



# How Salt Lake County Transformed Pet Licensing from a Manual Burden to an “Effortlessly Easy” Digital Experience

## **Challenge: The Brick-and-Mortar Bottleneck**

Before partnering with BarkPass, Salt Lake County faced a common municipal hurdle: a licensing process tethered to physical locations and restricted business hours.

With only one primary location where residents could license their pets, the friction was high for the public and the workload was heavy for staff.

Approximately **80% of all licenses were handled in person**, with each transaction requiring 5 to 10 minutes of staff time. In a county of this size, that equated to hundreds of hours of manual data entry, phone calls, and foot traffic that could have been directed toward animal care and public safety.

## **The Solution: BarkPass’ Modern SaaS Platform**

Salt Lake County needed a "Mobile-First" solution that didn't just digitize a form but revolutionized the user journey. BarkPass implemented a seamless, white-labeled licensing portal that allowed residents to license their pets 24/7 from any device.

By prioritizing an "Effortlessly Easy" interface, the county moved away from the "call center" culture and toward a self-service model. BarkPass’ "White Glove" implementation ensured that data migration and payment integrations (including refunds and reporting) were seamless from day one.

**Ready to modernize your community?**

**Visit [www.barkpass.com](http://www.barkpass.com) to schedule a demo.**

*“BarkPass enables Salt Lake County to be available to residents, 24/7. The BarkPass team guided us through new client onboarding with precision. Our account managers understand our program goals and are always responsive and solution oriented.”*

*-Salt Lake County*

## **The Results: Measurable ROI & Resident Satisfaction**

The transition to digital was immediate and impactful. Salt Lake County saw a massive migration from in-person visits to online convenience:

- **Pre-BarkPass:** 80% In-Person | 20% Field Officers | 0% Online
- **With BarkPass:** 40% Online | 40% In-Person | 20% Field Officers

## **Reclaiming Thousands of Staff Hours**

By shifting 40% of their total licensing volume to an automated online system, the county has reclaimed a staggering amount of time. Based on the estimate of 5-10 minutes per license, every 1,000 residents who license through BarkPass saves the county up to **166 hours of administrative labor**.

## **"Flawless" Integration & Support**

For B2G clients, "**Set it and Forget it**" is only possible with a platform that plays well with others. Salt Lake County’s success demonstrates that even the largest agencies can transition to a modern, digital-first approach without the "drama" of traditional IT overhauls.

**No IT Degree? No Problem!** BarkPass can be implemented in as little as 48 hours without municipal IT engagement.

## **Why BarkPass?**

- **Effortlessly Easy:** A favorite for both residents and staff.
- **Mobile-First Design:** Accessible to residents and field agents anywhere.
- **Easy Data In & Out:** Robust reporting for fiscal transparency and ROI tracking.
- **White Glove Support:** Skip the call center; work with industry professionals.