



Department of
Safety and Professional Services

Tony Evers, Governor
Dan Hereth, Secretary

PRESS RELEASE—Contact DPS Newsroom at dpsnewsroom@wisconsin.gov

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Wisconsin DPS Announces Customer Service Upgrades

Latest modernization project improves efficiency for those calling the agency

Madison, Wis. -- The Wisconsin Department of Safety and Professional Services (DPS) has upgraded its phone system to better serve customers and other callers. The move to a modern phone system is just the latest way DPS is providing better and more efficient service to Wisconsin.

“This administration has placed an emphasis on innovation and efficiency, and this project is a great example. The phone system upgrade is just one part of our innovations aiming to offset a decrease in staffing, and it will greatly improve efficiency for both our staff and those calling us with questions,” said DPS Secretary Dan Hereth.

The new platform uses Interactive Voice Routing (IVR), meaning callers can select different options based on the reason for their call. Callers will notice the menu options have changed, so they should listen closely to make sure they hear all available options.

The system will route people with common questions, like account log-in issues, to information that can help resolve their question.

“Using IVR allows us to help those with common questions more quickly, while also freeing up our staff to focus on callers who have more complicated questions,” noted DPS Assistant Deputy Secretary Niko Ruud.

The new phone system can also tell callers what number they are in line to reach a DPS representative.

“Callers can take that information and make a better-informed decision about if they want to wait in line or call back at another time,” Hereth explained.

Under Hereth's leadership, the department has focused on modernizing systems, increasing efficiency, and improving customer service. Because the budget state legislators passed last year did not include funding to maintain call center staffing at previous levels, the department later sought and received supplemental funding from the legislature to be used for technology upgrades that improve customer service and partially offset the loss in staffing.

In addition to the phone system, DSPS will soon be using some of those funds to pilot a 24/7 AI agent that can help answer common questions from applicants, further freeing Customer Service Center staff to answer complex questions.

About DSPS

DSPS issues more than 240 unique licenses, administers dozens of boards and councils that regulate professions, enforces state building codes, runs the state fire prevention program, and maintains the award-winning Wisconsin Enhanced Prescription Drug Monitoring Program, which is a key tool in the multi-faceted public health campaign to stem excessive opioid prescribing. A fee-based agency, DSPS is self-sustaining and receives no general fund tax dollars for its day-to-day operations. With five offices and 250 employees throughout Wisconsin, DSPS collaborates with constituents and stakeholders across a wide range of industries to promote safety and advance the economy.