic flows to provide good user experience.

End users also found the paper-based registration process unwieldy and the turnaround time was slow. Customers had to wait to receive their login credentials by mail before they could begin using the existing online system.

| SOLUTION/RESULTS

The division was eager to move to a modern Software-as-a-Service (SaaS) solution that would speed and simplify launching new or modified forms and support an electronic registration and titling process.

With experience implementing the Salesforce platform—and 100+ team members certified in the Omnistudio module of the Salesforce Public Sector Foundation—Mastek proved to be the ideal partner to help transform the division's registration and titling processes. After a thorough discovery process, Mastek designed a solution that leveraged the robust Salesforce LPI module and replaced the existing public website with an intuitive community portal, fully integrating Salesforce with the existing Oracle database.

Faster Customization Greatly Speeds Time to Market

Using the LPI module's out-of-the-box capabilities for creating and modifying applications, Mastek developers have gotten new forms to market significantly faster than the division could before. In the project's first two phases, Mastek created and launched 23 forms, a new registration process, payment integration to accept ACH and credit cards, and Oracle integration in just a few months. With the previous technology platform,

the same effort would have taken significantly more time and testing.

Mastek used the Salesforce module's drag-and-drop functionality to quickly configure applications and leveraged its OmniStudio capabilities to develop reusable components that can be employed across dozens of forms. This plug-and-play environment avoids duplicate work, reduces testing, improves accuracy, and accelerates time to market with new or modified forms.

Adding payment functionality is a prime example: Instead of building payment fields from the ground up for each use case, the configuration now simply indicates when the form should require the user to enter payment information and inserts the reusable payment component at that point.

Optimized Processes Create a Better User Experience

Rather than just migrate the existing accounts to the new platform and digitize the existing forms as is, Mastek optimized and modernized the division's customer-facing services by reducing complexities, improving data management, and implementing value-add features.

For instance, the division no longer needs to ask returning users to provide data that already resides in the database, thanks to the tight integration between Salesforce and Oracle. For owners with multiple units and contractors that do repeat business, better data management means fewer steps and a more streamlined experience.

The division also leveraged the new technology to move to a fully online user account registration process, further improving the experience for mobile home owners, contractors, and park operators. They simply set up an account online, receive their login credentials via email, and can begin using the portal immediately.

The portal is now a feature-rich, one-stop shop enabling users to apply for a permit, register and title a manufactured or mobilehome, renew a registration, transfer registered owners, conduct escrow and title searches, and file complaints. They can pay fees electronically via ACH or credit card since the portal is integrated with the Chargent Gateway. A single sign-on launches a

customized experience for each user type, with automated workflows guiding them through the process, only asking the relevant questions at every step. And if they need help, they can download easy-to-follow guides from the "Resources" section.

Setting a Foundation for the Future

While Mastek developed and deployed the first 23 forms, the team trained the division's staff to develop or modify forms themselves going forward. The newly trained team is already leveraging the reusable components to create and launch simple forms, further speeding time to market and reducing their reliance on hard-to-find talent.

Mastek is also ensuring that every user in the division is capable and confident which includes training internal subject matter experts to onboard a broader group of users over time. The division has already onboarded 87 agency users on the new platform with a plan to double the internal users as they expand and implement more capabilities on the new platform.

Additionally, the move to Salesforce positions the division to expand its capabilities by supporting the forms needed for mobilehome inspections. And with Google Analytics embedded into the portal, the division now has access to key user engagement metrics.

With 7,300 end customers already subscribed to the new online portal since launch, more than 1,000 electronic applications have been received in the first four months, and new forms launching faster than ever, the division is on a path of success.

| CHALLENGES

- Existing systems slowed time to market
- Current technology required time-consuming custom coding
- Paper-based processes frustrated end users
- Lack of integration hampered the experience

| VALUE CREATED

- Dozens of forms deployed in months, not years
- Fast, intuitive online user registration process
- Community portal with robust self-serve features
- No more dependence on hard-to-find talent

| SOLUTIONS

- Salesforce Public Sector Foundation with LPI and Omnistudio modules
- Community Site
- Progress DataDirect RDP middleware
- Chargent Gateway for payment integration

| ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website www.mastek.co.



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