

Import/Export Licensing Service

13th January 2016
Mid-Discovery Show & Tell

Agenda

1. **User Research** - What have we learned to improve the service?
2. **Business Process** - Identifying current blockers to exporters and how they can be improved
3. **Service Design** - What do exporters need from the service?
4. **Content Design** - How to streamline information shown to exporters, so that it is concise and clear.
5. **Technical Design** - How will we make this all happen?
6. **Roadmap** - What are our future plans?

Service Design Hypothesis

The main objective of the service should be to **reduce the time taken for UK companies to export responsibly**.

ALPHA

Allow exporters to select the right licence type, guiding them to open licences if appropriate.

BETA

Where a SIEL or other permissions is required, reduce the time taken to process licence applications while still giving government departments the information they need to make good decisions.



WHY DOING USER
RESEARCH?

User research findings

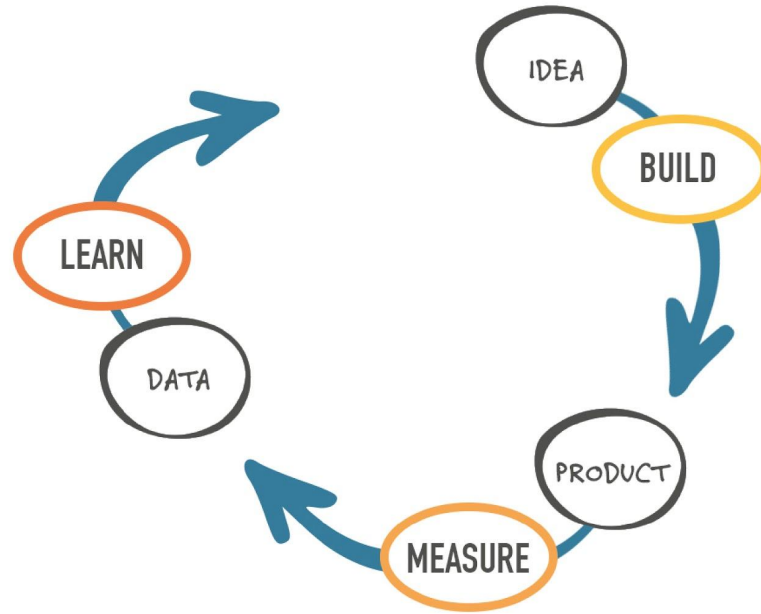
Discovery phase












































‘ We measure our success on
customer behaviour ’

By speaking to all users, we are able to identify
the outcomes in which
we measure the new platform against

The Build Measure Learn diagram helps us see that the real intent of building is to test “ideas”



Export & Import user's known Gov dept dependencies

Business size (no of employees)	 SMALL (1-9)  MEDIUM (20-140)  LARGE (150 - 260)  MACRO (10 000+)			
	 Exp  Imp	 Exp  Imp	 Exp  Imp	 Exp  Imp
 ECO				
 MOD				
 FCO				
 CESG				
 HMRC				
 DECC				
 DFID				
 DEFRA				
 DCMS				

Turnaround time

Exporters & Importers Pain points

Slow turnaround time leads to my customer using a supplier outside of the UK.

Sole traders or directors of small businesses don't have an hour in their day to fill in an application.

Am I able to receive my license within 20 days, or do I have to wait the full 20 days?

What stage of the process is my application at? Out with other Gov depts is not helpful enough.

No ability to hold any apartment accountable from the applicants perspective.

An easier way to edit the amount of units to an already submitted license application order.

ECO & OGD Pain points

Quicker response from OGDs & agents.

Cases should be operated in parallel across different Gov depts.

Flag the stage of a case on the dashboard summary.

Flag when a particular case has received RFI's back.

Need to be able to push applications back.

Submission date filters from low to high priority.

Only view information relevant to my job

Licensing team needs permission/functionality to switch contacts

Exporters & Importers Needs

Flag to indicate or highlight license expiry date.

Indication of a date when the applications passed through various checking points.

ECO & OGD Needs

No way of flagging urgent cases

Onus is on the Licensing unit to correct applicant's mistakes.

Help?

Exporters & Importers Pain points

What type of license do I require?

Can't identify; who it's going to, where it's coming from & what the quantity is.

Found out I'd been applying for, and using the wrong type of license for a year.

As a frequent user, I'm not being pointed or guided in the right direction.

No notification when a particular dept has checked and passed on my application

ECO & OGD Pain points

Companies aren't alerted when OGLs are updated every so often.

Applicants not knowing how to navigate through the site, as the UI is not clear enough.

Password resets aren't clear, or users forget.

Account management

Exporters & Importers Needs

Able to upload products catalogue to the system.

A place to store your users details that you export to.

Simpler method of updating contact details for multiple users

Choose your end user or consignee through your address book.

Archive area to find previous licenses from a particular period

Share workbaskets internally.

ECO & OGD Needs

Company information should be stored in one place.

Able to open any uploaded document to the system.

Accommodate 3rd parties inputting information to the system.

Conclusion of summary area with regards to an overview.

Able to upload supporting documents.

Exporters & Importers Pain points

Wasting a lot of time applying countless times when it's the same kit and the same end user.

Can I not just set up my application through a history of previous applications?

Constantly having to upload my RFD to the system.

Copy and paste products information from our internal system to the applications product list.

Potential areas and solutions in identifying the Key Success factors

Help

Educate applicants, guide them to an appropriate license. Time is a factor. Instant online chat or direct line, where is my application, ECO & OGD benefit by helping the applicants, small teams so resources are stretched.

Register

Applicants need to register before they can apply for a license, unregistered users create the most RFI's, difficult to track from an audit point of view. Easier to manage your account as a sole trader or large business.

Customisable dashboard

Able to manage their account, information available based on permissions. Flag areas of priority, escalate applications. Customers contacts list, company site addresses. Track the processing status & targets.

Simple interface

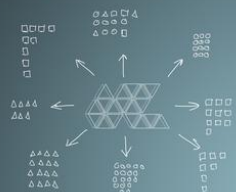
Better UI, automated & intuitive. Easy to find guidelines, accessibility issues, legible text, reduce tooltips in being more informative. Easier IA unrestrictive navigation.

