



Georgia Technology Authority

FY'16 Annual LicenseMatch Survey Report

FY'16 Annual LicenseMatch Survey

TABLE OF CONTENTS

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

Office of Data Sales

47 Trinity Ave. Suite 600, Atlanta, GA 30334
Tel: 404 463 2300 / Fax: 404 463 2390
datasales@gtga.gov - <http://gtga.gov/>

Executive Summary

The FY'16 annual survey for the LicenseMatch service was conducted in January, 2016. The survey results indicate a customer satisfaction rating of 83% overall.

This was the ninth annual survey conducted for the purpose of measuring and improving LicenseMatch customer satisfaction. This survey enabled the Office of Data Sales to continue to build upon information obtained in previous years, as well as gather valuable new data to improve the service.

The survey results were categorized into concerns to be addressed. The Georgia Technology Authority responses have been documented. Office of Data Sales has contacted each of the customers who provided their optional contact information, in order to provide timely feedback to their concerns and suggestions.

These annual surveys have helped the Office of Data Sales obtain a customer satisfaction rating of 90%+ on other products.

Background & Objective

Background:

The Georgia Technology Authority, in cooperation with the Georgia Department of Driver Services, and the Georgia Department of Banking and Finance, offers the LicenseMatch service to industries such as Banks, Financial Institutions, and Auto Dealerships.

LicenseMatch is an online tool used to verify Georgia driver's license and State ID information.

The tool may be used to prevent fraud and minimize losses during transactions such as cashing a check, opening an account, or obtaining account information. Other uses of LicenseMatch include usage by real estate attorneys to verify identification on the date of a closing, and usage by Auto Rental / Sales companies to verify status codes on licenses.

Objective:

Assess customer satisfaction for FY'16 and pursue a customer satisfaction rating of 90+% for the LicenseMatch offering.

Methodology

Based upon the methodology established in previous years for customer service improvement, Office of Data Sales followed the same steps in conducting the FY' 16 LicenseMatch survey.

Similar to previous years, customers were asked whether the Georgia Felon Search service and / or the ROVER service would be beneficial to their businesses. Some customers indicated these services would be helpful.

Some additional questions that were included in the FY' 16 survey were asking whether they would be interested in participating in GTA-lead idea sessions, and if they would like to advertise their businesses in an online service which offers discounts to students, teachers, and Georgia State Retirees.

A few customers reported they would like to see electronic upload of Identification documents, as well as an online service to pay traffic tickets, as additional services to be offered.

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

Survey Results

The survey included all of the LicenseMatch customers who had performed transactions in the past year.

A total of 18 surveys were completed, resulting in about a 65% response rate. The survey results indicate a customer satisfaction rating of 83.33% overall.

The details of the survey are listed in the Appendix.

The survey results were categorized into the following customer concerns to be addressed:

Concerns:

- Some customers were concerned that LicenseMatch is not always 100% accurate.
- Some customers were concerned that they were unable to log-in to LicenseMatch.
- Some customers were concerned that there is no space in the LicenseMatch system for a suffix with the name.

Survey Results

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

Customer Concern:

GTA Response

- Some customers were concerned that LicenseMatch is not always 100% accurate.
GTA Response
We appreciate the feedback. The LicenseMatch system is a tool to be used as a “red flag” indicator, and it does not have the ability to produce a specific reason why a “Match Not Found” response was generated. The system alerts the user of potential fraud, and it is the responsibility of the customer to follow existing procedures to ensure the protection of your business, such as asking for another form of identification, etc. There are a number of reasons for why a license will return a “Match Not Found” response.
- Some customers were concerned that they were unable to login to LicenseMatch.
GTA Response
We apologize for any inconveniences. Please contact your organization’s system administrator, or contact the Georgia Technology Authority for assistance at 404-463-7212.
- Some customers were concerned that there is no space in the LicenseMatch system for a suffix with the name.
GTA Response
In 2015, the LicenseMatch system was updated to allow the suffix to be entered in either the middle or last name fields.

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 new products that will meet customer needs.

