

# Interlock Focus



Quarterly newsletter for the interlock industry

Brought to you by: **Intoxalock**

## Texas and others take steps to eliminate drunk driving

The 2015 ignition interlock bill passage rate is about normal, but the scope is not. Over half of this year's legislative growth is projected to come from the state of Texas

House Bill 2246 started out as an ambitious bill that had, or so everyone thought, no chance of passage. It was very simple. It added an interlock requirement to Occupational Licenses. These licenses had been available to first offenders in Texas, but they did not have an interlock component. Soon after introduction, Mothers Against Drunk Driving pushed to make Texas, their home state, the 25th state to require interlocks for all offenders. Governor Abbott signed the

bill into law late spring. When all is said and done, 20,000 interlocks will be installed each year because of this law. Research shows ignition interlock devices greatly reduce drunk driving fatalities.

Texas was not alone in taking steps to make their roads safer. Washington, Oregon, Indiana, Illinois, Colorado, and South Carolina all passed legislation this year, joining early season bills moved in Arkansas and Kentucky.

This legislative session is far from over. 6 bills are still alive. And those, while not as big as Texas, could make 2015 a landmark year in reducing drunk driving across the board. ■



## 24/7 alcohol monitoring with eLERT24

Intoxalock attended the National Association of Drug Court Professionals conference in late July and was excited to introduce our 24/7 alcohol monitoring solution to many attendees.

"Everyone was really excited about what eLERT24 had to offer. It's a great solution to around the clock alcohol monitoring and is extremely easy for both the user and the court/probation officer," Kevin Nelson, Intoxalock's Northwest Business Development

Representative said.

With Intoxalock eLERT24, you can get 24 hour home monitoring and an ignition interlock device all in one. With only one device and one fee, we make the monitoring process simple and affordable. Probation officers and other monitoring authorities can access their client's activity in one simple report. Take a minute to watch this short video to see how eLERT24 can benefit you. ■



## Enhancing the Spanish experience

Intoxalock recognizes that many of our current and potential customers speak Spanish as their primary language. We have been diligently working on providing Spanish resources at all stages of the ignition interlock process. Projects in process include enhancing the Spanish experience online, providing Spanish manuals and instruction guides,

recruiting additional Spanish speaking support and sales staff, increasing the number of service centers who speak Spanish and translating all printed collateral and coupons. Please reach out to us with suggestions on how to enhance the Spanish experience with Intoxalock or to request Spanish materials for your clients. ■

Se habla  
**ESPAÑOL**

## Intoxalock service centers are local!

Currently our customers can see who their local approved IID/BAIID installation location is by visiting our state map or by entering their zip code in a customized search on our home page. Now, we've begun adding listing pages at [locations.intoxalock.com](http://locations.intoxalock.com) where our online visitors can get more information on their local certified installer by city. Visitors can view store hours to assist in scheduling installations, calibrations, de-installations, and other service requests. Our local pages

also give customers some basic business information and a photo of their location. This new feature is currently available in Iowa, Minnesota, Colorado, California, Wisconsin, Pennsylvania, Massachusetts, Tennessee, Vermont, Arizona and Illinois, with more to be added soon! If you know of a service center near you that might be a good candidate for installing our devices, e-mail us at [InstallPartner@Intoxalock.com](mailto:InstallPartner@Intoxalock.com). ■



## Promoting our preferred attorneys

We are constantly working to develop new ideas that help drive traffic to our referring partners. One of the most exciting additions over the last few months is our attorney bio page. Every attorney that places a link to the Intoxalock website on their own site will receive an expanded profile page hosted on our site under the state-specific featured attorney section. For more information or to request your own attorney bio page, contact Carly Flaws at [CFlaws@Intoxalock.com](mailto:CFlaws@Intoxalock.com). ■



## Get FREE materials each quarter

Did you know, you can get informational brochures and coupon cards (when available) for your clients automatically mailed to you on a quarterly basis? We supply these materials in various quantities to ensure you always have what you need on hand. The brochures help outline the steps your clients need to take to regain their license after a DUI and the coupon cards ensure that we are providing the best value possible. Contact [Partner@Intoxalock.com](mailto:Partner@Intoxalock.com) to sign up. ■



## Intoxalock is chatting with MORE customers

In December of 2014, we announced the launch of an online customer service chat platform, Intoxalock eCHAT. Intoxalock eCHAT is available to assist customers utilizing online account management features, providing them with access to live customer service. Through extensive testing and expansion, we are now assisting over 175 customer by eCHAT per day.

"Ignition interlock and alcohol monitoring devices are generally a new experience for our clients and it's our duty to make the process as seamless as possible," said Jason Schwickerath, Call Center Director at Intoxalock. "We take advanced technology very seriously and it

was apparent from customer surveys that the way customers prefer to interface with businesses has dramatically changed."

We are now testing an additional chat platform that allows our state ignition interlock representatives to assist customers who might need assistance with ignition interlock laws, pricing and frequently asked questions. Stay tuned for more information on this new service. At Intoxalock, we have robust customer experience goals for the remainder of 2015 and we are confident that 24/7 customer service and eCHAT will play important roles in achieving those goals. ■



## New Intoxalock blog - coming soon!

We are in the final stages of restructuring our Intoxalock blog! The blog will keep you up-to-date with ignition interlock news, legislative updates and general DUI information. Watch your inbox for the exciting announcement of the blog's reveal! ■

## Trade Shows: September-November 2015

<p>ATTORNEY Iowa Association of Justice When: Sept. 10, 11 Where: Altoona, IA</p>	<p>ATTORNEY NACDL/NCDD DUI When: Oct. 1, 2, 3 Where: Las Vegas, NV</p>	<p>PROBATION KACSO When: Oct. 21, 22, 23 Where: Manhattan, KS</p>	<p>PROBATION/COURT New England Council on Crime &amp; Delinquency When: Oct. 25, 26, 27, 28 Where: Burlington, VT</p>
<p>ATTORNEY Public Defenders' Retreat When: Sept. 11, 12, 13 Where: New Orleans, LA</p>	<p>TRAFFIC Washington Traffic Safety DUI Symposium When: Oct. 13, 14, 15 Where: Seatac, WA</p>	<p>PROBATION Minnesota Corrections Association When: Oct. 21, 22, 23 Where: Mankato, MN</p>	<p>TRAFFIC Toward Zero Deaths When: Oct. 29, 30 Where: St. Paul, MN</p>
<p>PROBATION California Probation Parole &amp; Correctional Association When: Sept. 15, 16, 17, 18 Where: Pomona, CA</p>	<p>COURT Oregon Association for Court Administrators When: Oct. 18, 19, 20 Where: Portland, OR</p>	<p>PROBATION Wisconsin Municipal Court Clerks Association When: Oct. 21, 22, 23 Where: Appleton, WI</p>	<p>ATTORNEY Pennsylvania DUI Association Conference When: Oct. 28, 29, 30 Where: State College, PA</p>
<p>JUDGES New York State Magistrates Association When: Sept. 27, 28, 29, 30 Where: Niagara Falls, NY</p>	<p>PROBATION/COURT STOP DWI When: Oct. 18, 19, 20, 21 Where: Binghamton, NY</p>	<p>ATTORNEY California DUI Lawyers' Association When: Oct. 23, 24, 25 Where: Folsom, CA</p>	<p>ATTORNEY California Attorneys for Criminal Justice When: Nov. 6, 7, 8 Where: Palm Springs, CA</p>