



Georgia Technology Authority

FY'15 Annual LicenseMatch Survey Report

FY'15 Annual LicenseMatch Survey

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Executive Summary

The FY'15 annual survey for the LicenseMatch service was conducted in January, 2015. The survey results indicate a customer satisfaction rating of 93% overall.

This was the eighth 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 key requests 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 pursue a “world class” customer satisfaction rating on other products every year.

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'15 and pursue a "world class" customer satisfaction rating of 95+% 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' 15 LicenseMatch survey.

Office of Data Sales formulated questions to measure satisfaction associated with basic principles of the service, as well as the added features in LicenseMatch Gold. Customers indicated which, if any, of the previously added enhancements were beneficial to their businesses. The specific features evaluated were the ability to scan licenses and view license status codes.

Similar to previous years, customers were asked whether the Georgia Felon Search service and / or the new ROVER service would be beneficial to their businesses. Some customers indicated these services would be helpful, as well as several other ideas for new services which are currently being investigated.

Some additional questions that were included in the FY' 15 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.

Respondents' open-ended responses were categorized and documented as suggestions. The results were analyzed, and standard responses to the customer suggestions 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 15 surveys were completed, resulting in about a 60% response rate. The survey results indicate a customer satisfaction rating of 93% overall.

The details of the survey are listed in the Appendix.

The survey results were categorized into the following customer suggestions:

Suggestions:

- Some customers suggested including a reason for why a license was not found, such as in the case with unusual names.
- Some customers were concerned that the license fields required had changed prior to being notified by GTA.
- Another suggestion was to allow the ability to verify if an individual is deceased, such as with a death certificate, in the case when an individual is receiving social security benefits.
- It was suggested to have the ability to match an individual's name to social security number.

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

Customer Suggestion

GTA Response

- Some customers suggested including a reason for why a license was not found, such as in the case with unusual names.

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.
- Some customers were concerned that the license fields required had changed prior to being notified by GTA.

The data fields required in LicenseMatch are mandated by Department of Driver Services’ security policies, and GTA works with DDS to ensure customers are notified of any changes in a timely manner. For example, the requirement to verify the CSC code on the license has been removed, and GTA notified LicenseMatch customers of this change via email. GTA will continue to solicit feedback from customers, and work to make any other improvements to the LicenseMatch service, while maintaining the security requirements of DDS.
- Another suggestion was to allow the ability to verify if an individual is deceased, such as with a death certificate, in the case when an individual is receiving social security benefits.

This is an excellent suggestion. GTA currently offers the ROVER service, in partnership with the Office of Vital Records, to allow constituents to place orders online for birth or death certificates in the state of Georgia. We will keep all of our customers updated as any enhancements to this service are made, which will benefit your business processes.
- It was suggested to have the ability to match an individual’s name to social security number.

.Thank you for this suggestion. We will keep in mind all of the survey feedback as we develop new services and make enhancements to our existing online services portfolio.

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'15 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:

		Response Percent	Response Count
LicenseMatch		100.0%	15
MVR (online motor vehicle records)		6.7%	1
Bulk MVR (batch motor vehicle records)		0.0%	0
Dealer Internet Inquiry (online VIN Checks)		6.7%	1
Corporate Records		13.3%	2
Georgia Felon Search		6.7%	1
ROVER (Request Official Vital Event Record)		0.0%	0
		answered question	15
		skipped question	0

Do these products / services meet your expectations?

		Response Percent	Response Count
Yes		93.3%	14
No (if no, please comment)		6.7%	1
		answered question	15
		skipped question	0

For LicenseMatch, please select from the following options any enhancements you find helpful. (Check all that apply)

		Response Percent	Response Count
Ability to Scan the License (as opposed to manually keying the license information into the search screen)		26.7%	4
Ability to view License Status Codes (to verify the status of the license; such as barred, revoked, suspended, etc.)		20.0%	3
LicenseMatch service works fine "As Is" (No enhancements necessary)		60.0%	9
Other (please specify)		26.7%	4
		answered question	15
		skipped question	0

Appendix

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	33.3% (5)	20.0% (3)	46.7% (7)	0.0% (0)	0.0% (0)	2.13	15
Process of issue resolution	20.0% (3)	46.7% (7)	26.7% (4)	6.7% (1)	0.0% (0)	2.20	15
Price of product(s)	46.7% (7)	33.3% (5)	13.3% (2)	6.7% (1)	0.0% (0)	1.80	15
Receiving your product(s) in a timely manner	53.3% (8)	33.3% (5)	13.3% (2)	0.0% (0)	0.0% (0)	1.60	15
answered question							15
skipped question							0

Please rate your satisfaction with the LicenseMatch system availability.

	Response Percent	Response Count
Very Satisfied 	60.0%	9
Satisfied 	40.0%	6
Dissatisfied	0.0%	0
Very Dissatisfied	0.0%	0
Please comment		4
answered question		15
skipped question		0

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

	Response Percent	Response Count
Very Satisfied 	53.3%	8
Satisfied 	33.3%	5
N/A 	13.3%	2
Dissatisfied	0.0%	0
Very Dissatisfied	0.0%	0
answered question		15
skipped question		0

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?

	Response Percent	Response Count
Yes	20.0%	3
No, I would not be interested	80.0%	12
Please enter your contact information (optional) if you would like to learn more about Georgia Felon Search or ROVER		2
answered question		15
skipped question		0

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

	Response Percent	Response Count
Yes	0.0%	0
No	100.0%	14
answered question		14
skipped question		1

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

	Response Percent	Response Count
Yes, LicenseMatch is currently the only online option to verify Georgia licenses.	80.0%	12
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.)	20.0%	3
answered question		15
skipped question		0

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		25.0%	2
Service to search for the popularity of auto make / models by geographical areas		0.0%	0
Geospatial Information System (GIS) Data - (ai. aerospace view of roads, etc.)		12.5%	1
Website to view a list of professional licensees in Georgia by industry		25.0%	2
Other (please specify)		62.5%	5
		answered question	8
		skipped question	7

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.		78.6%	11
Yes, my business would be interested in offering discounts (Please provide your contact information below.)		21.4%	3
		answered question	14
		skipped question	1

Appendix

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.		92.9%	13
Yes, I would be interested in participating in an idea session. (Please provide your contact information below.)		7.1%	1
		answered question	14
		skipped question	1

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