



FY'16 Annual
MVR
Survey Report

FY'16 Annual MVR Survey

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Executive Summary

The FY'16 annual survey for the motor vehicle report (MVR) service offering was conducted in January, 2016. The survey results indicate a customer satisfaction rating of 100% overall.

This was the eleventh annual survey conducted for the purpose of measuring and improving customer satisfaction of the online MVR service. This survey has 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 suggestions to be addressed. The Georgia Technology Authority responses have been documented. In addition, the Office of Data Sales has communicated with MVR customers who provided their optional contact information in order to provide timely feedback to their suggestions.

These annual surveys have continued to help the Office of Data Sales maintain a 90+% customer satisfaction rating every year.

Background & Objective

Background:

The Georgia Technology Authority, in partnership with the Georgia Department of Driver Services, offers individual Driving History / Motor Vehicle Report (MVR) via the Internet to all certified customers.

MVR is the applicable abstract of an individual Driver's Record licensed to the customer. The contents of the abstract will vary according to the purpose for which the abstract is requested.

There are five purposes for requesting an MVR: insurance, employment, credit, rental car agency, and limited rating information:

1. Insurance companies and/or insurance support organizations (ISOs) may ascertain MVR.
2. A customer may ascertain copies of driver records for employment purposes. (Each company must have written consent on file from the individual to request the driver record).
3. A customer may ascertain MVR for credit purposes in accordance with the Fair Credit Reporting Act.
4. Car agencies that maintain their own insurance division may ascertain MVR for insurance purposes. (These insurance divisions are certified by the Insurance Commissioner to insure their vehicles and handle their own claims).
5. Only insurance agents and ISOs may request the limited rating report.

Objective:

Assess customer satisfaction for FY'16 and maintain a "world class" customer satisfaction rating of 90+% for the MVR offering.

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.

Office of Data Sales formulated questions to measure satisfaction with the MVR service, as well as collect data on any new service ideas that would be applicable to this customer base. Similar to previous years, customers were again asked whether they have used or would be interested in using the Georgia Felon Search service, as well as ROVER. Several customers indicated they were interested in these services, and they also commented on other potential services currently being investigated by the Office of Data Sales.

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

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

Survey Results

The survey included the entire MVR customer base who had performed transactions in the past year. The customers were separated into two groups: The first survey was sent to customers generating more than \$499 in revenue, and another was sent to customers generating less than \$500 in revenue.

The responses totaled to 70 for the less than \$500 in revenue customers, resulting in about a 28% response rate. The satisfaction rating for this group was 100%.

The responses totaled to 31 for the greater than \$500 in revenue customers, resulting in about a 39% response rate. The satisfaction rating for this group was 100%.

The details of the survey are listed in the Appendix.

The survey results were categorized into the following customer suggestions:

Customer Suggestions:

- Some customers suggested being able to view a list of names for MVR's that were searched, and / or having details in the bills, listing the names of individuals searched.
- Some customers were concerned by having to renew their certification every two years, and requested a notification of when their account is near expiration.
- A few customers requested password expiration policy change.

Survey Results

Customer Suggestion

GTA Response

- Some customers suggested being able to view a list of names for MVR's that were searched, and / or having details in the bills, listing the names of individuals searched.

The State of Georgia does not provide lists of driver license information searched within the state's database due to system regulations and privacy policies. The Driver's Privacy Protection Act prevents the release of name listings with driver information under 40-5-2 OCGA state law.
- Some customers were concerned by having to renew their certification every two years, and requested a notification of when their account is near expiration.

Recertification is required by the Department of Driver Services for system security. Also, GTA now obtains account expiration information from the DDS in order to send notifications to customers 60 days prior to expiration. Additionally, a change has been made to allow renewal every two years instead of annually. This change was made in response to survey suggestions, and the period was extended to two years to maintain system security. Security is always a priority, and having a reasonable renewal time period helps ensure only those who are certified to use the system have access, for legitimate reasons, as determined by the Department of Driver Services.
- A few customers requested password expiration policy change.

Security is always a priority, and password expirations are required to adhere to the Georgia state security policies.

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.

