



Georgia Technology Authority

FY'06 Annual
GRATIS
(Dealer Internet Inquiry)
Survey Report



FY'06 Annual GRATIS (Dealer Internet Inquiry) Survey

TABLE OF CONTENTS

- *Executive Summary*
- *Background & Objective*
- *Methodology*
- *Survey Results*
- *Conclusion*
- *Appendix*

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The Office of Data Sales' customer service initiatives are in line with:

- The Governor's initiative to elevate the level of customer service experienced by Georgians when interacting with their state government*
- Georgia Technology Authority's objective to increase customer satisfaction*

The FY'06 annual survey for the GRATIS (Dealer Internet Inquiry) offering was conducted in 2005. The survey results indicate a customer satisfaction rating of 97% overall.

This was the first of annual surveys, the input from customers has been valuable. The survey has enabled the Office of Data Sales to collaborate with the Department of Revenue and improve customer interactions related to the Dealer Internet Inquiry offering.

The survey results were categorized and Georgia Technology Authority responses have been documented. Also, the Office of Data Sales has contacted customers to provide feedback to these concerns and suggestions.

These annual surveys will help the Office of Data Sales maintain a “world class” customer satisfaction rating every year.

Background & Objective

O.C.G.A. §40-2-130 and §40-3-23

Background:

To assist in transactions involving motor vehicles (primarily automobiles) in Georgia, Georgia Technology Authority in partnership with the Department of Revenue provides Internet access to query the database containing motor vehicle title and tag information.

The Dealer Internet Inquiry is used by both franchise and independent dealers. Most of the franchise dealers and approximately one-third of the independent dealers in Georgia are users of the Dealer Internet Inquiry service.

Dealers access the database using the Dealer Internet Inquiry service for the exclusive purpose of the carrying out legitimate transactions. Typical uses of this service at dealerships are to ensure vehicles have clean Georgia titles, *Ad Valorem* taxes are paid, emissions are current, etc. during a trade-in, for example.

Objective:

Assess customer satisfaction for FY'06 and attain a "world class" customer satisfaction rating of 95+% for the Dealer Internet Inquiry by June 2006.

Methodology

Upon establishment of the Office of Data Sales, a goal was set to attain and maintain a “world class” customer satisfaction rating.

Work was initiated in 2005. Based on research, the Office of Data Sales created a paper-based survey template. This template was used to create an electronic version for conducting the annual surveys.

The Office of Data Sales team contacted customers prior to sending the survey. Following the notifications via email, the survey was conducted using the *SurveyTool* on the *Georgia.gov* portal.

Survey responses were collected and categorized into customer concerns and suggestions. Standard responses to the customer concerns and suggestion were formulated. The Office of Data Sales team contacted customers to provide feedback on their comments.

We will conduct next year’s survey using the above mentioned methodology, and make improvements to meet our customers’ needs.

Survey Results

The entire Dealer Internet Inquiry customer base of approximately 600 customers including the franchise and independent motor vehicle dealers were sent the survey electronically. A total of 147 surveys were accessed, of which, 92 surveys were completed.

The survey results indicates a customer satisfaction rating of 97%

Do these products / services meet your expectations?	# of Responses	Response Ratio
Yes	89	97 %
No	3	3 %

overall. The details of the survey are listed in Appendix A.

The survey results were categorized into the following customer concerns and suggestions:

Concerns:

- System access: Some customers experienced system down time.
- Price of service: A few customers were unclear on the justification for no-hit fee.
- Sign-up process: Some customers requested simplification of sign-up process.

Suggestions:

- Customers requested out-of-state vehicle information.
- A few requested additional vehicle owner information.
- Some unique ideas for similar offerings were provided

Survey Results

Standard responses to customer concerns and suggestions plus feedback to these are listed below:

Customer Concern

- System access: Some customers experienced system down-time.
- Price of service: A few customers were unclear on the justification for no-hit fee.
- Sign-up process: Some customers requested simplification of sign-up process

GTA Response

GTA Data Center has been upgraded to a modern facility. The GRATIS System has been upgraded (this is done from time to time). Scheduled down-time is required but is usually done during times which have the least impact on customers.

The Dealer Internet Inquiry is an inquiry-based system, and accurate data entry is required to avoid no-hits. Further, customers are charged per inquiry. No-hits are charged as inquiries.

GTA has engaged Department of Revenue to simplify the Dealer Internet Inquiry area on the Motor Vehicle Division website.

Customer Feedback

Upon inquiring, we have learned that customers are now experiencing better system access.

Upon explaining the nature of the service and requirement for accurate entry, customers seem to be satisfied overall.

Customers have been informed about the upcoming website simplifications.

Customer Suggestion

- Some customers requested out of state vehicle information
- Some customers requested title histories from the microfiche department.

GTA Response

It is not required by legislation for other states to share vehicle information. This prevents Georgia from providing out of state vehicle information.

GTA has been investigating the enhancement of the Dealer Internet Inquiry and is collaborating with the Department of Revenue with such an idea.

Customer Feedback

Customers hope to someday have access to such a service.

Customers are encouraged to hear that enhancements are being investigated.

The Office of Data Sales has added viable customer suggestions to the new products ideas bank. These suggestions will be researched to develop new products to better serve the constituents of Georgia.

Conclusion

The Office of Data Sales finds these surveys an effective means to obtain customer feedback, and they enable us to improve customer interactions in collaboration with Department of Revenue.

Further, the customer suggestions result in exploring viable ideas to develop new products that meet customer needs.

Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals and meet the Governor's initiative to elevate the level of customer service experienced by Georgians when interacting with their state government.

Prior to assessing the FY'06 survey, the Office of Data Sales had anticipated some dissatisfaction with a few of the concerns raised by our customers. For the upcoming FY '07 survey we anticipate dissatisfaction with system access. The system access issues were expected by Georgia Technology Authority due to much needed state Data Center upgrades.

Appendix



Activity Totals	Total	Aug	Jul	Jun	May	Apr	Mar
Survey Accesses	147	147	0	0	0	0	0
Survey Completions	92	92	0	0	0	0	0

Do these products / services meet your expectations?	# of Responses	Response Ratio
Yes	89	97 %
No	3	3 %

1. Process of becoming a GTA products / services customer:	# of Responses	Response Ratio
Very Satisfied	50	54 %
Satisfied	37	40 %
Not Applicable	3	3 %
Dissatisfied	2	2 %
Very Dissatisfied	0	0 %

2. Process of renewing your GTA account:	# of Responses	Response Ratio
Very Satisfied	41	45 %
Satisfied	26	28 %
Not Applicable	25	27 %
Dissatisfied	0	0 %
Very Dissatisfied	0	0 %

3. Process of issue resolution:	# of Responses	Response Ratio
Very Satisfied	39	42 %
Satisfied	23	25 %
Not Applicable	29	32 %
Dissatisfied	0	0 %
Very Dissatisfied	1	1 %

4. Price of products / services:	# of Responses	Response Ratio
Very Satisfied	49	53 %
Satisfied	39	42 %
Not Applicable	3	3 %
Dissatisfied	1	1 %
Very Dissatisfied	0	0 %

5. Receiving your products / services in a timely manner:	# of Responses	Response Ratio
Very Satisfied	55	60 %
Satisfied	33	36 %
Not Applicable	4	4 %
Dissatisfied	0	0 %
Very Dissatisfied	0	0 %



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