

# Innovative Channel Distribution

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## URL:

<http://onthespot.utah.gov>

## Agencies Involved

Utah State Tax Commission, Division of Motor Vehicles

## On The Spot (OTS)

### Target Customers

Citizens and businesses that need to renew vehicle registration, including watercraft and off road vehicles.

Emission and safety inspection stations that want to offer an all-inclusive service to their customers by offering a renewal decal with the inspection.

### Application Description

Service overview

- Building upon the powerful technology behind Renewal Express, the DMV has launched a related, but separate, “On the Spot” service in which participating emissions and safety inspection stations are able to provide customers with permanent registration decals “on the spot.”

Benefits to users

- Citizens are able to do a complete vehicle inspection and renewal all in one location.

### Application Metrics

Transaction numbers

- more are anticipated to join as we launch the program throughout the state this year.
- With just these stations, “On The Spot” is responsible for almost 5,000 renewals per month.

### Testimonials / Success Stories

Jiffy Lube has decided to run advertisements highlighting the “On The Spot” service. This promotion is being mailed to every person in the Salt Lake valley who needs a vehicle renewal within that month. This push to use the “On The Spot” service is being done at no cost to the DMV.

### Marketing & Promotional Initiatives

- All participating stations receive an “On The Spot” banner to hang outside of their business.
- All participating stations receive unlimited point of sale posters to encourage the use of the service.
- All participating stations have unlimited use of the logo (with restrictions) for personal advertising.
- The vehicle renewal notice lists “On The Spot” as one of the three preferred methods for renewing your vehicle.