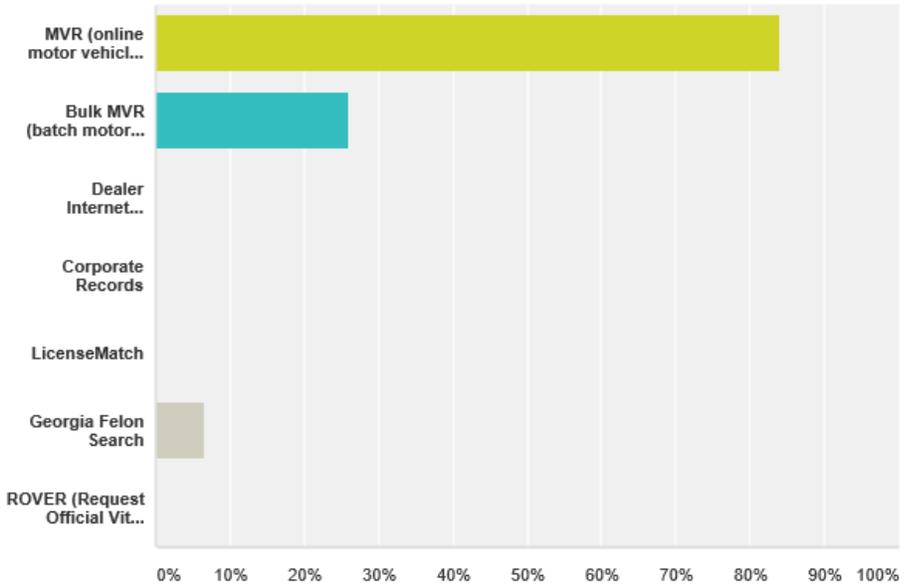
The results of FY'16 Survey again indicate that there is a high satisfaction associated with this offering. Office of Data Sales will continue to solicit feedback from customers, and work to improve the service based on customer-focused enhancements.

Appendix

Details of survey for first group (MVR customer base generating more than \$499 in revenue per customer):

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

Answered: 31 Skipped: 0

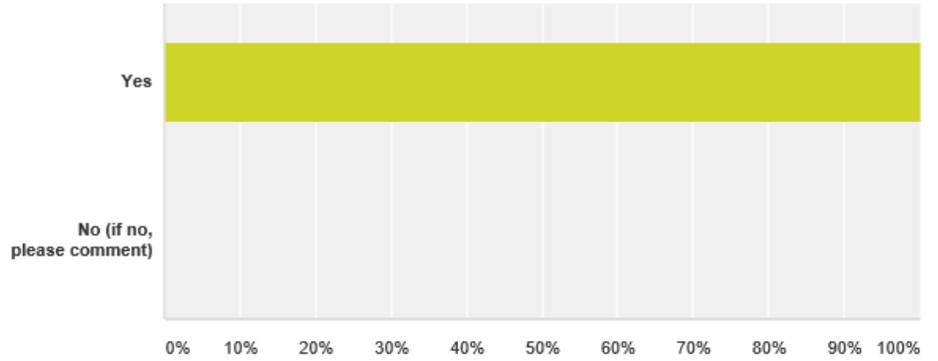


| Answer Choices | Responses |
|---|-----------|
| ▼ MVR (online motor vehicle records) | 83.87% 26 |
| ▼ Bulk MVR (batch motor vehicle records) | 25.81% 8 |
| ▼ Dealer Internet Inquiry (online VIN Checks) | 0.00% 0 |
| ▼ Corporate Records | 0.00% 0 |
| ▼ LicenseMatch | 0.00% 0 |
| ▼ Georgia Felon Search | 6.45% 2 |
| ▼ ROVER (Request Official Vital Event Record) | 0.00% 0 |
| Total Respondents: 31 | |

Appendix

Do these products / services meet your expectations?

