



Georgia Technology Authority

FY'16 Annual Dealer Internet Inquiry Survey Report

FY'16 Annual Dealer Internet Inquiry Survey

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Executive Summary

The FY'16 annual survey for the Dealer Internet Inquiry service was conducted in January, 2016. The survey results indicate a customer satisfaction rating of 94% overall.

This was the eleventh annual survey generated for the purpose of measuring and improving customer satisfaction of the Dealer Internet Inquiry tool.

The survey results were categorized into key requests and concerns to be addressed. The Georgia Technology Authority 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 concerns and suggestions.

These annual surveys help the Office of Data Sales obtain a 90%+ customer satisfaction rating.

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'16 and work to attain a customer satisfaction rating of 90+% 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 similar methodology in conducting the FY'16 survey.

The purpose is to gain insight from the customers' perspective on whether recent improvements to the service were beneficial, and also, 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 54 surveys, resulting in about a 12% response rate.

The survey results indicate a customer satisfaction rating of 94.44% overall.

The details of the survey are listed in the Appendix.

The results were categorized into the following key requests and concerns:

Key Requests:

- To include additional information on vehicle owners, such as contact information, insurance information, and reasons for why a title is held.
- Add the Electronic Lien Transfer (ELT) date and Ad Valorem taxes due, as additional fields on reports.
- Include VIN's searched on bills, with a quarterly billing option, and the ability to pay bills online.
- The ability to search for vehicle owners' information via an online tag search.

Concerns:

- Some customers were concerned with the no-hit fee for VIN's that were not found.
- The reason for why a title is held is not included in reports.

Survey Results

Standard responses to key requests and concerns, plus feedback to these, are listed below:

Key Requests

- To include additional information on vehicle owners, such as contact information, insurance information, and reasons for why a title is held.
- Add the Electronic Lien Transfer (ELT) date and Ad Valorem taxes due, as additional fields on reports.
- Include VIN's searched on bills, with a quarterly billing option, and the ability to pay bills online.
- The ability to search for vehicle owners' information via an online tag search.

GTA Response

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. The Driver's Privacy Protection Act prevents the sharing of personal information on vehicle owners, however, enhancements to the service are being investigated. Insurance verification can be completed on the Department of Revenue's website at <https://onlinemvd.dor.ga.gov/vinstatuscheck/vinstatus.aspx>

We appreciate the feedback. The idea to add Ad Valorem taxes, as well as the ELT date, is currently being investigated. Georgia Technology Authority will notify customers once this information has been implemented into the Dealer Internet Inquiry system.

Thank you for the feedback. The GPS billing system is designed to send a monthly bill to customers based on usage. Details for VIN's searched are provided on an as-requested basis. A bill will be generated only after a minimum of \$10 of charges have been accrued.

The Driver's Privacy Protection Act (DPPA) prevents the sharing of personal information on vehicle owners. Tag information is registered to vehicle owners, and is therefore unable to be released under the DPPA.

Survey Results

Customer Concerns

GTA Response

- | | |
|--|--|
| – Some customers were concerned with the no-hit fee for VIN's that were not found. | The Dealer Internet Inquiry system is an inquiry-based system. No-hit searches are charged as inquiries. There is a cost for searches, whether a VIN is found or not found. To recover the costs of offering the premium online service, all searches are charged. |
| – The reason for why a title is held is not included in reports. | The Driver's Privacy Protection Act (DPPA) prevents the sharing of personal information on vehicle owners, however, enhancements to the system are being investigated. |

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.

