



Georgia Technology Authority

FY'16 Annual  
Georgia Felon  
Search  
(Online)  
Survey Report



# FY'16 Annual Georgia Felon Search Survey

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# Executive Summary

The FY'16 annual survey for Georgia Felon Search was conducted in January, 2016. The survey results indicate a customer satisfaction rating of 86% overall.

This was the second survey conducted for the purpose of measuring and improving customer satisfaction of the Georgia Felon Search service, targeted to online searching. This survey allowed the Office of Data Sales to investigate what factors influence usage of the service, from online customers' perspective.

The open-ended survey responses were categorized into key suggestions. The Georgia Technology Authority responses to these have been documented for future reference.

These annual surveys have continued to help the Office of Data Sales pursue an 80+% customer satisfaction rating every year.

# Background & Objective

*Georgia Law - O.C.G.A. 35-3-35C - allows criminal history record information showing in-state felony convictions, pleas and sentences to be requested and released electronically without fingerprint comparison or consent of the person whose record is requested.*

## Background:

The Georgia Technology Authority, in partnership with the Georgia Bureau of Investigation, offers the Georgia Felon Search service. This service provides Internet access to query the database containing state felony conviction records.

Georgia Felon Search allows customers to submit an online search to the Georgia Crime Information Center (GCIC) and verify whether individuals have been convicted of felony offenses in the State of Georgia. The reason for conducting a search may be for business or personal usage.

## Objective:

Assess customer satisfaction for FY'16 and work to attain a customer satisfaction rating of 80+% for Georgia Felon Search.

# 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'16 survey.

The purpose was to gain insight from the customers' perspective on where improvements can be made, as well as uncover any additional ideas for services they would like to see added to our offerings.

Survey responses for Georgia Felon Search were collected online, via email. The comments were categorized into major requests and suggestions. The results were analyzed, and standard responses were formulated.

Details of these discussions were recorded to be considered as potential future enhancements.

# Survey Results

The survey was received by all of the Georgia Felon Search customers who completed an online credit card transaction in the previous eight months.

A total of 70 survey responses were documented, which made up a 8% response rate among online customers who had conducted at least one transaction in Georgia Felon Search via credit card from the months of June, 2015 until January, 2016, and received a results of “No Records Found.” The survey results indicate a customer satisfaction rating of 86% overall.

The details of the survey are listed in the Appendix.

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

#### Customer Concerns:

- Some customers reported that the results were not what was expected, in receiving a “No Records Found” response, or records were not an exact match to the search criteria.
- Some customers suggested offering Georgia Felon Search for “free,” instead of charging per search.

# Survey Results

## Customer Suggestions:

- Some customers suggested they would like more detailed criminal information, such as misdemeanors and First Time Offender records.
- It was suggested that the Georgia Felon Search results provide part of a social security number on the reports, if it was provided in the original search criteria field.
- A few customers suggested enhancing the service by providing a more “official” document from the system for a “No Records Found” response, as well as making the service more prominent by using search engine optimization techniques to allow the service to be found in “top results.”

# Survey Results

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

## Customer Concern

- Some customers reported that the results were not what was expected, in receiving a “No Records Found” response, or records were not an exact match to the search criteria.

## GTA Response

We appreciate your feedback and understand your concern, however the search returns the top five closest matches based on the criteria entered. There are several reasons why an exact match may not be in the results returned. The individual may not have a felony record on file. A false (alias) name, date of birth, SSN, etc. may have been provided. It is possible that the record(s) returned is for someone with a similar name and personal identifiers as the person whose record was requested. The probability of receiving accurate results increases when more accurate search criteria is provided. Without a fingerprint card, it is impossible to positively verify the identity of an individual. Additionally, only felony convictions that have been reported to the GCIC are searched and returned. A “No Record Found” result may be due to one of the following reasons:

- . Individual has never been arrested in Georgia for a felony offense.

- . Individual has been arrested in Georgia for a felony offense but not convicted.

- . Individual has been arrested and convicted in Georgia for a felony offense but the conviction information is unavailable (e.g., information may not have been sent by the court or it has been sent and is being processed by GCIC).

- . Individual has been arrested in Georgia for a felony offense but the charge was either dismissed/dropped or downgraded to a misdemeanor.

- . Individual has received and successfully completed a First Offender sentence, thereby sealing release of this record to the public.

- Some customers suggested offering Georgia Felon Search for “free,” instead of charging per search.

Georgia Felon Search is a premium online service offering. It is necessary to charge in order to cover the costs associated with offering the service.