Answered: 31 Skipped: 0

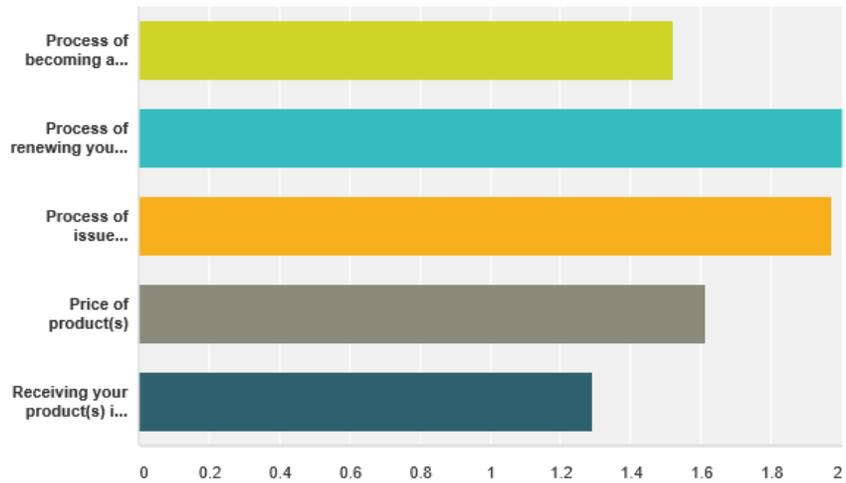


| Answer Choices | Responses |
|----------------------------|------------|
| Yes | 100.00% 31 |
| No (if no, please comment) | 0.00% 0 |
| Total | 31 |

Appendix

Please rate the following statements according to your satisfaction level:

Answered: 31 Skipped: 0

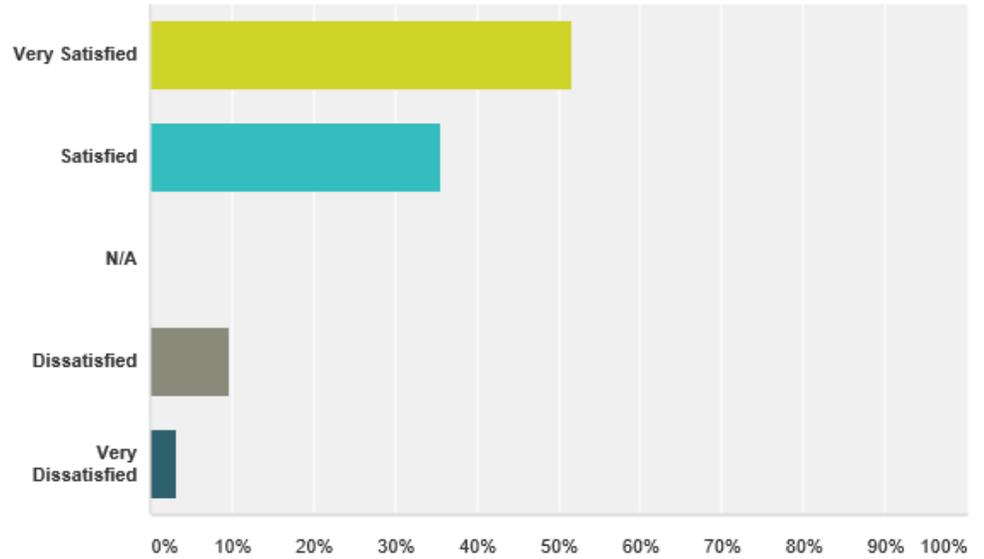


| | Very Satisfied | Satisfied | N/A | Dissatisfied | Very Dissatisfied | Total | Weighted Average |
|---|----------------|--------------|-------------|--------------|-------------------|-------|------------------|
| Process of becoming a customer | 51.61% 16 | 45.16% 14 | 3.23% 1 | 0.00% 0 | 0.00% 0 | 31 | 1.52 |
| Process of renewing your account | 38.71% 12 | 38.71% 12 | 9.68% 3 | 9.68% 3 | 3.23% 1 | 31 | 2.00 |
| Process of issue resolution | 48.39% 15 | 22.58% 7 | 19.35% 6 | 3.23% 1 | 6.45% 2 | 31 | 1.97 |
| Price of product (s) | 45.16% 14 | 51.61% 16 | 0.00% 0 | 3.23% 1 | 0.00% 0 | 31 | 1.61 |
| Receiving your product (s) in a timely manner | 70.97% 22 | 29.03% 9 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 31 | 1.29 |

