



License and Permit Management

Modernize community development on a single platform.

When only 18% of individuals believe governments prioritize the customer experience¹, it's time for change. More than ever, governments are looking to redefine how they engage with those they serve by making services easier for the public to understand, access, and use.

That's why Salesforce introduced License and Permit Management, a part of the Salesforce Public Sector Solutions portfolio of pre-built apps for government. This solution helps public sector organizations serve constituents at scale by digitizing the entire licensing and permitting lifecycle. Applicants can find, submit, renew and check on status of requests using a single, digital hub. Government agencies can serve applicants faster than ever, supported by a complete view of applicant data, real-time collaboration tools, and recommended next actions to help ensure speedy service.

Provide a "one stop shop" for constituents

Launch a single portal to support everything from service requests to application updates, fee payments, renewals, or simply updating license information.

Streamline application process

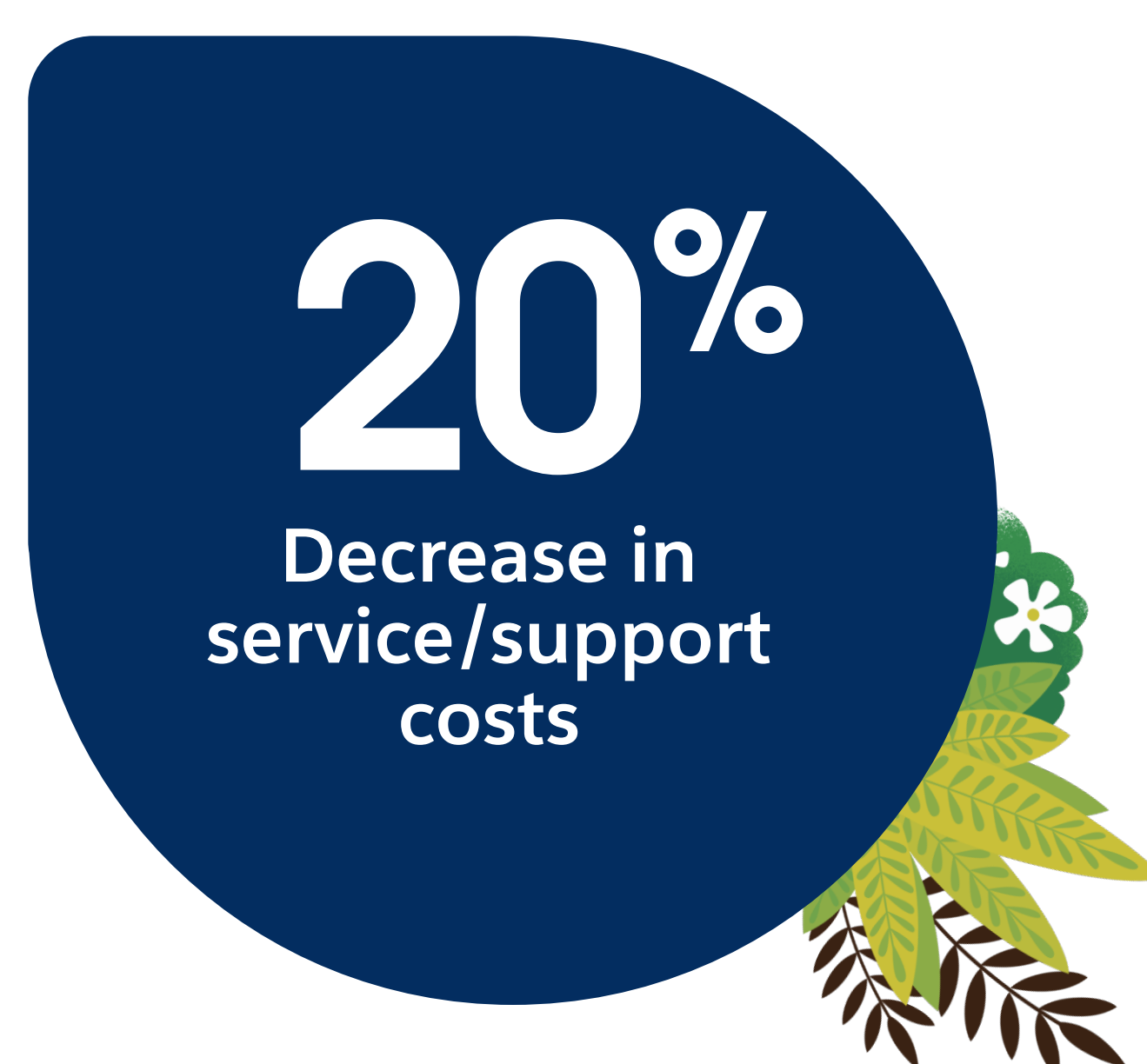
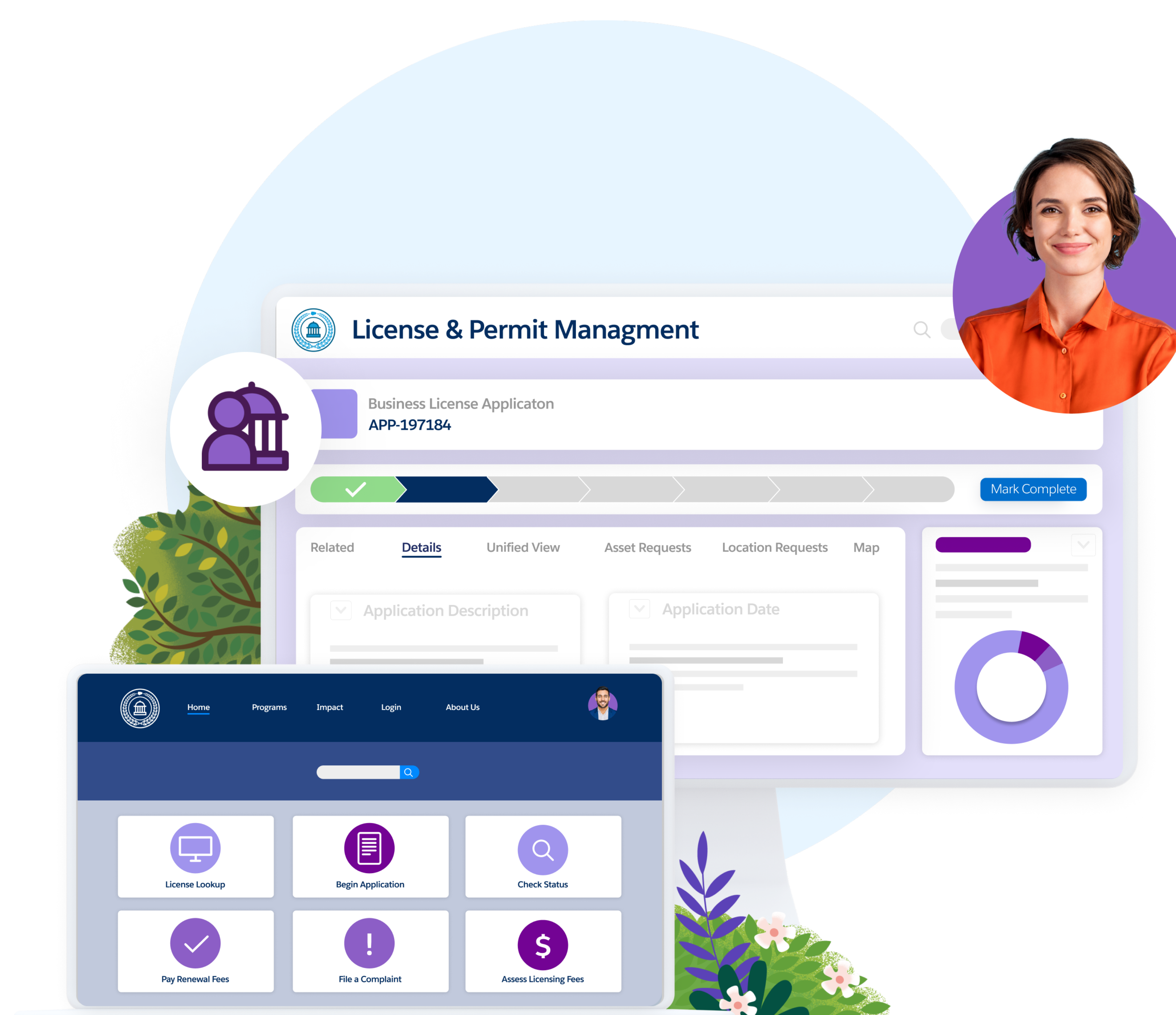
Reduce "time tax" on everyone with smart forms, intelligent checklists, and guided next steps.

