

SETTING NEW RECORDS

IT'S NOT JUST ABOUT BUILDING BETTER PROGRAMS;
IT'S ABOUT BUILDING A BETTER EXPERIENCE.

Record holders know why these improvements are important: it means they can spend less time waiting to take the next steps in their profession, and more time pursuing opportunities.

We know your time is valuable. And we know that no one likes to wait. That's why NCARB is devoted to providing effective and timely service to the broad range of customers who engage with us. From students, to interns, architects, educators, supervisors, and our Member Boards, the opportunity to provide high-quality services for the NCARB customer base is priority number one.

Since 2008, when NCARB began a full-scale re-evaluation of its business procedures, the NCARB Records Directorate has shown outstanding improvements in its efficiency and timeliness. It's an ongoing process, but the past few years have seen dramatic advances in some of the most important services that we provide. A streamlined NCARB doesn't just make for a more positive experience; it also helps you to spend more time focused on the profession. It's one more way that we're trying to increase the value of NCARB services.

IMPROVEMENTS IN CORE SERVICES

Some of the primary responsibilities of the Records Directorate are the administration, verification, and evaluation of information for the Council's vast customer base. All of these core services have seen decreases in processing times over the last few years. It's not just about building better programs; it's about building a better experience.

When NCARB evaluates a Record, it is reviewing it to make sure that it meets all the requirements for a particular program or service—like certification. In FY09—the period between July 2008 and July 2009—a Certificate evaluation

took 100 days. In FY10, this number decreased to 58 days, and in FY11, an evaluation for an NCARB Certificate took only 19 days. That means that in 2011, acquiring certification—and taking advantage of its opportunities for professional development—was five times faster than it was in 2009.

Evaluations of intern records have shown similar improvements. As the final step in preparing an intern's Record, the evaluation ensures that the intern's information is clear, accurate, and ready for the next step in the licensure process. In FY09, the evaluation of an intern's completed experience and education took 50 days from when all required information is received. In FY10, the same process took 32 days, and in FY11, it only took 19 days.

Another area that has seen major positive developments is the receipt and processing of transcripts, IDP Eligibility Date forms, and other paper forms. In 2009, each form took an average of 25 days to be processed and entered into a Record. In FY10, this number had dropped to 13 days, and in FY11 it was down to 10 days.

There are two major reasons for the decrease in all of these processing times: better technology and better business procedures. "We have invested in many internal tools for tracking records and facilitating the flow of information," said NCARB CEO Michael J. Armstrong. "While we are constantly striving to improve how our customers interface with our services through technology, we also recognize the importance of empowering the staff in assisting our customers."

Record holders know why these improvements are important: it means they can spend less time waiting to take the next steps in their profession, and more time pursuing opportunities. For Certificate holders, the advantage is clear; in difficult economic times, the ability to become certified and pursue projects in another jurisdiction can mean the difference between a good year and a bad one. For our Member Boards, it means that the tools and information to get things done are there when they need them.

Note to architects: If you are not currently NCARB certified, the processing times cited are for the formal evaluation of your credentials. They do not include the time required to compile the verified documentation needed for the certification process; this varies significantly by individual.

IMPROVEMENTS IN CUSTOMER SERVICE TIMES

We know that there's no such thing as an average architect. From college, to an internship, to licensure, and to certification, the path toward licensure and certification is as varied as the people who pass through it. While the programs themselves are common touchstones for the architectural community, sometimes the process requires a little bit of individual attention. When it does, NCARB has a team of dedicated professionals who are equipped with the tools to understand the average—and the not-so-average situations.