Investigate

Implement



Analyze



Business



Test



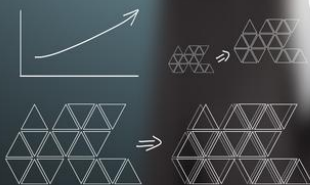
Process

Identify

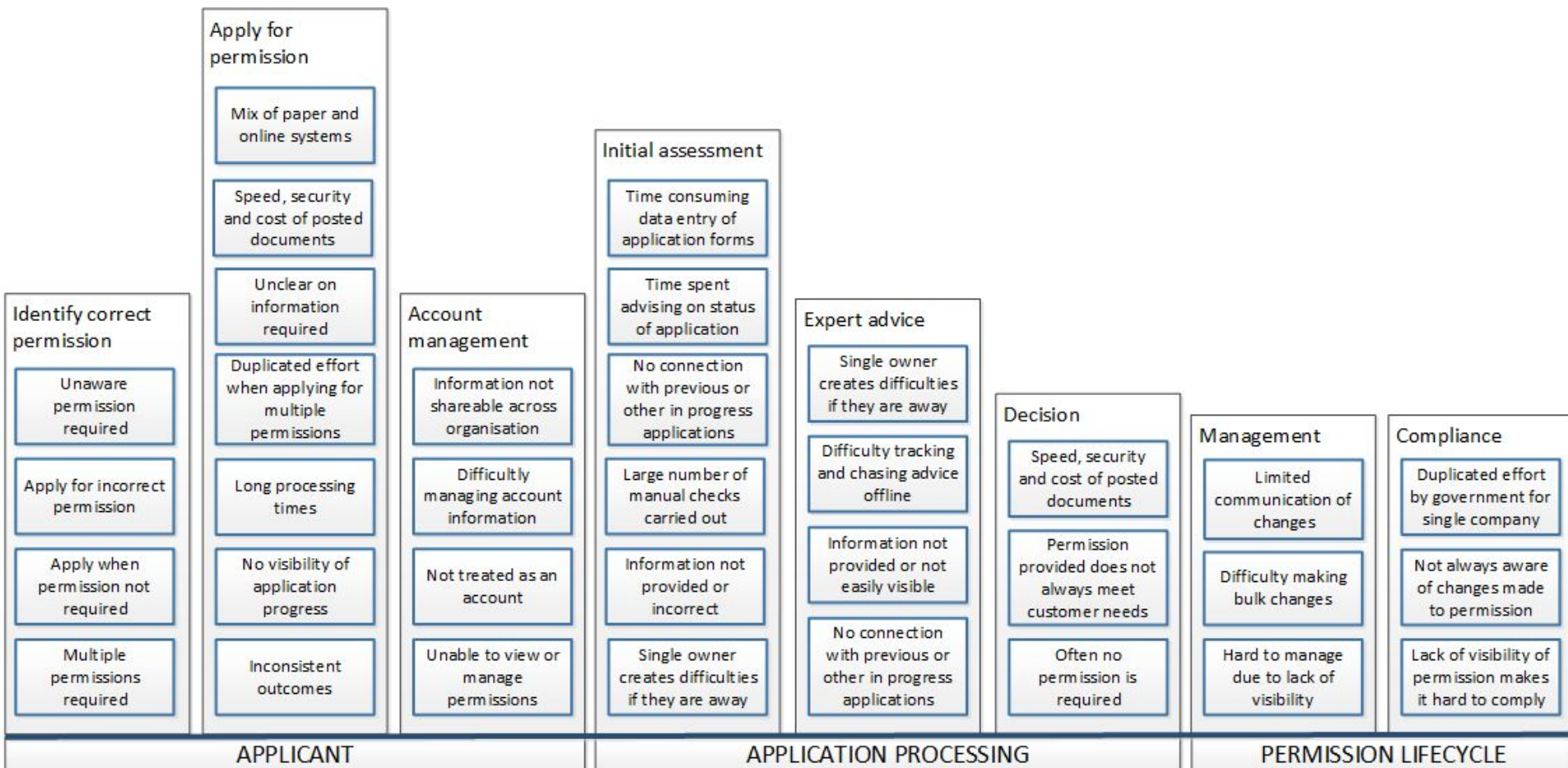


Develop

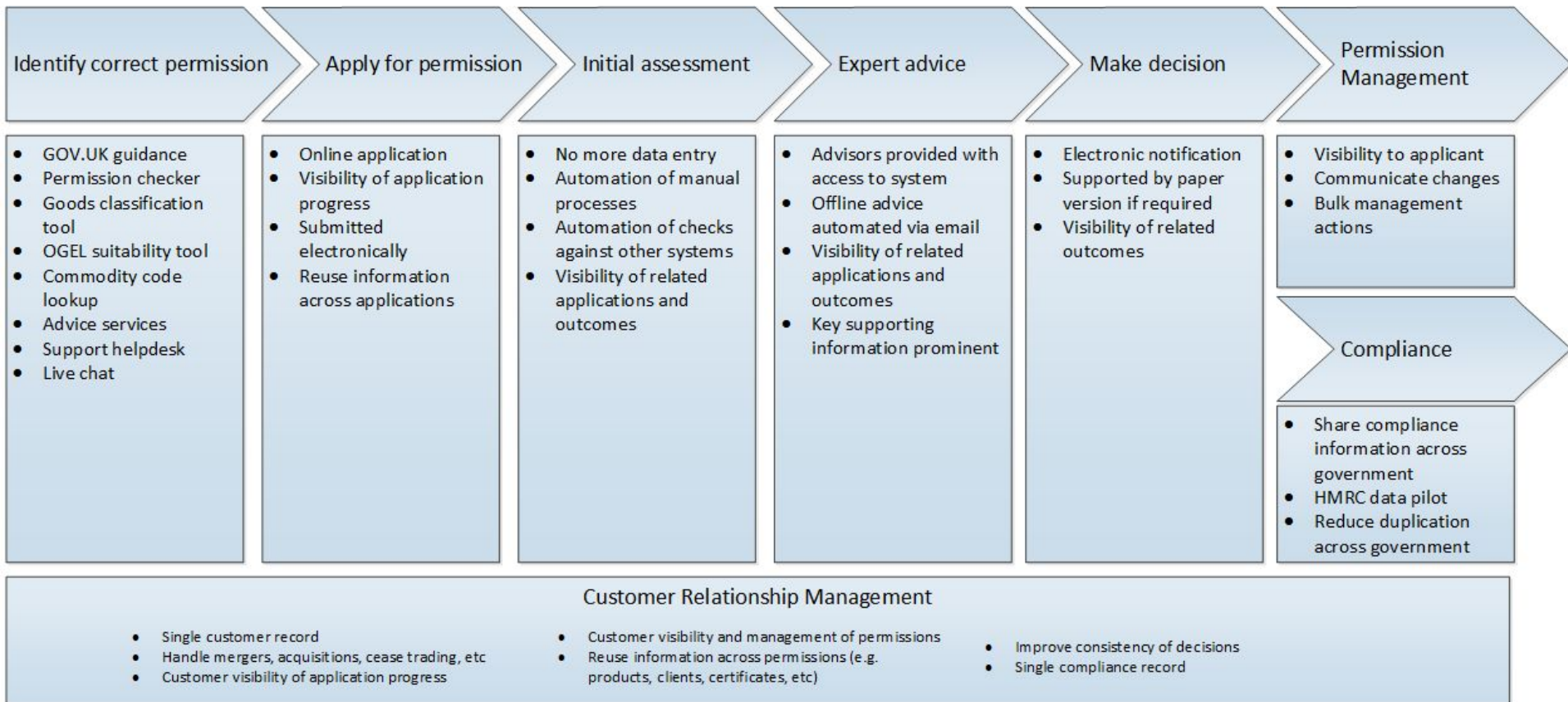
Design