# Survey Results

Standard responses to customer suggestions are listed below:

<b>Customer Suggestion</b>	<b>GTA Response</b>
<ul style="list-style-type: none"><li>– Some customers suggested they would like more detailed criminal information, such as misdemeanors and First Time Offender records.</li></ul>	<p>Thank you for the suggestion. Georgia’s policy states that only felony convictions are open records. We will continue to work with the Georgia Bureau of Investigation to make any possible enhancements to the service, including any additional criminal information.</p>
<ul style="list-style-type: none"><li>– It was suggested that the Georgia Felon Search results provide part of a social security number on the reports, if it was provided in the original search criteria field.</li></ul>	<p>Thank you for the suggestion, but the Social Security number is suppressed from the results for security reasons.</p>
<ul style="list-style-type: none"><li>– A few customers suggested enhancing the service by providing a more “official” document from the system for a “No Records Found” response, as well as making the service more prominent by using search engine optimization techniques to allow the service to be found in “top results.”</li></ul>	<p>We value your feedback and will continue to work with GBI to make any possible enhancements to the Georgia Felon Search service. In the past, we have enhanced the “No Records Found” result to include a state seal to signify an official response from the Georgia Bureau of Investigation. We will also continue to work on marketing the service to the public so it becomes more widely used, and the public can become more aware of its availability as an option for criminal background histories.</p>

# Conclusion

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

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

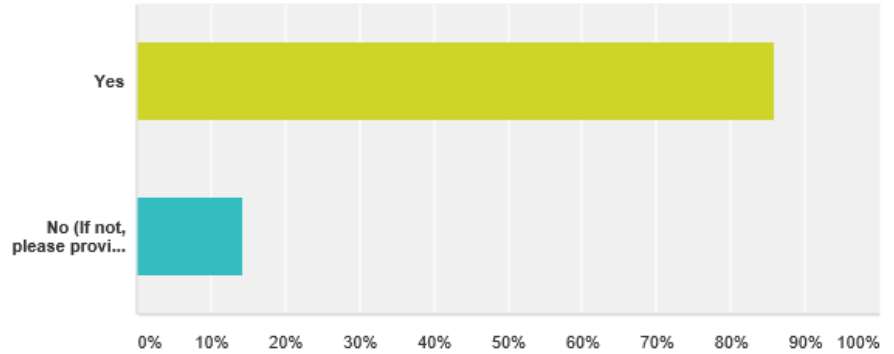
Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals and elevate the level of satisfaction experienced by Georgians when interacting with their state government.

The results of the FY' 16 Survey 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

## Did the Georgia Felon Search service meet your needs?

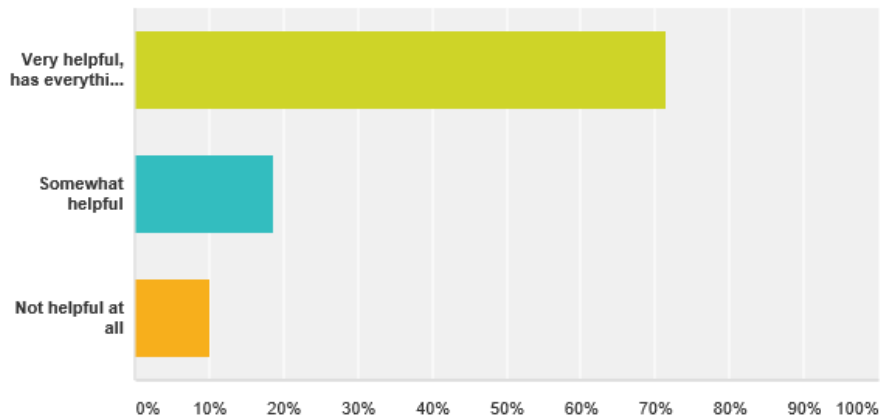
Answered: 70 Skipped: 0



Answer Choices	Responses
Yes	85.71% 60
No (If not, please provide your comments below)	14.29% 10
Total	70

## How would you rate the service?

Answered: 70 Skipped: 0

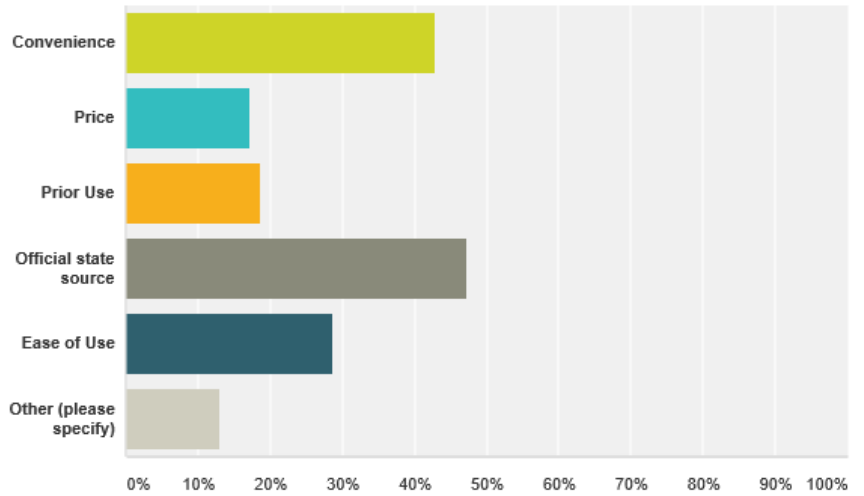


Answer Choices	Responses
Very helpful, has everything I need	71.43% 50
Somewhat helpful	18.57% 13
Not helpful at all	10.00% 7
Total	70