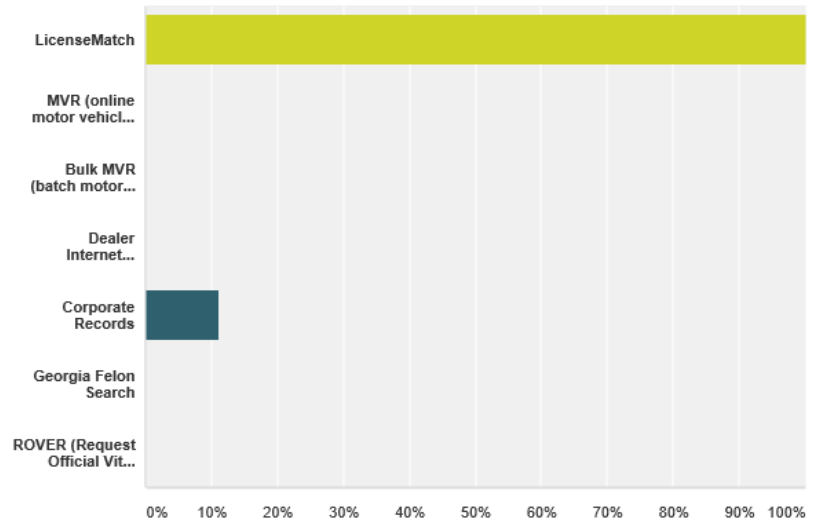
Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals, which elevates the level of satisfaction experienced by Georgians when interacting with their state government.

The results of FY'16 Survey indicate that satisfaction levels are stable for this service in comparison to previous years. Office of Data Sales will continue to solicit feedback and work to improve LicenseMatch based on customer-focused enhancements.

Appendix

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

Answered: 18 Skipped: 0

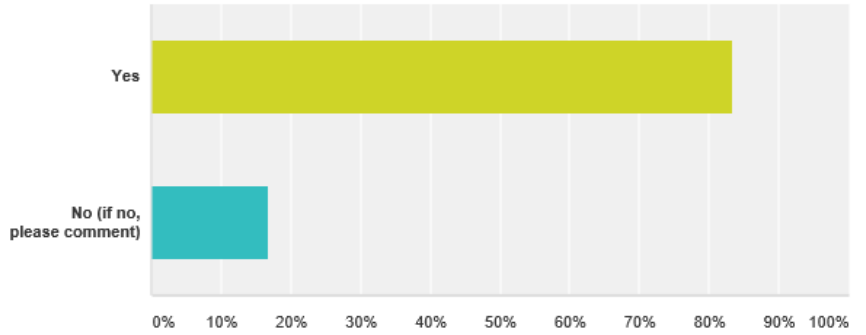


Answer Choices	Responses
LicenseMatch	100.00% 18
MVR (online motor vehicle records)	0.00% 0
Bulk MVR (batch motor vehicle records)	0.00% 0
Dealer Internet Inquiry (online VIN Checks)	0.00% 0
Corporate Records	11.11% 2
Georgia Felon Search	0.00% 0
ROVER (Request Official Vital Event Record)	0.00% 0
Total Respondents: 18	

Appendix

Do these products / services meet your expectations?

Answered: 18 Skipped: 0

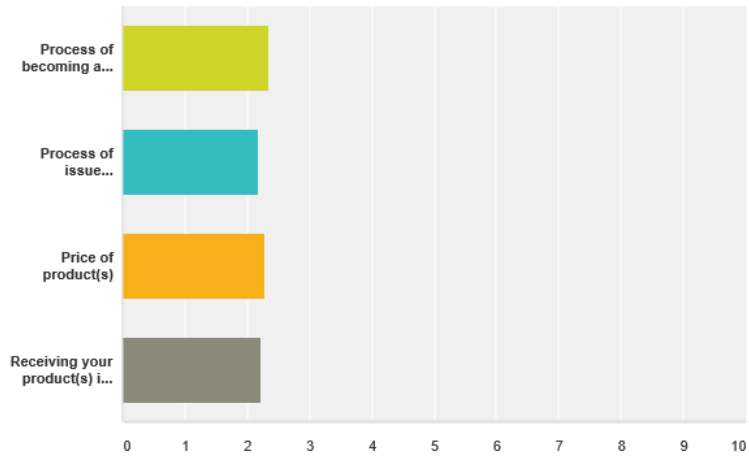


Answer Choices	Responses
Yes	83.33% 15
No (if no, please comment)	16.67% 3
Total	18

Appendix

Please rate the following statements according to your satisfaction level:

Answered: 18 Skipped: 0

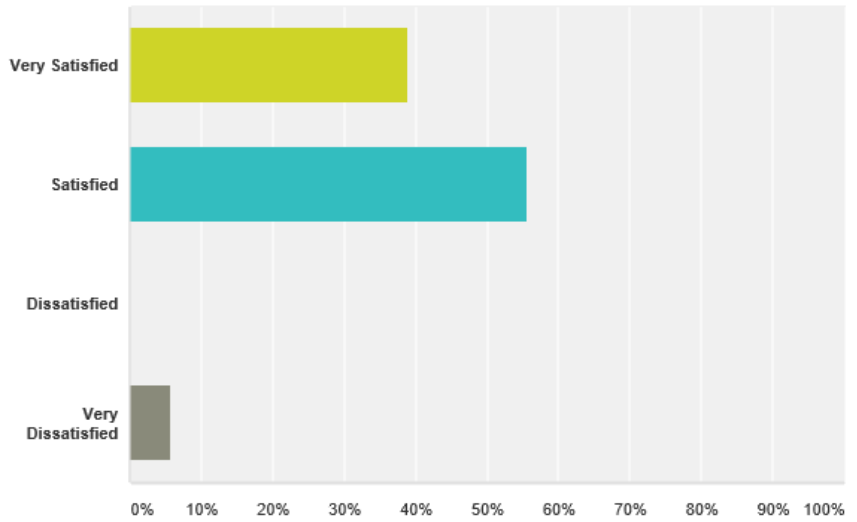


	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Total	Weighted Average
Process of becoming a customer	16.67% 3	33.33% 6	50.00% 9	0.00% 0	0.00% 0	18	2.33
Process of issue resolution	16.67% 3	50.00% 9	33.33% 6	0.00% 0	0.00% 0	18	2.17
Price of product (s)	22.22% 4	27.78% 5	50.00% 9	0.00% 0	0.00% 0	18	2.28
Receiving your product (s) in a timely manner	22.22% 4	44.44% 8	27.78% 5	0.00% 0	5.56% 1	18	2.22

Appendix

Please rate your satisfaction with the LicenseMatch system availability.

Answered: 18 Skipped: 0

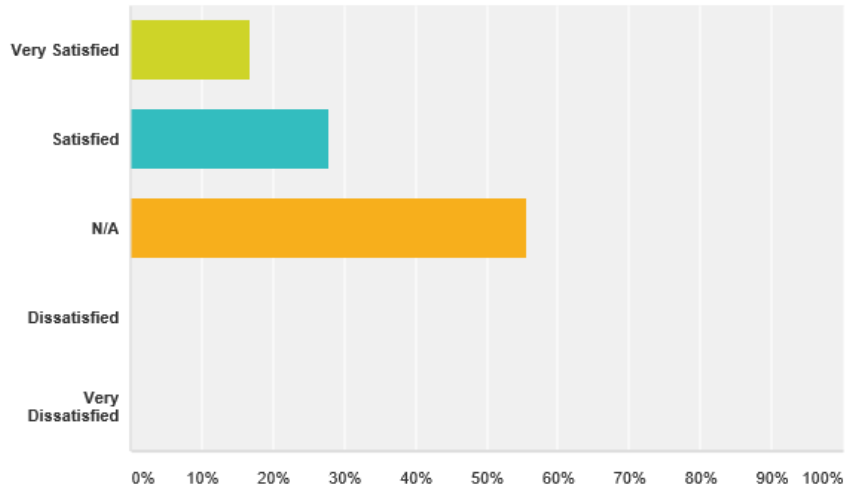


Answer Choices	Responses
Very Satisfied	38.89% 7
Satisfied	55.56% 10
Dissatisfied	0.00% 0
Very Dissatisfied	5.56% 1
Total	18

