



Georgia Technology Authority

FY'13 Annual
Dealer Internet
Inquiry
Survey Report



FY'13 Annual Dealer Internet Inquiry Survey

TABLE OF CONTENTS

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

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Executive Summary

The FY'13 annual survey for the Dealer Internet Inquiry service was conducted in April, 2013. The survey results indicate a customer satisfaction rating of 95% overall.

This was the eighth annual survey generated for the purpose of measuring and improving customer satisfaction of the Dealer Internet Inquiry tool. This year's survey allowed the Office of Data Sales to continue to build upon information that was obtained in previous years, as well as gather valuable new data to improve the service for our customers.

The survey results were categorized into key requests and concerns to be addressed. The Georgia Technology Authority standard responses to each of these have been documented. Also, the Office of Data Sales has communicated with Dealer Internet Inquiry customers who provided their optional contact information in order to provide timely feedback to their expressed concerns and suggestions.

These annual surveys have continued to help the Office of Data Sales maintain a "world class" customer satisfaction rating every year.

Background & Objective

Background:

Dealer Internet Inquiry is used to assist in transactions involving motor vehicles (primarily automobiles) in Georgia. In partnership with the Georgia Department of Revenue, GTA provides Internet access to query the database containing motor vehicle tag and title information for certified customers.

Auto dealers access the database using the Dealer Internet Inquiry service for the purpose of alerting them to certain red flags during transactions. This information can be used to verify a title and help ensure a legitimate trade-in. Some examples of commonly used data points from the system-generated reports include the owner information, lien holders, print date on the title, etc.

Objective:

Assess customer satisfaction for FY'13 and maintain a “world class” customer satisfaction rating of 95+% for the Dealer Internet Inquiry service.

Methodology

Based upon the methodology established in previous years for customer service improvement, Office of Data Sales has followed the same steps in conducting the FY'13 survey.

The purpose was to gain insight from the customers' perspective on where additional revenue could be gained and identify which suggested improvements would be the most significant.

Respondents' open-ended responses were collected and categorized into concerns and suggestions. The results were analyzed, and standard responses were formulated. Office of Data Sales contacted the customers to thank them for providing their feedback and to personally discuss any concerns.

Details of these discussions were recorded and will be considered the basis for future enhancements.

Survey Results

The survey was received by the entire Dealer Internet Inquiry customer base who had performed transactions in the past year. The number of responses totaled to 65 surveys, resulting in about a 16% response rate.

The survey results indicate a customer satisfaction rating of 95.4% overall.

The details of the survey are listed in the Appendix.

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

Concerns:

- Customers would like additional information on vehicle owners, such as address, phone number, etc.
- Some customers reported being concerned by changes related to the Temporary Operating Permit System (TOPS)

Suggestions:

- Errors in keying VIN's should not be charged.
- Itemized billing: A few customers suggested bills include VIN's searched, dates, etc.
- Others requested additional information on lien holders.

Survey Results

Standard responses to customer concerns and suggestions are listed below:

Customer Concern

GTA Response

- Customers would like additional information on vehicle owners, such as address, phone number, etc.

The Driver’s Privacy Protection Act prevents the sharing of personal information on vehicle owners, however enhancements to the service are being investigated.
- Some customers reported being concerned by changes related to the Temporary Operating Permit System (TOPS)

Thank you for the feedback. The Georgia Technology Authority is communicating with the Department of Revenue regarding any changes to Dealer Internet Inquiry, which may be related to the Temporary Operating Permit System (TOPS)

Customer Suggestion

GTA Response

- Some customers suggested that errors in typing the VIN should not be charged as an inquiry.

The Dealer Internet Inquiry is an inquiry-based system. All searches are charged per inquiry, therefore it is important to enter the information correctly. No-hits are charged as an inquiry.
- A few customers suggested the bill for Dealer Internet Inquiry should be itemized, including VIN’s searched, dates, etc.

The GPS billing system is not designed to provide details in the invoices. If you have questions about a bill, please contact GTA at 404-463-2300.
- Others requested information on Lien Holders, such as the phone numbers, etc.

The Dealer Internet Inquiry system is a way to check for certain red flags for car dealers and is not currently set-up to show all vehicle information online at this time. We hope to be able to provide additional information on vehicles in the future.

Conclusion

The Office of Data Sales concludes that these surveys are an effective means to obtain customer feedback and measure the satisfaction level of services over time.