# Appendix

## What influenced your decision to use Georgia Felon Search? Check all that apply.

Answered: 70 Skipped: 0

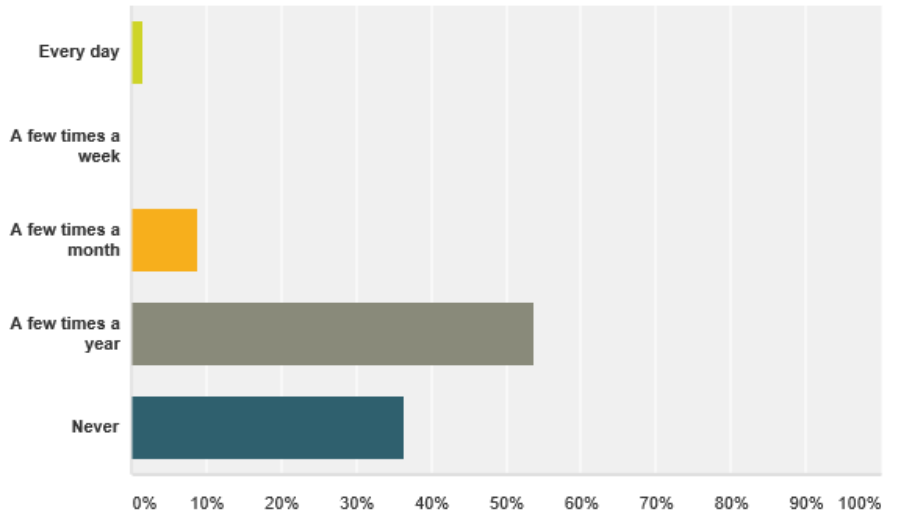


Answer Choices	Responses
Convenience	42.86% 30
Price	17.14% 12
Prior Use	18.57% 13
Official state source	47.14% 33
Ease of Use	28.57% 20
Other (please specify)	12.86% 9
Total Respondents: 70	

# Appendix

## How often would you expect to use Georgia Felon Search?

Answered: 69 Skipped: 1

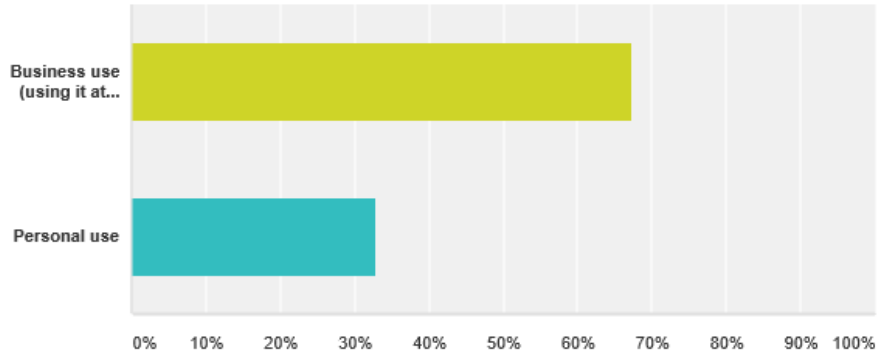


Answer Choices	Responses
Every day	1.45% 1
A few times a week	0.00% 0
A few times a month	8.70% 6
A few times a year	53.62% 37
Never	36.23% 25
Total	69

# Appendix

Please describe the reason for your search, and how can we make the service better for you?

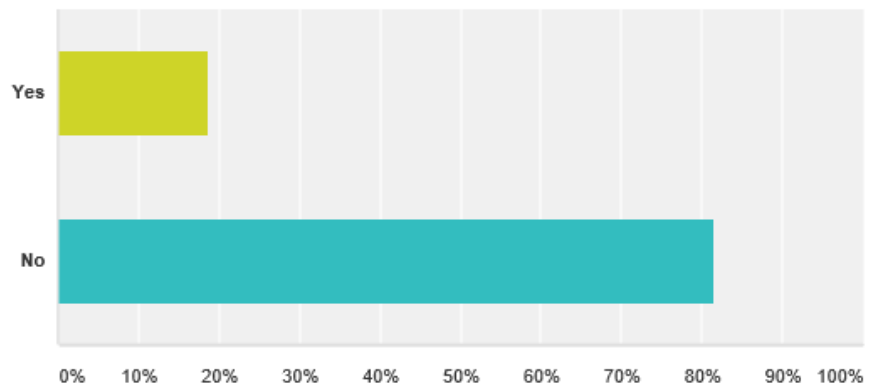
Answered: 70 Skipped: 0



Answer Choices	Responses
Business use (using it at work)	67.14% 47
Personal use	32.86% 23
Total	70

Would you be interested in accessing the Georgia Felon Search service from a mobile device?

Answered: 70 Skipped: 0



Answer Choices	Responses
Yes	18.57% 13
No	81.43% 57
Total	70

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