Appendix

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

Answered: 31 Skipped: 0

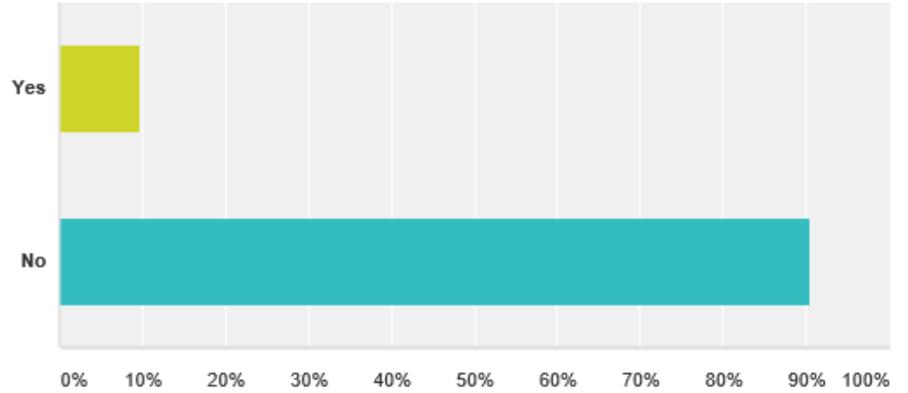


| Answer Choices | Responses |
|-------------------|-----------|
| Very Satisfied | 51.61% 16 |
| Satisfied | 35.48% 11 |
| N/A | 0.00% 0 |
| Dissatisfied | 9.68% 3 |
| Very Dissatisfied | 3.23% 1 |
| Total | 31 |

Appendix

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

Answered: 31 Skipped: 0

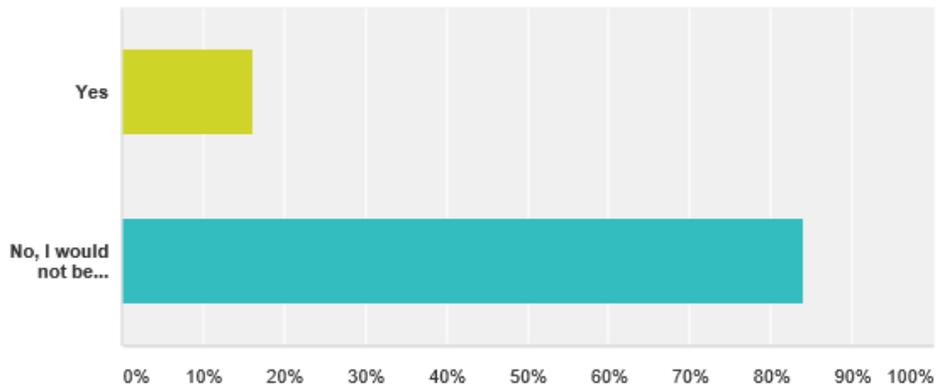


| Answer Choices | Responses | |
|----------------|-----------|----|
| Yes | 9.68% | 3 |
| No | 90.32% | 28 |
| Total | | 31 |

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, in addition to online MVR's. Would either of these services be useful to you?