Deploy in weeks, not months

Unlock digital licensing and permitting services faster with a pre-built data model, templates, workflows, and analytics built for government.

Accelerate application pipeline

Automate application reviews with a flexible, no-code business rules engine.



2022 Salesforce Metrics Industry Highlights study. Percentage decrease in service/support costs based on sample size of 32 public sector organizations.



2022 Salesforce Metrics Industry Highlights study. Percentage increase based on sample size of 47 public sector organizations. Source: FY23 Customer Success Metrics



2022 Salesforce Metrics Industry Highlights study. Number of business days on average to implement based on sample size of 112 public sector organizations.

License and Permit Management

Features and Benefits

Best Practice Foundation

Accelerate deployment and realize fast time to value with an out-of-the-box data model specific to licensing and permitting.

Deliver a Connected Licensee Experience

Create a customer-centric licensing “shop” where constituents can get answers, conduct license administration, and pay fees from their desktop, tablet or mobile device.

Offer Speedy Self-Service

Engage constituents on their preferred channel with chat bots, resource articles, and dynamic intake questionnaires so constituents can get help and resolve requests without talking to an agent.

Navigate All Service Scenarios

Take a flexible, modular approach to case management where reviewers are guided from intake to outcome with embedded tools to help standardize screenings, investigations, and eligibility decisions.

Gain a Unified View

Reviewers gain a complete view of the application pipeline and individual applicant data such as related inspection visits, violations and enforcement actions to see a holistic picture.

Reduce IT Backlog

Use easy-to-use, no-code tools to design and simplify business processes, increasing agility and keeping pace with new administration priorities.

Increase Collaboration

Bring inspectors, licensees, and reviewers together with collaboration tools and automated workflows.

Transform Paper to Digital Records

Optical character recognition capabilities transform paper documents, even handwritten applications, into digital records with a few clicks.

Collect and Track Complaints

Capture case circumstances for investigations, events, and assessments so reviewers can promptly put the case on the best path towards a successful outcome.

Assign Regulatory Fees and Penalties

Assess fees or exact penalties from violations for flat fees, rules-based, and calculation-based fee processes while enabling constituents to easily pay in their portal with third-party payment integration.

Assign Inspection Visits

Open inspection visits and integrate scheduling capabilities to help ensure compliance.

Reduce Errors

Automate regulatory fee calculations, eligibility determinations, and interagency case referrals.

1. "Salesforce Connected Government Report," www.salesforce.com/resources/research-reports/connected-government-report/2022.

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