Appendix

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

Answered: 18 Skipped: 0

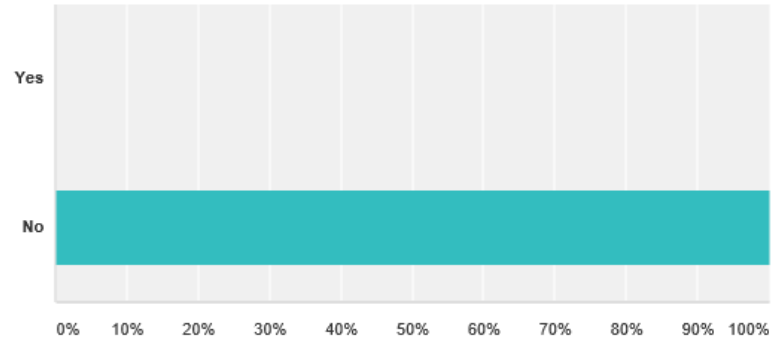


Answer Choices	Responses	
Very Satisfied	16.67%	3
Satisfied	27.78%	5
N/A	55.56%	10
Dissatisfied	0.00%	0
Very Dissatisfied	0.00%	0
Total		18

Appendix

Would you be interested in accessing the LicenseMatch service from a mobile device?

Answered: 18 Skipped: 0

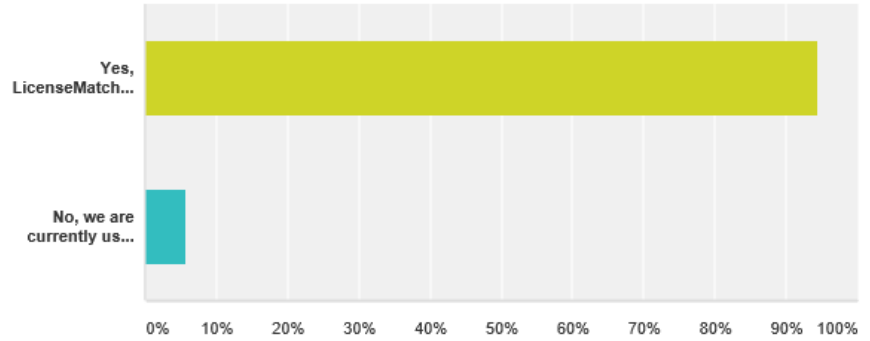


Answer Choices	Responses
Yes	0.00% 0
No	100.00% 18
Total	18

Appendix

Is LicenseMatch currently your only online option to verify Georgia license information?

Answered: 18 Skipped: 0

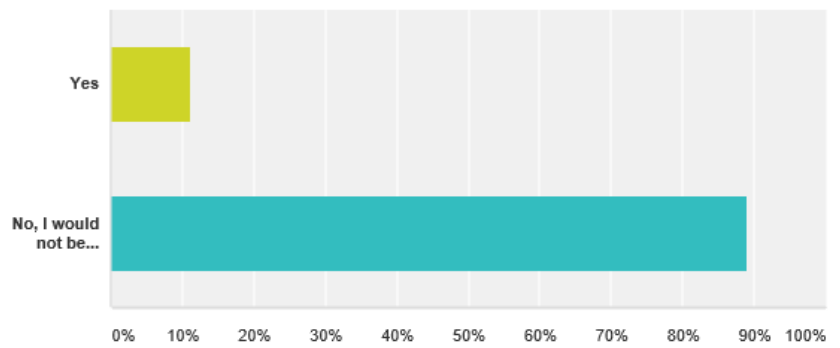


Answer Choices	Responses
<ul style="list-style-type: none"> Yes, LicenseMatch is currently the only online option to verify Georgia licenses. 	94.44% 17
<ul style="list-style-type: none"> No, we are currently using another online tool to verify Georgia licenses, or are considering using another tool (Please provide details below if you are using another online method of verification for Georgia licenses.) 	5.56% 1
Total	18

Appendix

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 service be useful to you?