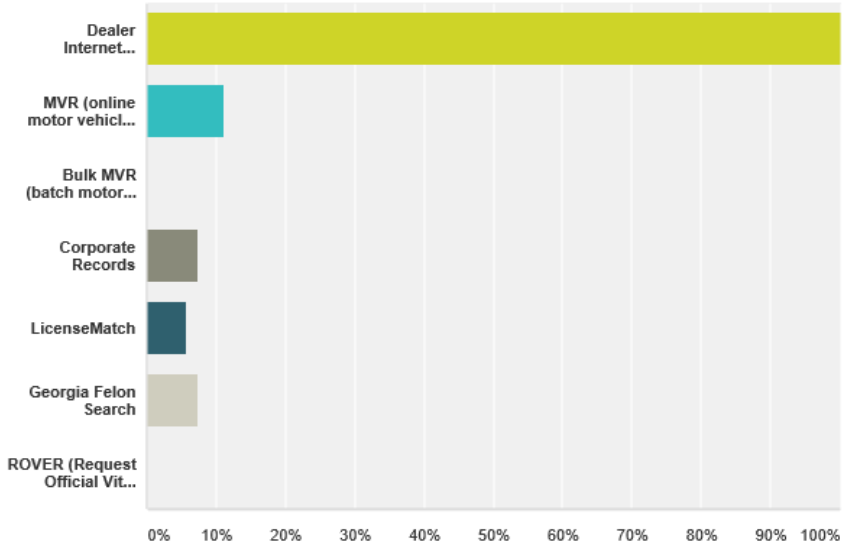
Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals, which elevates the level of satisfaction experienced by Georgians when interacting with their state government.

The results of the FY'16 Survey again indicate that there is high satisfaction associated with this offering. Office of Data Sales will continue to solicit feedback from customers, and will work to improve the service based on customer-focused enhancements.

Appendix

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

Answered: 54 Skipped: 0

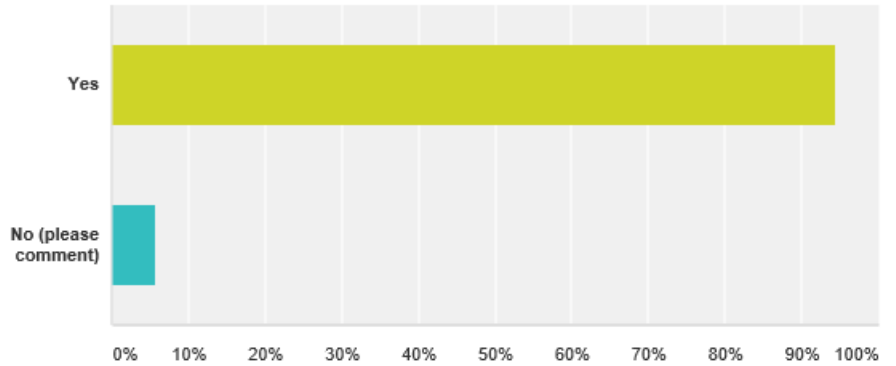


Answer Choices	Responses
▼ Dealer Internet Inquiry (online VIN Checks)	100.00% 54
▼ MVR (online motor vehicle records)	11.11% 6
▼ Bulk MVR (batch motor vehicle records)	0.00% 0
▼ Corporate Records	7.41% 4
▼ LicenseMatch	5.56% 3
▼ Georgia Felon Search	7.41% 4
▼ ROVER (Request Official Vital Event Record)	0.00% 0
Total Respondents: 54	

Appendix

Do these products / services meet your expectations?

Answered: 54 Skipped: 0

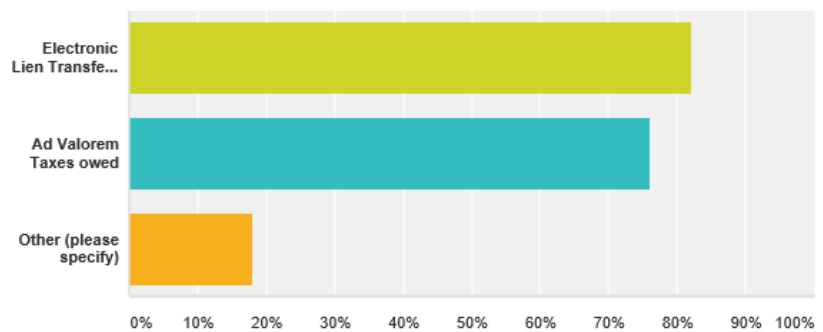


Answer Choices	Responses	
Yes	94.44%	51
No (please comment)	5.56%	3
Total	54	

Appendix

In previous surveys, you requested enhancements to allow multiple VIN's to be searched per session and to have a "printer-friendly" version of reports. In addition to these, please select from the following enhancements you find helpful. (Check all that apply)