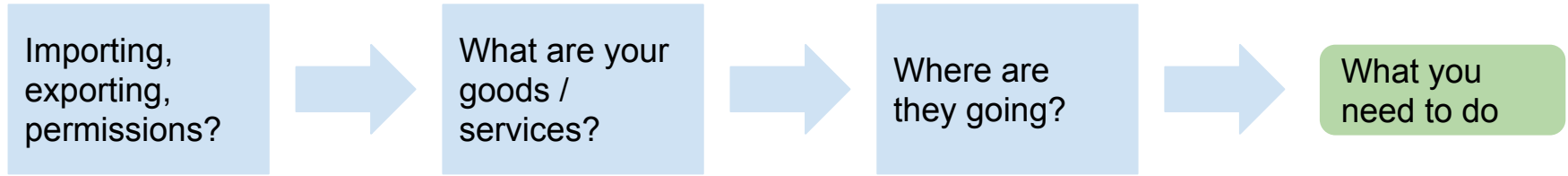
Common issues with existing processes



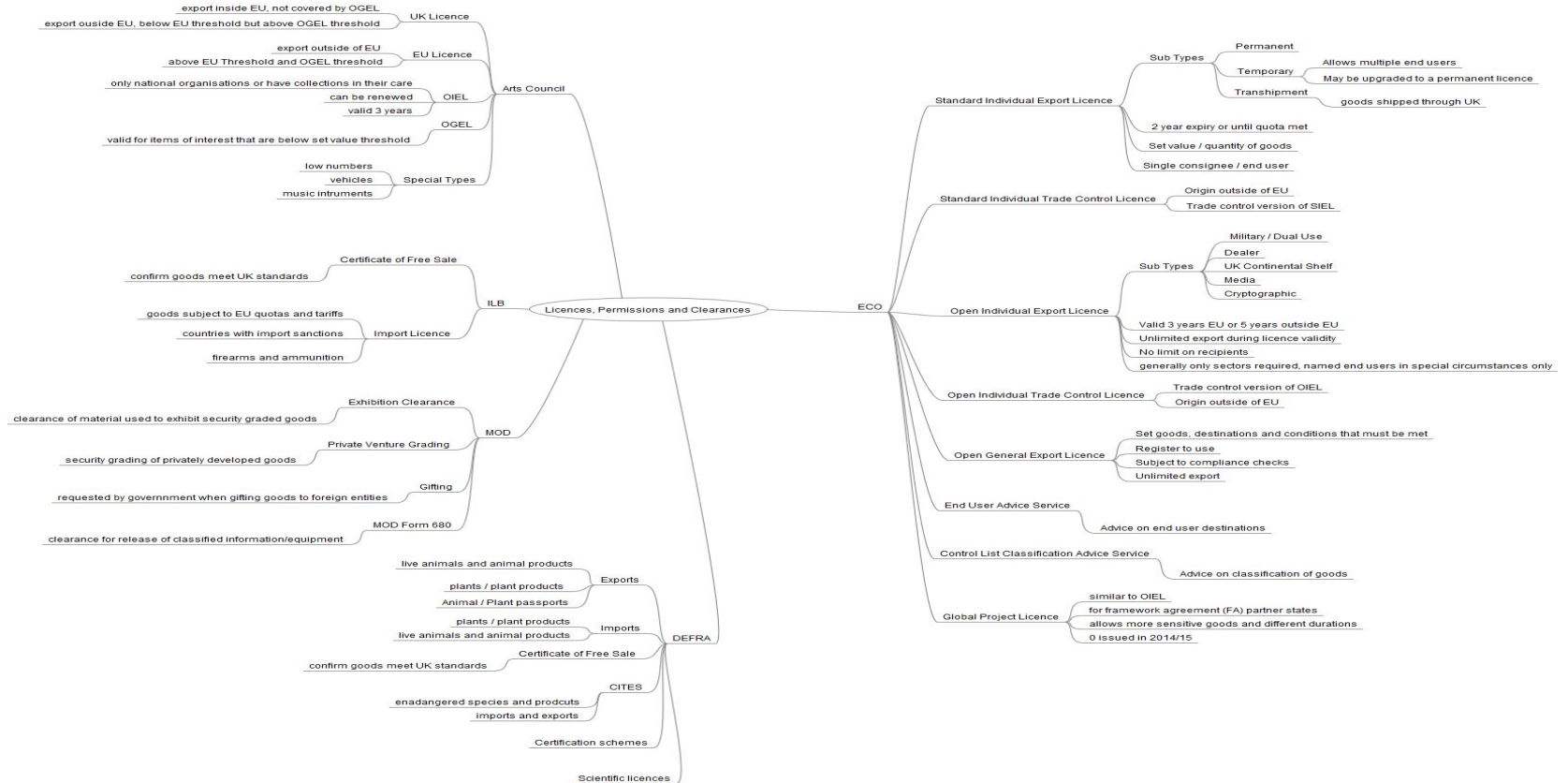
The way forward



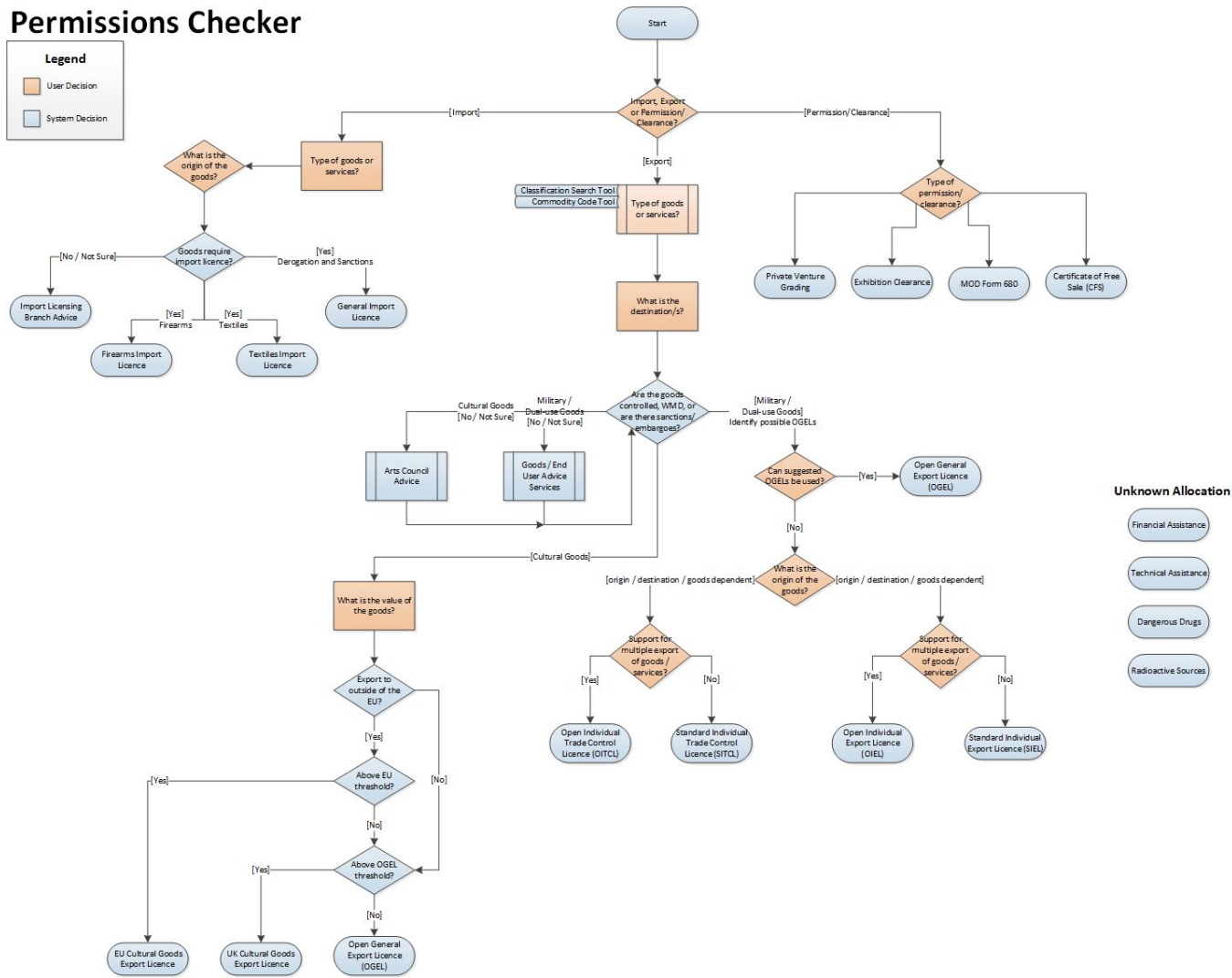
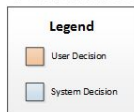
Guide customers to what they need