Additionally, the customer suggestions lead to exploring viable ideas for new products that will meet customer needs.

Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals, which elevates the level of satisfaction experienced by Georgians when interacting with their state government.



The results of the FY'13 Survey again indicate that there is high satisfaction associated with this offering. Office of Data Sales will continue to solicit feedback from customers, and work to improve the service based on customer-focused enhancements.

Appendix

Select the products / services you currently use or have used in the past:

		Response Percent	Response Count
Dealer Internet Inquiry (online VIN Checks)		96.9%	63
MVR (online motor vehicle records)		12.3%	8
Bulk MVR (batch motor vehicle records)		0.0%	0
Corporate Records		10.8%	7
LicenseMatch		1.5%	1
Georgia Felon Search		3.1%	2
		answered question	65
		skipped question	0

Do these products / services meet your expectations?

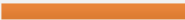



		Response Percent	Response Count
Yes		95.4%	62
No (please comment)		4.6%	3
		answered question	65
		skipped question	0

Please rate the following statements according to your satisfaction level:





	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Rating Average	Rating Count
Process of becoming a customer	53.8% (35)	41.5% (27)	3.1% (2)	0.0% (0)	1.5% (1)	1.54	65
Process of renewing your account	52.3% (34)	35.4% (23)	10.8% (7)	1.5% (1)	0.0% (0)	1.62	65
Process of issue resolution	43.1% (28)	33.8% (22)	21.5% (14)	0.0% (0)	1.5% (1)	1.83	65
Price of product(s)	56.9% (37)	36.9% (24)	3.1% (2)	3.1% (2)	0.0% (0)	1.52	65
Receiving your product(s) in a timely manner	61.5% (40)	35.4% (23)	3.1% (2)	0.0% (0)	0.0% (0)	1.42	65
						answered question	65
						skipped question	0

Appendix




Please rate your satisfaction level with the current billing process and method of making payment for services.

		Response Percent	Response Count
Very Satisfied		55.4%	36
Satisfied		38.5%	25
N/A		1.5%	1
Dissatisfied		4.6%	3
Very Dissatisfied		0.0%	0
		answered question	65
		skipped question	0

Please select any other methods of payment which you would prefer from the list below:






		Response Percent	Response Count
ACH		28.1%	9
Debit Accounts		9.4%	3
Credit Cards		56.3%	18
Other (please specify)		21.9%	7
		answered question	32
		skipped question	33

Please rate your satisfaction level with the Dealer Internet Inquiry system availability.



		Response Percent	Response Count
Very Satisfied		64.1%	41
Satisfied		31.3%	20
Dissatisfied		4.7%	3
Very Dissatisfied		0.0%	0
		Please comment.	3
		answered question	64
		skipped question	1

Appendix



Please select if you would like to see any of the following services be offered.
(Check all that apply)

		Response Percent	Response Count
Reserving personalized license plates online		40.0%	10
Website to view "cleared" charges from your criminal history record		8.0%	2
Geospatial Information System (GIS) Data - (ai. aerospatial view of roads, etc.)		24.0%	6
Website to view a list of professional licensees in Georgia by industry		56.0%	14
Other (please specify)		12.0%	3
		answered question	25
		skipped question	40



Would you be interested in accessing the Dealer Internet Inquiry service from a mobile device?



		Response Percent	Response Count
Yes		27.0%	17
No		73.0%	46
		answered question	63
		skipped question	2

In response to requests made in previous surveys, the state now offers Georgia Felon Search, an online Felony Records Search at felonsearch.ga.gov, as well as ROVER, an online system to order birth / death records at rover.ga.gov. Would either of these services be useful to you?

		Response Percent	Response Count
Yes		33.3%	21
No, I would not be interested.		66.7%	42
Enter contact information (optional) if you would like to learn more about Georgia Felon Search or ROVER.			5
		answered question	63
		skipped question	2

Appendix

Would your business be interested in offering discounts to students, teachers, and Georgia state retirees?			
		Response Percent	Response Count
I would not be interested in the discount program.		89.8%	53
Yes, my business would be interested in offering discounts (Please provide your contact information below.)		10.2%	6
		answered question	59
		skipped question	6

Would you be interested in participating in a new product idea session?			
		Response Percent	Response Count
I would not be interested in participating in a new product idea session.		93.1%	54
Yes, I would be interested in participating in an idea session. (Please provide your contact information below.)		6.9%	4
		answered question	58
		skipped question	7

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