Answered: 50 Skipped: 4

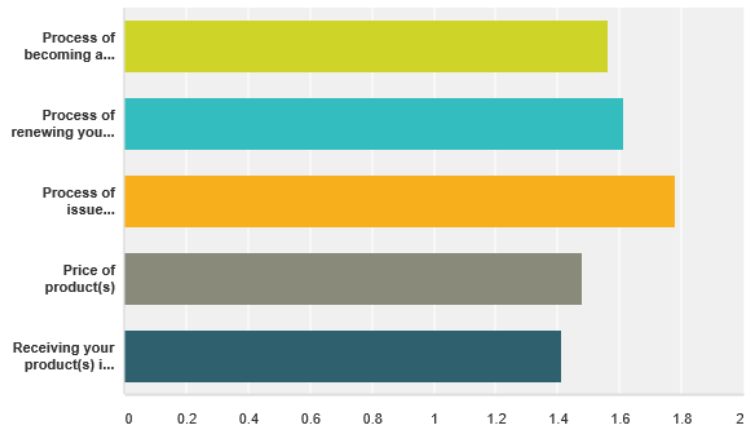


Answer Choices	Responses	
Electronic Lien Transfer (ELT) Date	82.00%	41
Ad Valorem Taxes owed	76.00%	38
Other (please specify)	18.00%	9
Total Respondents: 50		

Appendix

Please rate the following statements according to your satisfaction level:

Answered: 54 Skipped: 0

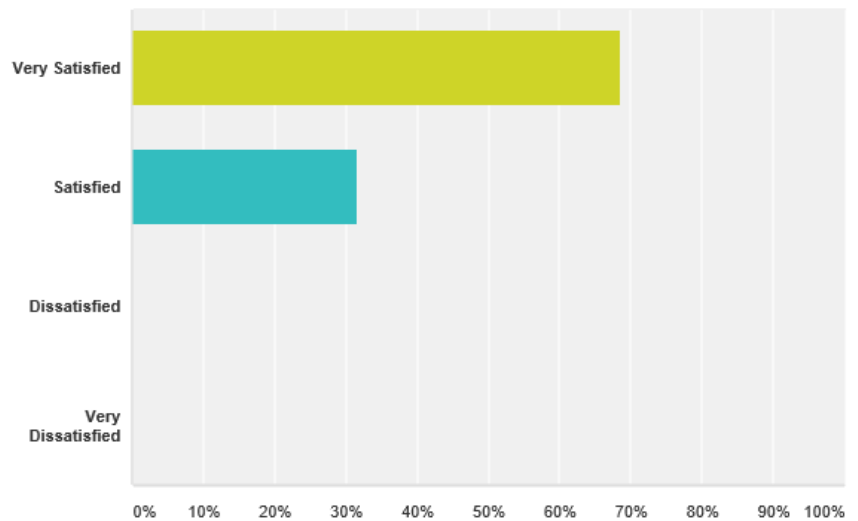


	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Total	Weighted Average
Process of becoming a customer	61.11% 33	25.93% 14	9.26% 5	3.70% 2	0.00% 0	54	1.56
Process of renewing your account	51.85% 28	35.19% 19	12.96% 7	0.00% 0	0.00% 0	54	1.61
Process of issue resolution	46.30% 25	29.63% 16	24.07% 13	0.00% 0	0.00% 0	54	1.78
Price of product (s)	61.11% 33	31.48% 17	5.56% 3	1.85% 1	0.00% 0	54	1.48
Receiving your product (s) in a timely manner	66.67% 36	25.93% 14	7.41% 4	0.00% 0	0.00% 0	54	1.41