Answered: 31 Skipped: 0

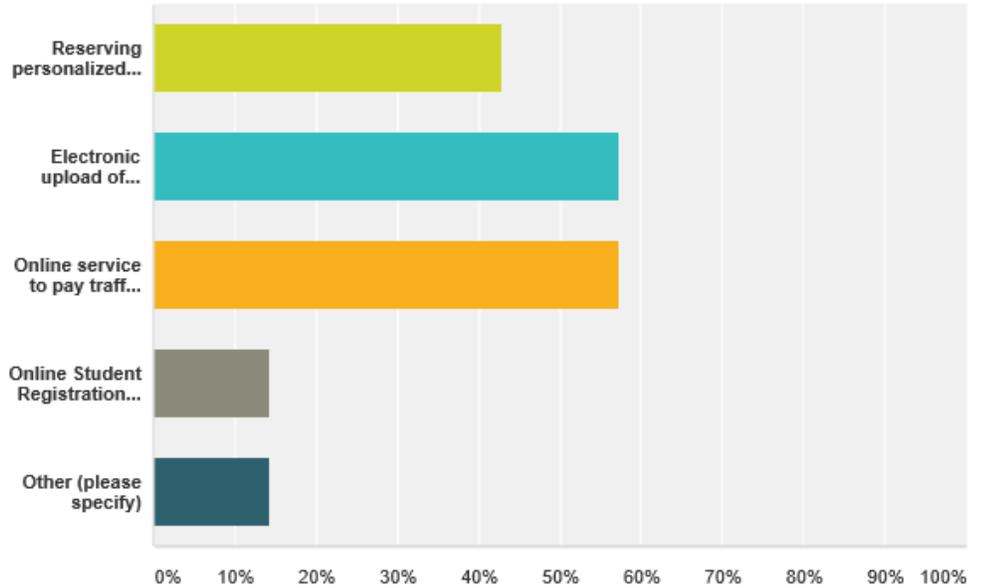


| Answer Choices | Responses |
|--------------------------------|-----------|
| Yes | 16.13% 5 |
| No, I would not be interested. | 83.87% 26 |
| Total | 31 |

Appendix

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

Answered: 7 Skipped: 24

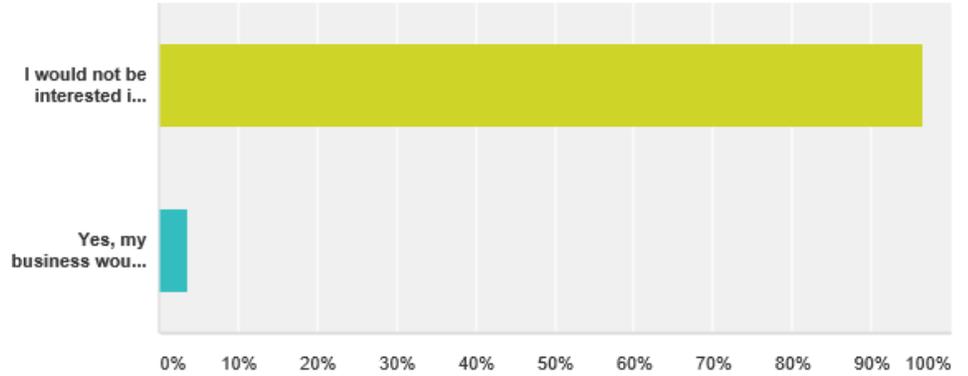


| Answer Choices | Responses |
|---|-----------|
| Reserving personalized license plates online | 42.86% 3 |
| Electronic upload of Identification documents | 57.14% 4 |
| Online service to pay traffic tickets | 57.14% 4 |
| Online Student Registration Service | 14.29% 1 |
| Other (please specify) | 14.29% 1 |
| Total Respondents: 7 | |

Appendix

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

Answered: 28 Skipped: 3

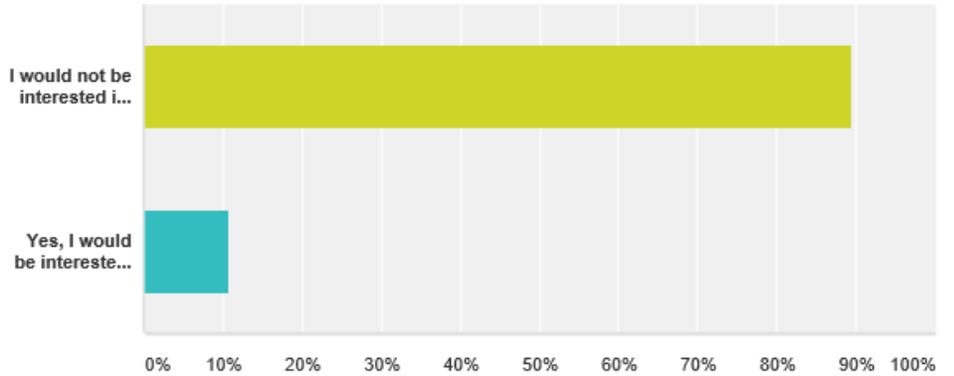


| Answer Choices | Responses |
|---|--------------|
| <ul style="list-style-type: none"> I would not be interested in the discount program. | 96.43% 27 |
| <ul style="list-style-type: none"> Yes, my business would be interested in offering discounts (Please provide your contact information below.) | 3.57% 1 |
| Total | 28 |