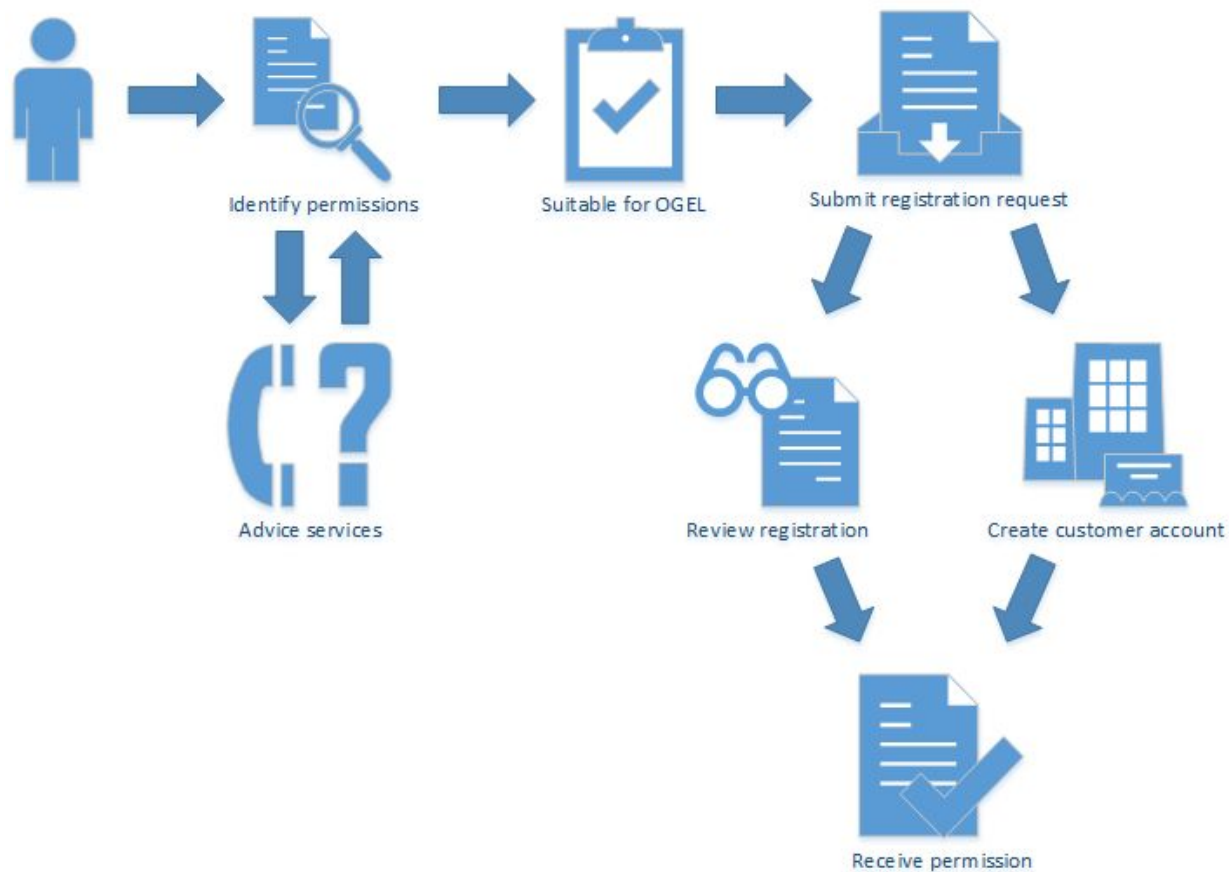
Understand the current licence portfolio