Appendix

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

Answered: 54 Skipped: 0

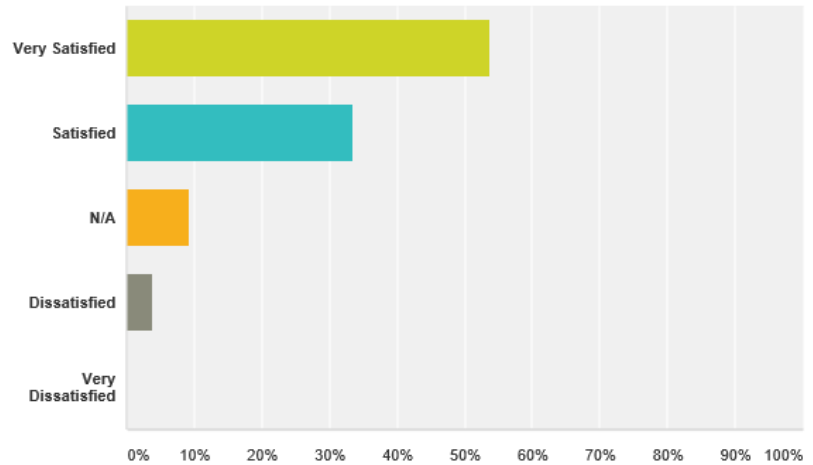


Answer Choices	Responses	
Very Satisfied	68.52%	37
Satisfied	31.48%	17
Dissatisfied	0.00%	0
Very Dissatisfied	0.00%	0
Total		54

Appendix

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

Answered: 54 Skipped: 0

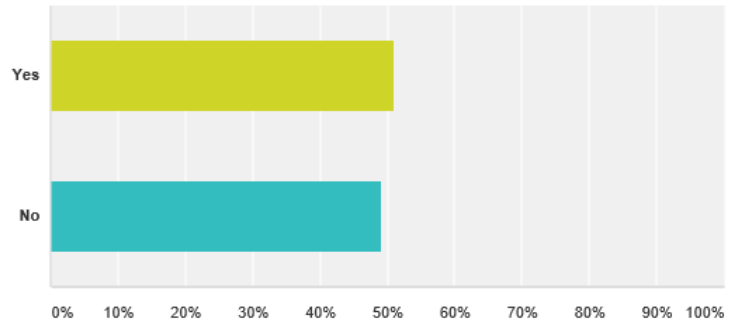


Answer Choices	Responses	
Very Satisfied	53.70%	29
Satisfied	33.33%	18
N/A	9.26%	5
Dissatisfied	3.70%	2
Very Dissatisfied	0.00%	0
Total		54

Appendix

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

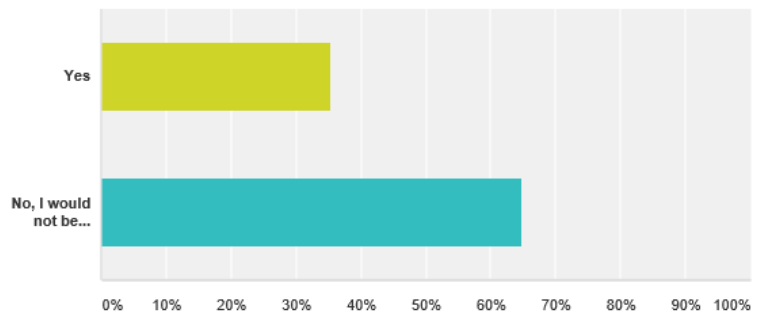
Answered: 53 Skipped: 1



Answer Choices	Responses
Yes	50.94% 27
No	49.06% 26
Total	53

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?