Answered: 18 Skipped: 0

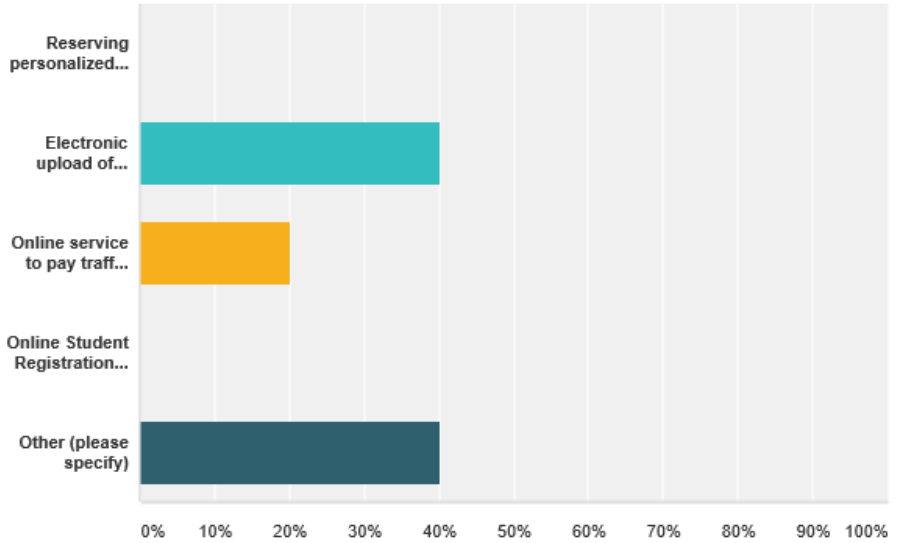


Answer Choices	Responses
Yes	11.11% 2
No, I would not be interested	88.89% 16
Total	18

Appendix

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

Answered: 5 Skipped: 13

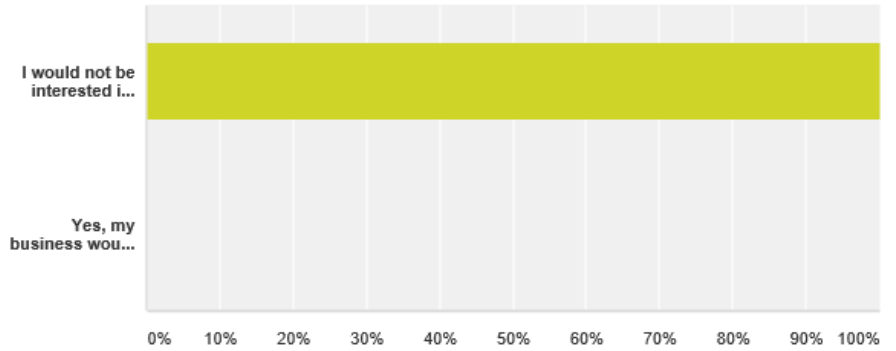


Answer Choices	Responses
Reserving personalized license plates online	0.00% 0
Electronic upload of Identification documents	40.00% 2
Online service to pay traffic tickets	20.00% 1
Online Student Registration service	0.00% 0
Other (please specify)	40.00% 2
Total Respondents: 5	

Appendix

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

Answered: 11 Skipped: 7

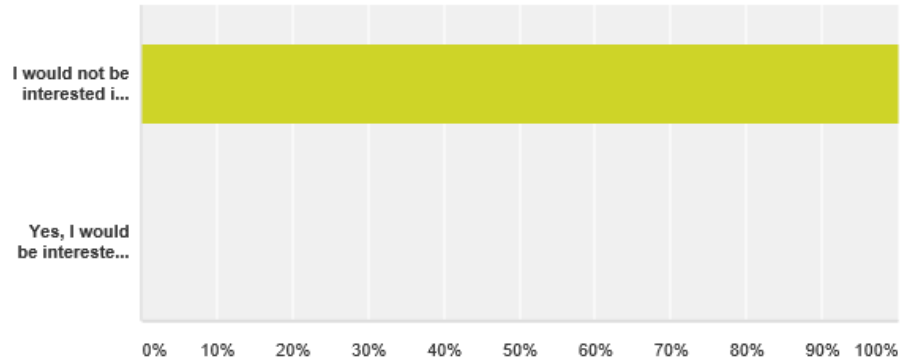


Answer Choices	Responses
<ul style="list-style-type: none"> I would not be interested in the discount program. 	100.00% 11
<ul style="list-style-type: none"> Yes, my business would be interested in offering discounts (Please provide your contact information below.) 	0.00% 0
Total	11

Appendix

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

Answered: 12 Skipped: 6



Answer Choices	Responses
<ul style="list-style-type: none"> I would not be interested in participating in a new product idea session. 	100.00% 12
<ul style="list-style-type: none"> Yes, I would be interested in participating in an idea session. (Please provide your contact information below.) 	0.00% 0
Total	12

Office of Data Sales

47 Trinity Ave. Suite 600, Atlanta, GA 30334

Tel: 404 463 2300 / Fax: 404 463 2390

datasales@gta.ga.gov - <http://gta.ga.gov/>