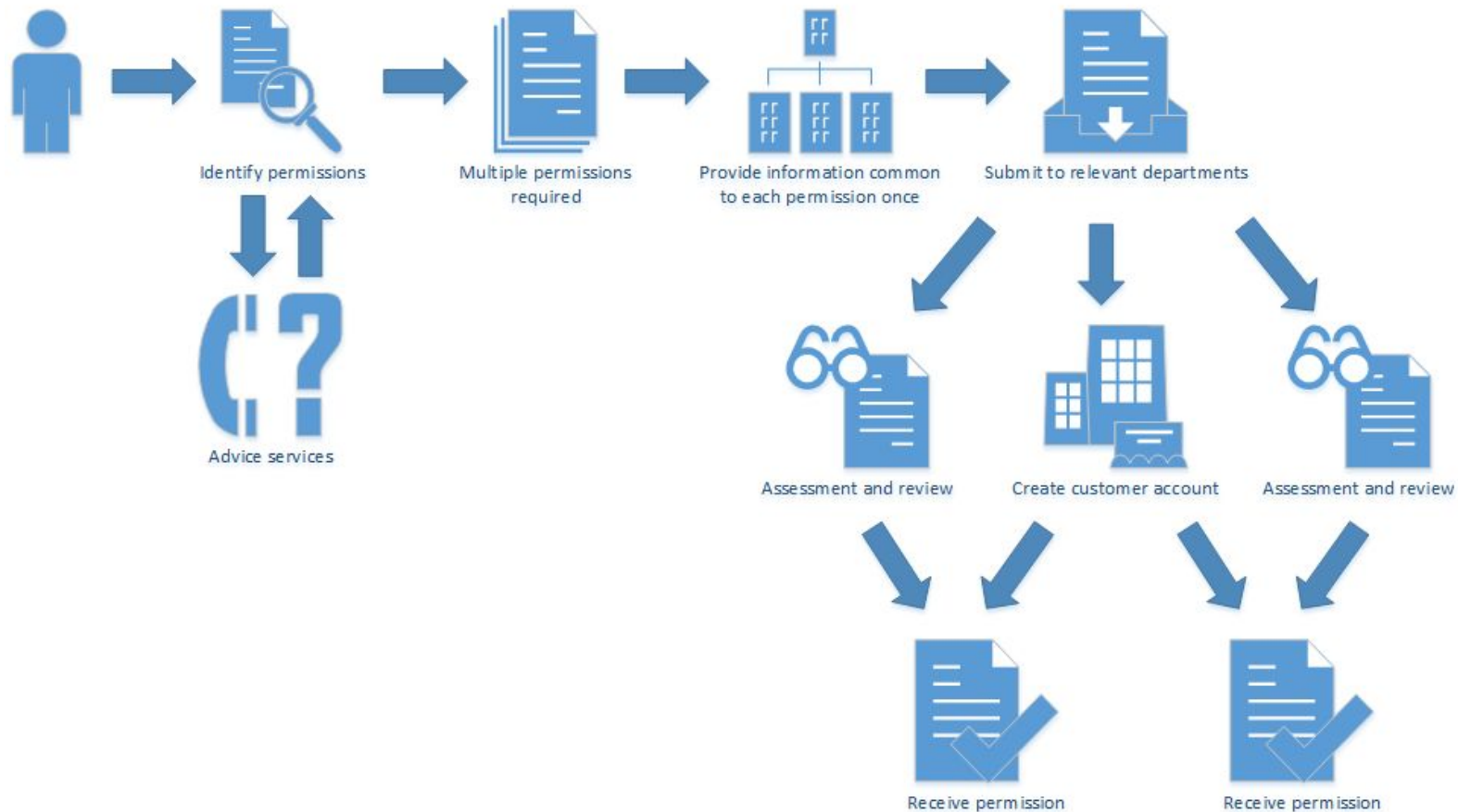
Permissions Checker



OGEL Registration



Multiple Permissions

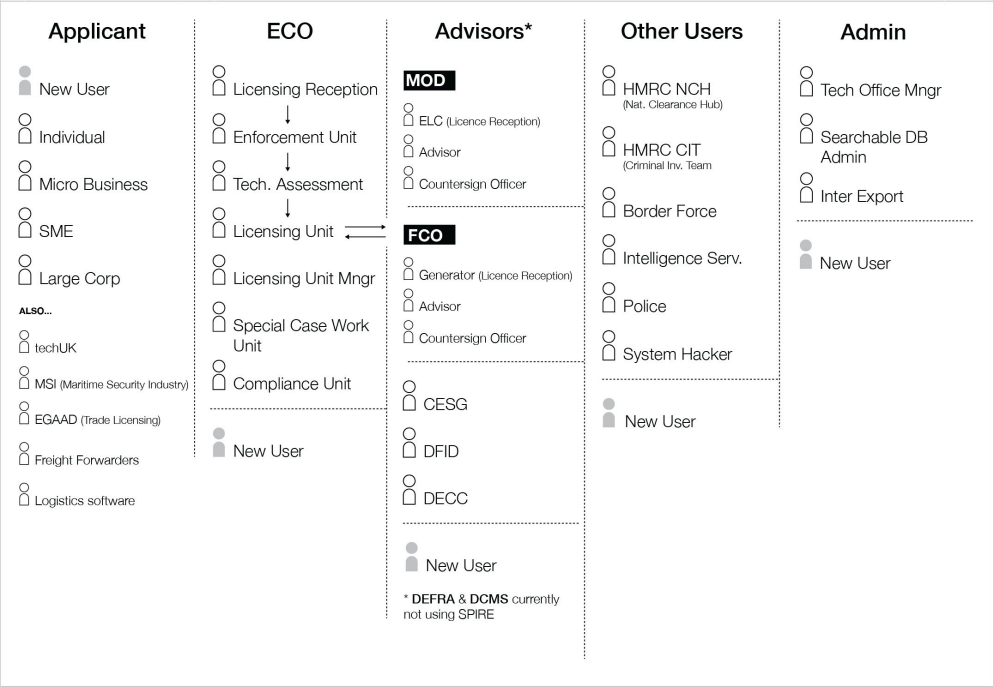




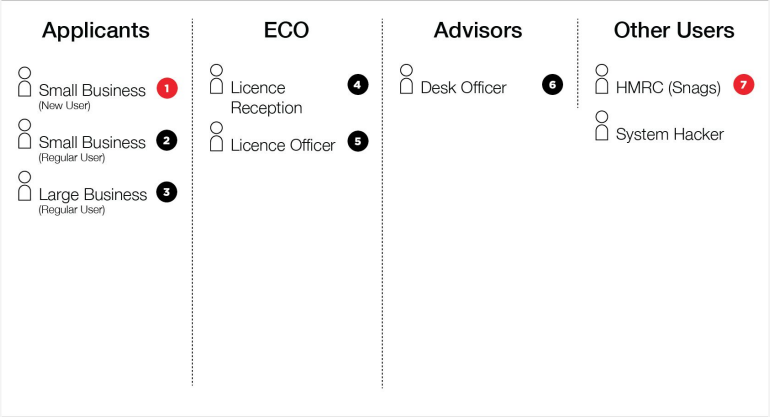
Service Design

Who are the users of the service?

Export Users




Personas



Applicants (export)

[illegible][illegible]

User personas



Small Business
(regular user)

Profile: MD of a components manufacturing company with 8 staff. Manufactures components which can fall into a dual-use category. Licensing has to be done alongside day job of sales, marketing & running the company. Makes applications every month.

Activities:

- Licence application
- Answering RFIs


Goals:

I want **BIS to treat me like an account**. "Lots of my applications are virtually identical so why does each one have to go through the whole process?"


I want to be able to **amend applications**. "If my customer amends the order - it's say they want to add a couple of pieces - I have to do a whole new application. Which is another 4 weeks."

I want **faster application processing**. "We compete globally. We win business on quality and lead times but we're facing stiff competition from companies in other countries who don't care about licensing."

I want **training & guidance**. OGDs or OGLs may solve his issues around having to apply for a SEL every time.

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Cont'd



Large Business
(regular user)

Profile: Export Control Manager for a global corporation with 7 sites across the UK and 20 offices across the business making licence applications on SPIRE for civil, defence, aerospace & nuclear products. Making applications every month.

Activities:


- Licence application
- Answering RFIs
- Licence administration

Goals:


I want **faster application processing**. "Turnaround times for SELs & OGLs are problematic for two reasons: competitive pressures and internal forecasting. In the worst case this can even lead to a production line stopping."

I want a **more flexible application process**. "The licence application itself is one size fits few and slanted to the export of physical goods - increasingly we need to licence software/technology."

I want better **visibility of application progress**. "Being able to see which department the application is with and the date it went to them would allow us to manage expectations both internally and externally."

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Licence Reception

Profile: I work in Licence Reception. As well as answering helpline queries, I perform a series of administrative checks on incoming applications. I use SPIRE every day.

Activities:

- SPIRE technical queries
- General telephone & email queries
- Application checks (company details & others)

Goals:







I want to **minimise SPIRE technical & admin enquiries**


I want to easily **signpost users to detailed information**


I want to easily **advise application progress or avoid having to**

I want to **reduce time-consuming offline checks**

My EPICS

-  SPIRE technical queries
-  General telephone enquiries
-  General email enquiries
-  Company recommendations
-  Quick on licence
-  On licence, EU consultation, general account?

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Licensing Officer
(Export)

Profile: I'm a senior licensing officer within ECO working with Export licence applications. I'm using SPIRE all day every day.

Activities:

- Application processing
- Passing applications out to OGD for advice
- Amending and improving applications
- Determining whether to grant or refuse a licence
- Raising RFIs
- Advising on application progress to applicants & other stakeholders (e.g. Ministers)

Goals:

I want to easily **review new applications against historical cases**


I want to **issue fewer RFIs** for common issues like EUDs

I want to **minimise human error** resulting from paper checks & manual processes


I want to be able to **quickly advise on application progress** (or avoid having to)

I want to be able to easily and more **efficiently amend an application or licence**

I want **applicants to be able to see an amended application** (in my system)

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Cont'd



OGD Desk Officer

Profile: I'm an officer within another government department. I advise individually on licence applications or co-ordinate a blended response from my department. I use SPIRE daily.

Activities:

- Review applications
- Co-ordinate responses from other advisory groups
- Make a determination and advise on application

Goals:


I want to easily **review the detail of the application that's relevant to me**


I want to easily **review new applications against historical cases**

I want to be able to **request and track offline advice** more easily

I want to be able to **reallocate cases** if another officer is out or off sick.

My EPICS

-  Case history

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User personas



Small Business (regular user)

Profile: MD of a components manufacturing company with 8 staff. Manufactures components which can fall into a dual-use category. Licensing has to be done alongside 'day job' of sales, marketing & running the company. Makes applications most months.

Activities:

- Licence application
- Answering RFIs

Goals: I want **faster application processing**: "We compete globally. We win business on quality and lead times but we're facing stiff competition from companies in other countries who don't care about licencing."

I want BIS to **treat me like an account**: "Lots of my applications are virtually identical so why does each one have to go through the whole process?"

I want **training & guidance**: "Maybe I can use an OGEL but there are 50 types, I don't know where to start. I just apply for a SIEL every time."

I want to be able to **amend applications**: "If my customer amends the order - let's say they want to add a couple of pieces - I have to do a whole new application. Which is another 4 weeks."

Cont'd

I want to be able to **provide key information once** (e.g. address details, information about goods)

I want to be able to **store commonly used information** (e.g. clients, product lists, firearms certificates)

My EPICS

Do I need a licence for my export?