Answered: 54 Skipped: 0

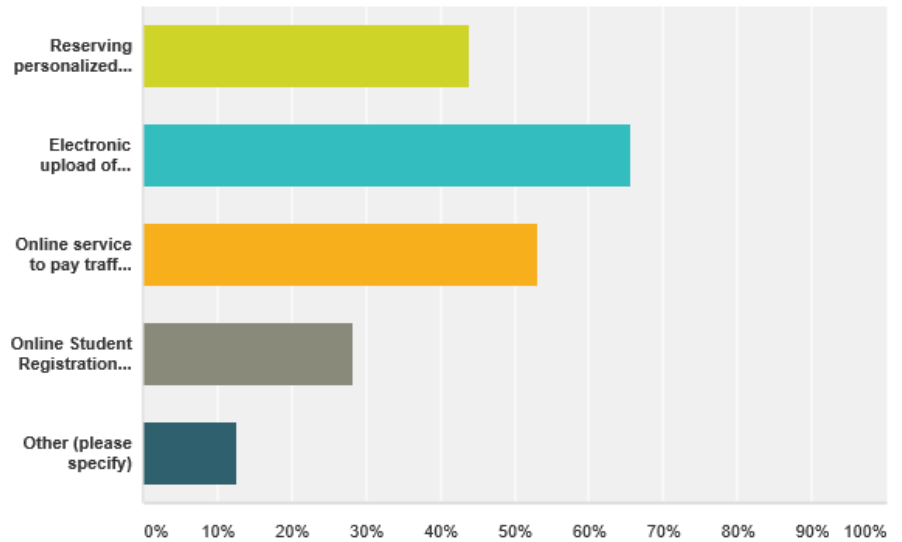


Answer Choices	Responses
Yes	35.19% 19
No, I would not be interested.	64.81% 35
Total	54

Appendix

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

Answered: 32 Skipped: 22

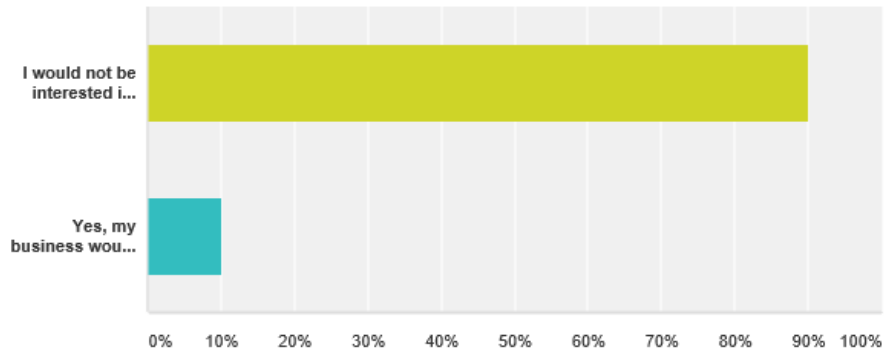


Answer Choices	Responses
Reserving personalized license plates online	43.75% 14
Electronic upload of Identification documents	65.63% 21
Online service to pay traffic tickets	53.13% 17
Online Student Registration service	28.13% 9
Other (please specify)	12.50% 4
Total Respondents: 32	

Appendix

Would your business be interested in offering discounts to Georgia state retirees?

Answered: 50 Skipped: 4

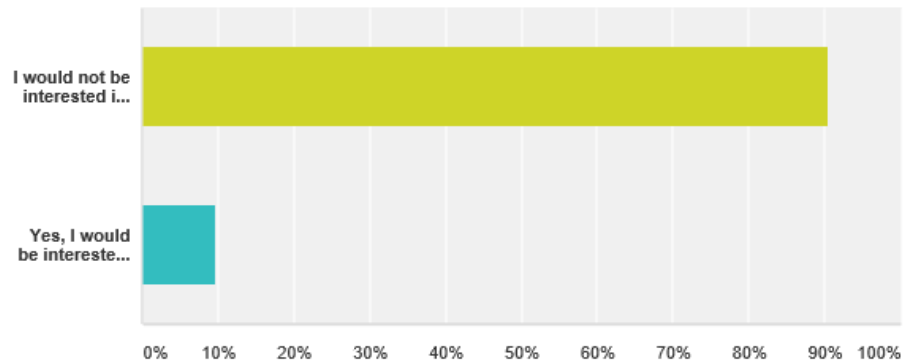


Answer Choices	Responses
I would not be interested in the discount program.	90.00% 45
Yes, my business would be interested in offering discounts (Please provide your contact information below.)	10.00% 5
Total	50

Appendix

Would you be interested in participating in a new product idea session?

Answered: 52 Skipped: 2



Answer Choices	Responses
I would not be interested in participating in a new product idea session.	90.38% 47
Yes, I would be interested in participating in an idea session. (Please provide your contact information below.)	9.62% 5
Total	52

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