How Bernalillo County improved the customer experience and efficiency with GWiz

GWiz was an excellent choice for us and reflects our commitment to providing top-tier services to our constituents. It has simplified and improved the customer experience by making our technology more intuitive and user-friendly, while also enhancing efficiency for our staff."
Bernalillo County, NM
Information Technology Manager, Planning & Development Services

About Bernalillo County, NM

Population served:
<150,000 with 66,000 parcels over 977 square miles of both urban and rural areas

Location:
Central New Mexico

Website:
https://aca-prod.accela.com/bernco/Default.aspx

Challenges:
- Public portal is difficult for applicants to navigate, not user-friendly, or intuitive
- Overarching initiative to move as much as possible online
- Challenging geographic definition
- Incorrect application submissions based on navigation

Solutions:
- Faster, easier, more user-friendly public portal
- Enhanced customer experience with online interactions
- Improved communication and customer interactions
- Reduction of incorrect or out-of-county permit applications

Products Used:
- GWiz

Challenge

Since its establishment in 1996, Bernalillo County's Planning and Development Services departments have been responsible for a wide range of critical functions, including business registrations, trade permits, restaurant inspections and permitting, enforcement, zoning, and building permits. These responsibilities involve managing more than 80 record types, with annual activity including approximately 1,500 building permits, 6,000 trade permits, several thousand enforcement actions, and 5,000 business license renewals.

The County has always embraced a proactive approach to technology, aiming to deliver the highest level of service to its constituents. That commitment includes ensuring convenient online access, a goal that became even more essential during the COVID-19 pandemic. The need to keep business moving

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during unprecedented circumstances reinforced the urgency of creating an efficient, accessible digital experience.

While the public portal, implemented in 2013, provided an online solution, it was not without challenges. For many applicants, navigating the public portal was complex and unintuitive, which often led to frustration, incorrect submissions, and increased workload for County staff. Errors had to be corrected manually, creating delays and inefficiencies. The process for renewing business licenses was particularly time-consuming, requiring significant staff commitment and making data collection cumbersome and inefficient.

Solution

In December 2024, Bernalillo County took a major step forward by implementing GWiz, a solution designed to make online interactions simpler, faster, and more efficient. Working closely with the County, the GovPath team conducted a thorough business process analysis and configured GWiz to deliver a user experience that is intuitive and straightforward for both applicants and staff.

The results have been transformative. Submitting applications and required documents is now easier and more logical, reducing confusion for users and minimizing errors. This improvement alone has significantly decreased the amount of time staff spend on corrections, allowing them to focus on higher-value tasks. The licensing renewal process, once a labor-intensive and manual effort, is now automated and streamlined. GWiz identifies renewal-eligible records and guides applicants through a short series of clear, intuitive questions. Common issues, such as confusion between out-of-county and regular permits, have been virtually eliminated by incorporating two simple prompts that determine the correct application type.

Automation has delivered tangible benefits beyond convenience. The County was able to reallocate a full-time staff member who had previously been dedicated exclusively to managing the 5,000 annual business license renewals. Additionally, the automation has greatly improved the accuracy and efficiency of data collection for license renewals.

Through this implementation, Bernalillo County has not only improved processes but also gained a deeper understanding of Accela's full capabilities. This knowledge allows staff across departments to use the platform more effectively to accomplish their work.

Results

Since adopting GWiz, Bernalillo County has achieved significant improvements in both customer service and internal efficiency. Applicants now enjoy a smoother, more intuitive experience, while staff benefit from faster processes and reduced error handling. These enhancements have strengthened relationships with constituents and enabled the County to maximize the value of its existing Accela investment.

Ultimately, GWiz has helped Bernalillo County deliver on its mission of providing exceptional, accessible, and efficient services, ensuring a better experience for both the public and the staff who serve them.

About GovPath
At GovPath, we help state and local agencies modernize operations, unify systems, and improve public access so your team can focus on serving the community, not fighting software. We support more than systems – we support the people behind them with integrated services and technology, that remove barriers. We are your trusted partner with your existing government technology or implementation of new systems.

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