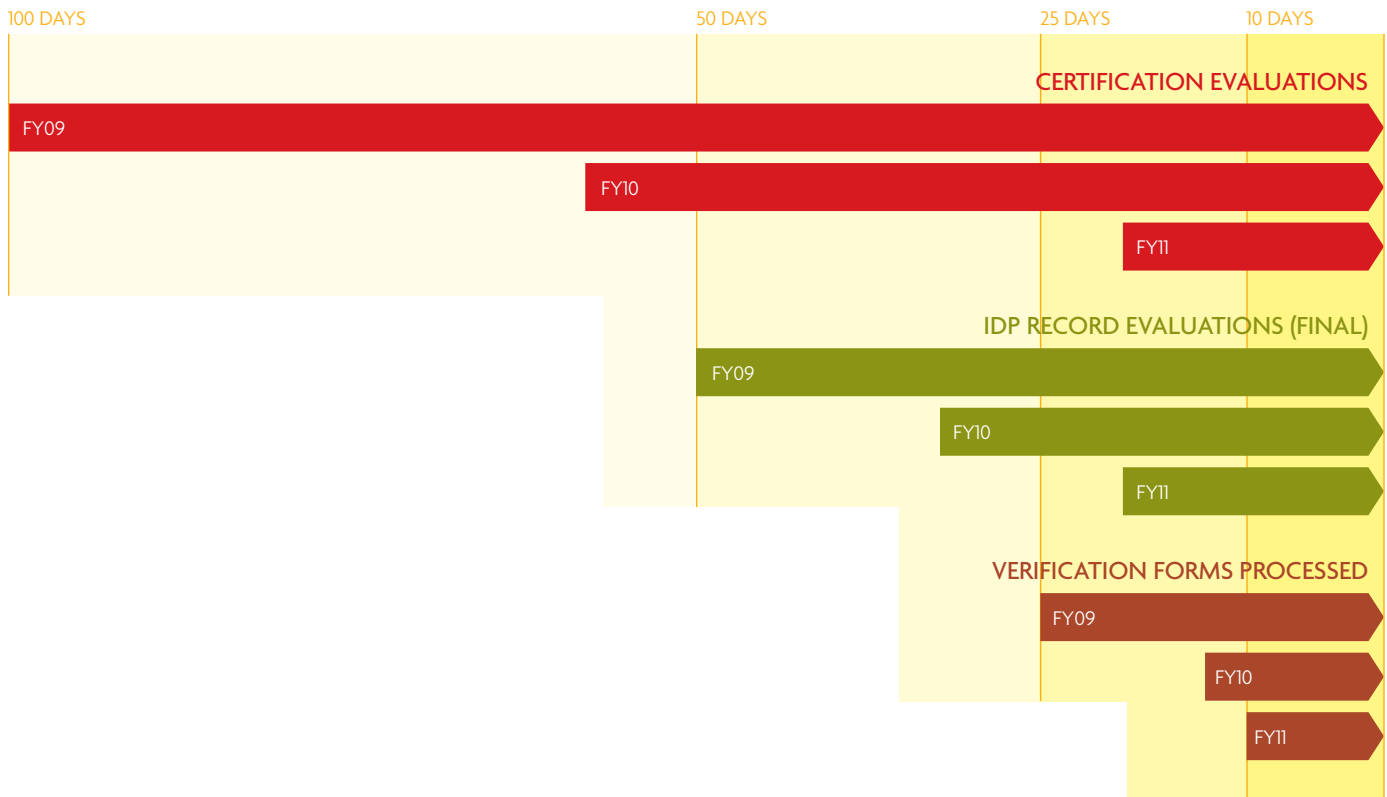
NCARB customers contact the Records Directorate in one of two ways: phone or e-mail. Both options have shown increased responsiveness since 2009. In FY09, the average hold time for callers on

the phone was three minutes. In FY10, it dropped to two minutes. In 2011, the average call to NCARB experienced a hold time of 1.5 minutes. In the event that a caller is on hold for more than five minutes, he or she is offered the option of being called back.

Customer service e-mail management has shown progress that is even more remarkable. Over the last three years, NCARB has received over 100,000 customer service e-mails. Since 2009, when the time to respond to an e-mail averaged 10 days, the turnaround time for an e-mail has dropped by 66 percent. In FY10, the response time was six days, and in 2011, it was down to three days.

One major factor in the improvement of phone and e-mail management is the use of new technology. A more inte-

AVERAGE PROCESSING TIMES



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grated and informative call system empowers NCARB representatives to meet service demands.

More importantly, access to call metrics has given the Records Directorate the ability to identify peak times and long-term trends, build an intelligent and responsive schedule, and ensure that the entire directorate remains flexible with regards to the changing needs of the customer base.

"We have empowered the staff to succeed," said Doug Morgan, Director, Records. "We have utilized technology to automate many of our processes and provide our team with functionality and access that they did not have before. We have also streamlined these processes to gain efficiencies and introduce more individual accountability and ownership.

Most importantly, we have initiated intra- and inter-departmental cross-training for our team—expanding the scope of knowledge and responsibility has paid great dividends." A more responsive and expert agent means that you get the information you need—not only for today's question, but for a broad and forward-looking view of your Record.

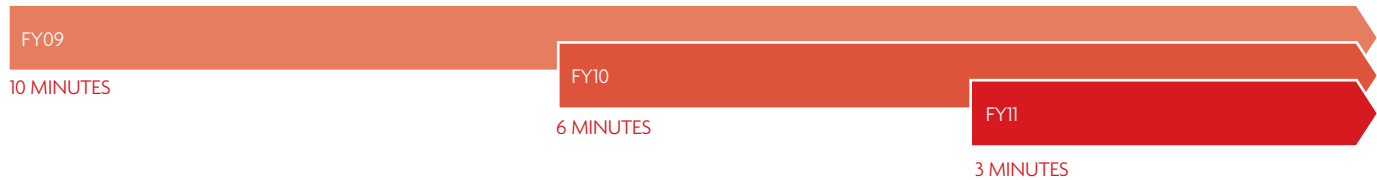
NCARB's focus on improving the quality and speed of our service has had tangible results. In 2009, an intern waited, on average, for 79 days on NCARB services. The same intern would only wait 39 days today. For architects seeking NCARB certification, the change is even more significant. Instead of waiting an average of 150 days on NCARB services, they wait for only 39 days.

There have also been improvements for NCARB Certificate holders transmitting their Record in support of reciprocal registration. Prior to FY09, it once took an average of 15 days to process and transmit a Record to a jurisdiction—and this doesn't include the time spent mailing requests and records via the U.S. Postal Service. The time to actually process a request is now down to four days, and NCARB has eliminated the mailing time by making the process electronic for both customers requesting transmittals and jurisdictions receiving them.

This organization is committed to continue enhancing our services and the customer experience. The changes have been dramatic, and we are looking to continue improving as we build on all of our services for today and into the future.

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AVERAGE HOLD TIME OF CALLS



AVERAGE RESPONSE TIME TO E-MAILS