What type of licence do I need to apply for?

I need to apply for a licence (or status or permission) for my export

I need to reapply for a licence (or status or permission) for my export

I need to check the progress on my application and speak to someone if I have queries

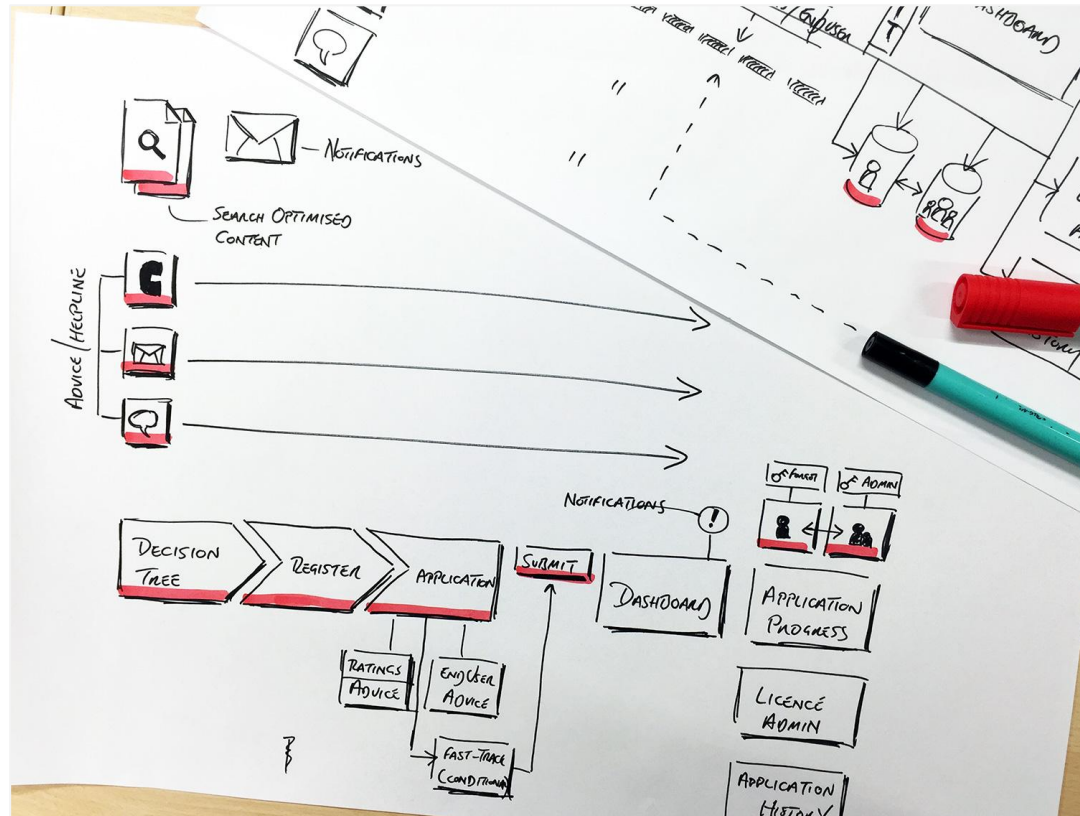
I want to amend the status of my application

I need to update or amend my user account

Top 3 objectives for Alpha

- Guide exporters to the correct licence type (OGELs where appropriate)
- Reduce RFIs: 50% of all SIEL applications
- Scope and partially prototype CRM, with the ultimate objective of all exporters having a single customer record

Beginning design of the applicant journey



Contents

Introduction

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Goals!

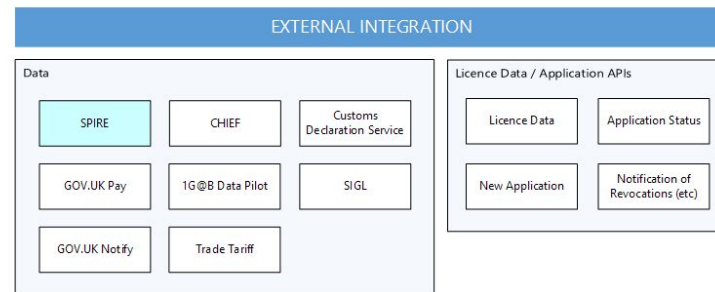
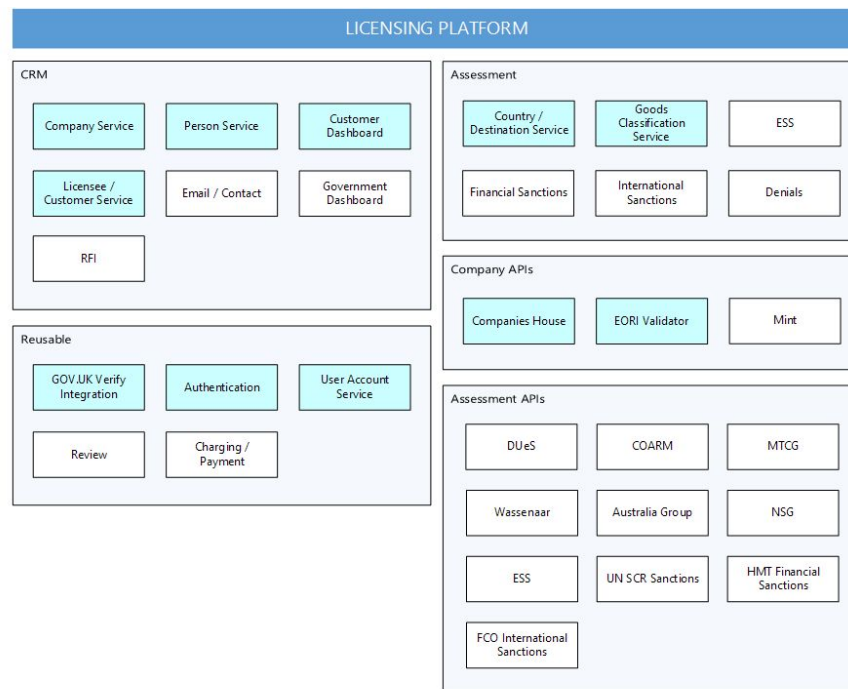
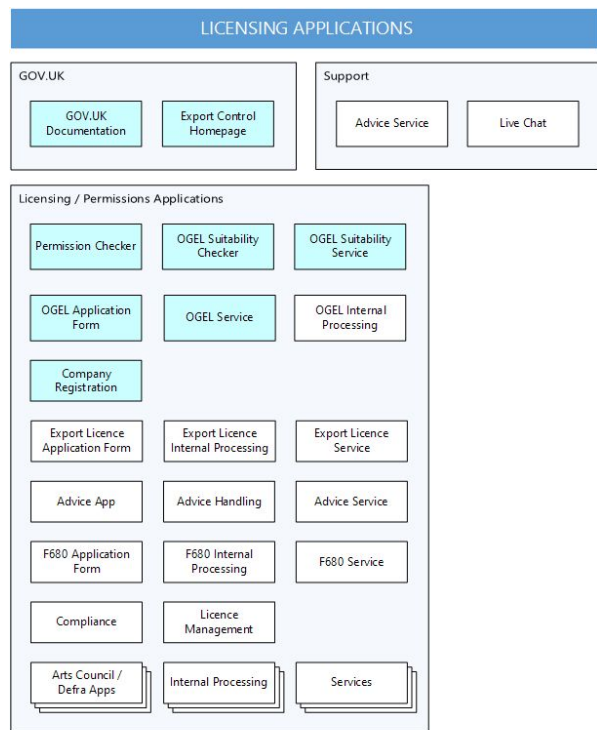


