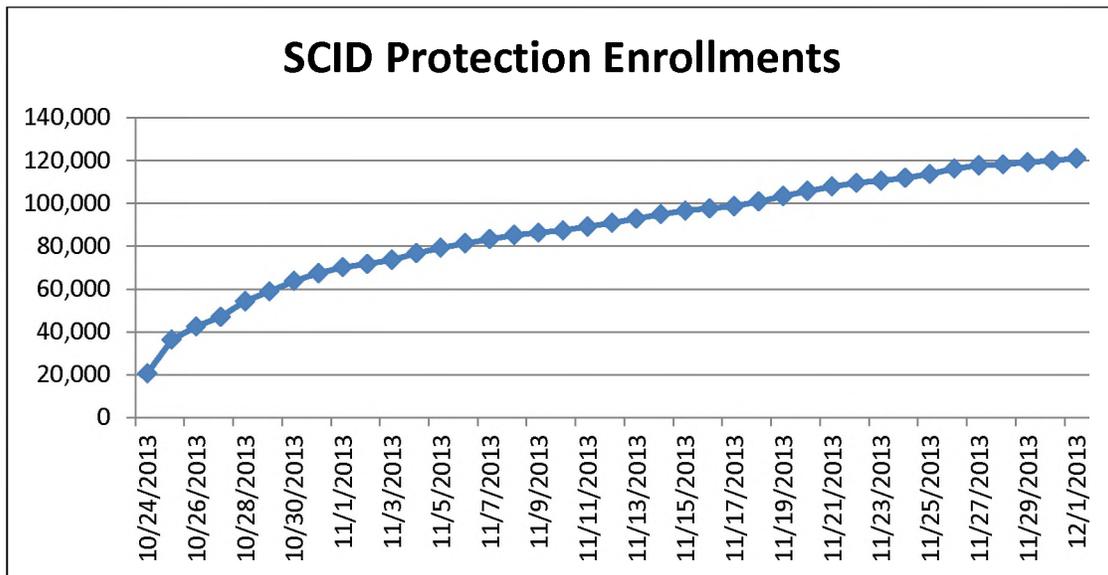




SCID Protection Daily Report: 12/01/13

Summary of SCID Protection Enrollment (as of 4:00 PM EDT)

- ~ 112,271 adult enrollments
- ~ 7,407 child enrollments
- ~ 1,263 business enrollment
- 70,029 total calls processed
- 6:59 average call time
- :42 average wait time (for 12/1)



Main reasons for calls/inquiries (to CSID):

- **User received an error when attempting to enroll** – A small percentage of users have received an error when attempting to enroll for coverage. Some users also experienced a situation where they were locked out after experiencing error messages three times when attempting to enroll in the same browser session. For security reasons, we limit the attempts at three within one browsing session. Users that find themselves in this scenario can completely close the browser session and try again, or contact our CSID South Carolina Identity Protection Hotline toll free at 855-880-2743.
- **Eligibility** – Users are not eligible for coverage as they were not part of the main database provided by the SCDOR. These users will need to wait until CSID receives an approved PIN from SCDOR for CSID to call/email the user back and allow them to enroll with the PIN. Taxpayers are still concerned about why they are not initially enrolled and have to wait for a call back.
- **General information/questions** – Users would like information on how to enroll/eligibility as well as contact information. Out-of-state residents have also inquired on how to enroll.
- **Problems enrolling online**



Feedback

Positive:

- “This coverage makes sense now. Thank you.”
- “You’ve been such a great help.”

Constructive:

- “I am disabled, I am a taxpayer in the state of South Carolina, I do know I'm just sitting out there for some ID thief to take advantage and I want the protection because South Carolina owes me that.”
- “I'm really ticked because I've been trying to do this since October and I've got no protection. Experian stopped covering me in October.”
- “My mother is 97 years old and can’t remember anything, why do you have to talk to her to authenticate?”

Next Steps

- CSID will continue to process enrollments both online and in our call centers.
- CSID will continue to respond to inquiries via phone and email.
- CSID will continue to monitor our website traffic, call hold times, etc.
- Letters to notify out-of-state taxpayers started mailing the week of 11/4 and will continue to be mailed throughout November and early December.
- Direct Dial campaign started 11/6, calling taxpayers who had previously left their call back number as well as land lines.
- Radio ads in market 11/18 and print ads in market 11/20. All ads will run through the end of December.