- ⚽ Improve the user experience for external users (importers and exporters) and internal users (licence approval teams, case officers)
- ⚽ Simplify content while maintaining factual accuracy
- ⚽ Consolidate as much information as possible in as few places as possible
- ⚽ Reduce the amount of paper correspondence still required during the application process – e.g. end-user undertakings

DISCOVERY
and beyond

Technical Architecture





Functional Architecture

LICENSING APPLICATIONS

GOV.UK

GOV.UK
Documentation

Export Control
Homepage

Support

Advice Service

Live Chat

Licensing / Permissions Applications

Permission Checker

OGEL Suitability
Checker

OGEL Suitability
Service

OGEL Application
Form

OGEL Service

OGEL Internal
Processing

Company
Registration

Export Licence
Application Form

Export Licence
Internal Processing

Export Licence
Service

Advice App

Advice Handling

Advice Service

F680 Application
Form

F680 Internal
Processing

F680 Service

Compliance

Licence
Management

Arts Council /
Defra Apps

Internal Processing

Services

Guide exporters

Help exporters find out
what they need to do

Exporters apply for
an OGEL

LICENSING PLATFORM

CRM

Company Service

Person Service

Customer
Dashboard

Licensee /
Customer Service

Email / Contact

Government
Dashboard

RFI

Reusable

GOV.UK Verify
Integration

Authentication

User Account
Service

Review

Charging /
Payment

Assessment

Country /
Destination Service

Goods
Classification
Service

ESS

Financial Sanctions

International
Sanctions

Denials

Company APIs

Companies House

EORI Validator

Mint

Assessment APIs

DUeS

COARM

MTCG

Wassenaar

Australia Group

NSG

ESS

UN SCR Sanctions

HMT Financial
Sanctions

FCO International
Sanctions

Single
customer
record

EXTERNAL INTEGRATION

Data

SPIRE

CHIEF

Customs
Declaration Service

GOV.UK Pay

1G@B Data Pilot

SIGL

GOV.UK Notify

Trade Tariff

Licence Data / Application APIs

Licence Data

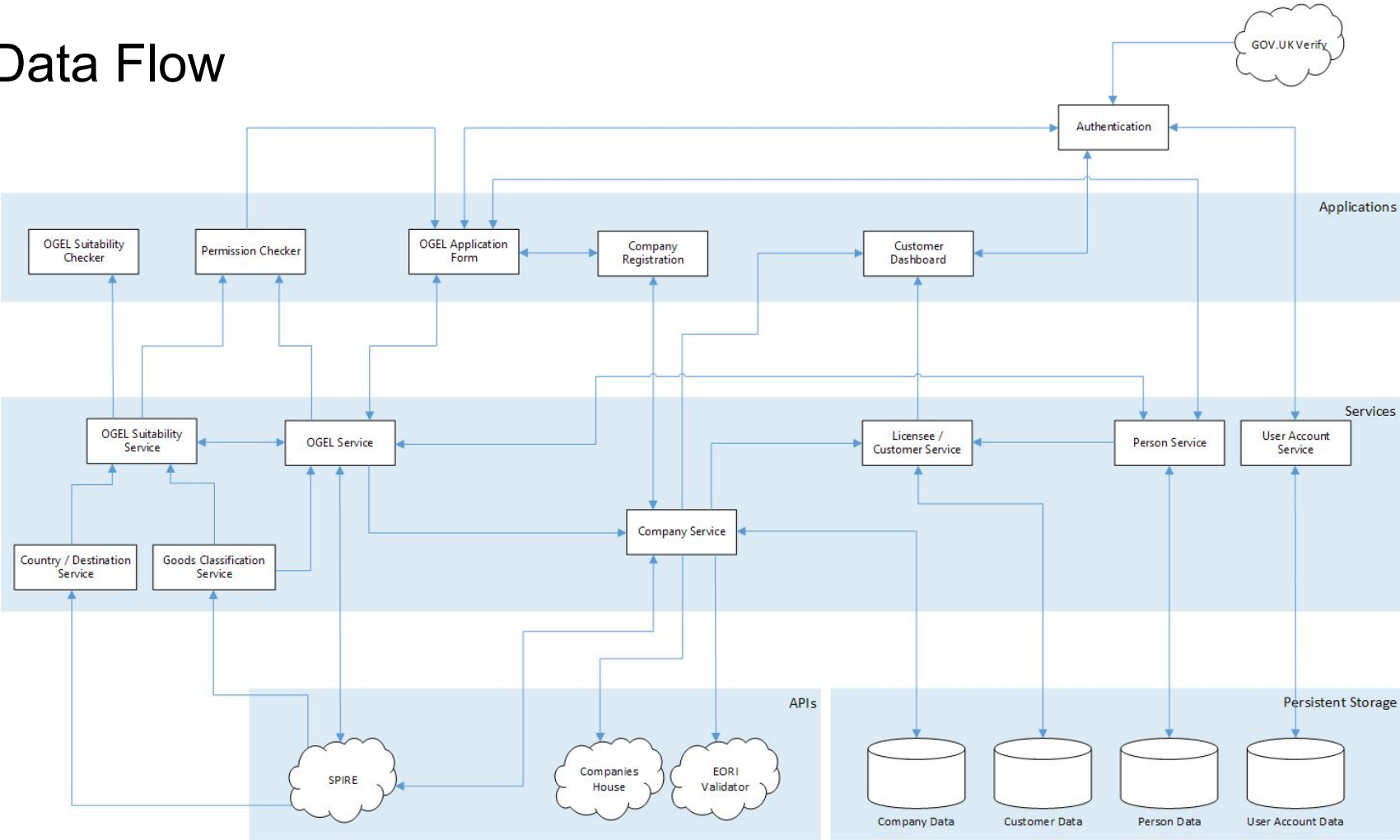
Application Status

New Application

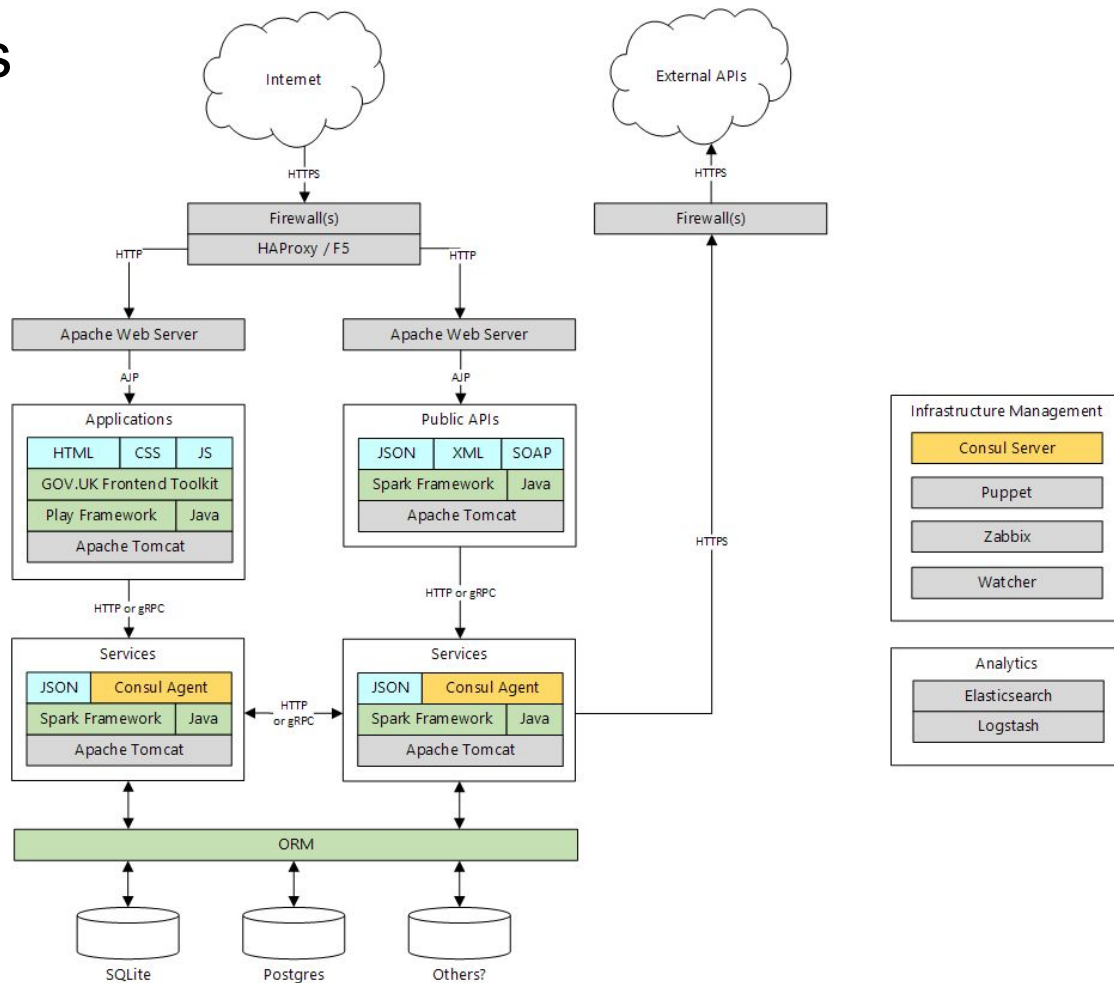
Notification of
Revocations (etc)

Lots of other systems to integrate with!

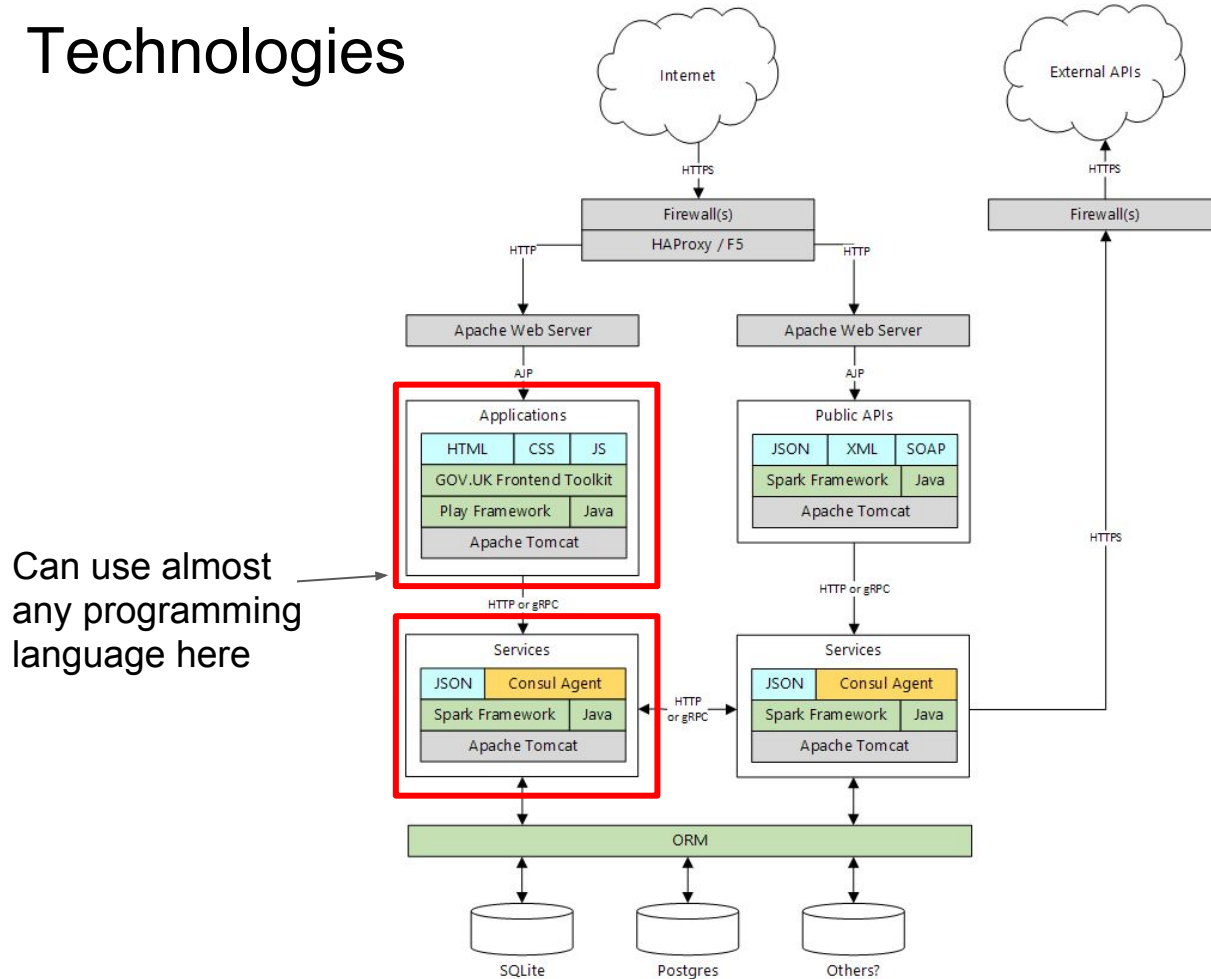
Data Flow



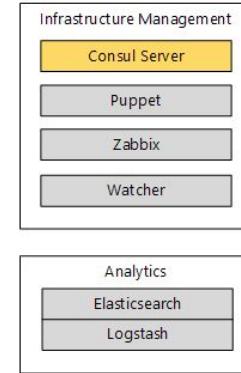
Technologies



Technologies



More detail to come here



Discovery

Completes – 5th Feb
2016

1. Prototype – License decision tree
2. User Personas
3. Technical Architecture
4. Target Business Process
5. Service & Content Designs
6. Prioritised Alpha backlog & Sprint Plan

Beta

6th June – 30th Nov 2016

1. Live for a sub-set exporters
2. Ongoing iterations of the permissions finder
3. BIS Export Licenses (SIEL, OIEL, OITCL, SITCL) complete
4. Customer dashboard, CRM, System modules (Assessment, Authorisation, Compliance, reporting), Live chat complete
5. License verification tool available on gov.uk
6. Interfaces – Industry, Sanctions, Denials, CHIEF/CDS, Data Pilot, ESS

Live

2017 – Ongoing iterations

1. Parallel running & data migration
2. Implement advisory services
3. Import Licenses – Import & CFS
4. MOD – F680, Private Venture, Gifting, Exhibition Clearance
5. Arts Council
6. HMRC
7. Defra
8. Home Office
9. Charging

2017

2016

Alpha

22nd Feb – 3rd June 2016

1. Live for sub-set exporters
2. Permissions finder – License decision tree
3. Register for an Open General Export License
4. Company Registration
5. Elements of Customer dashboard, CRM, authorisation and assessment modules
6. Interfaces – Companies House, P/code & EORI validator, Verify, SPIRE

2015

Any questions?

Please follow our blog for weekly updates
and to provide feedback.

<https://importexportlicensing.blog.gov.uk>