Appendix

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

Answered: 28 Skipped: 3



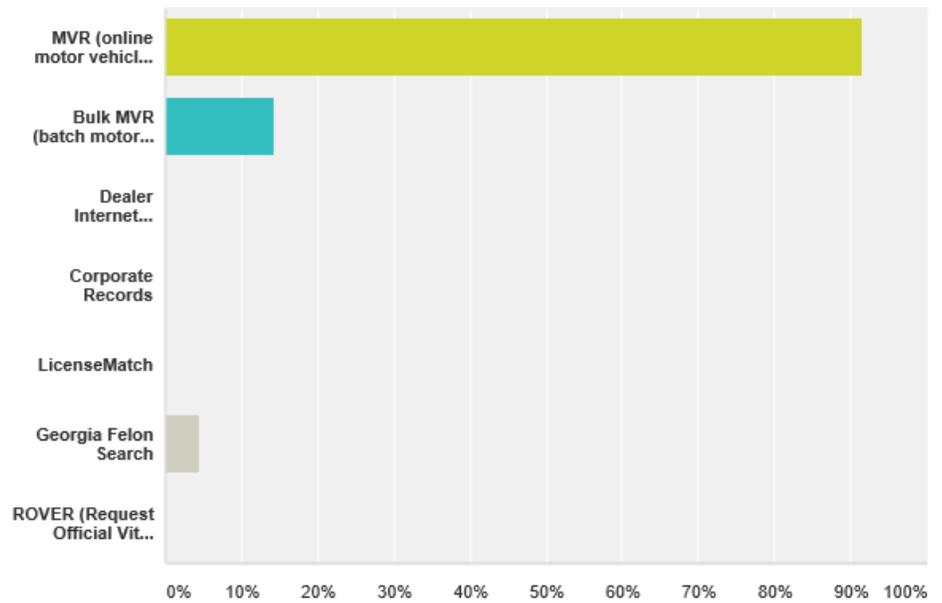
| Answer Choices | Responses |
|---|---------------------|
| <ul style="list-style-type: none"> I would not be interested in participating in a new product idea session. | 89.29% 25 |
| <ul style="list-style-type: none"> Yes, I would be interested in participating in a new product idea session. (Please provide your contact information below.) | 10.71% 3 |
| Total | 28 |

Appendix

Details of survey for second group (MVR customer base generating less than \$500 in revenue per customer):

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

Answered: 70 Skipped: 0

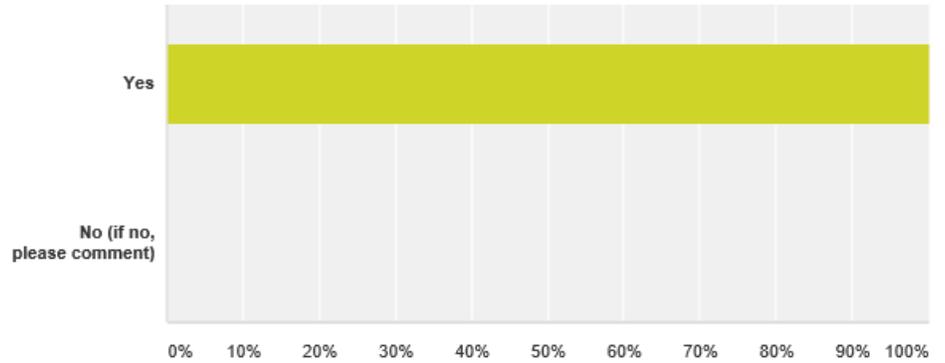


| Answer Choices | Responses |
|---|-----------|
| ▼ MVR (online motor vehicle records) | 91.43% 64 |
| ▼ Bulk MVR (batch motor vehicle records) | 14.29% 10 |
| ▼ Dealer Internet Inquiry (online VIN Checks) | 0.00% 0 |
| ▼ Corporate Records | 0.00% 0 |
| ▼ LicenseMatch | 0.00% 0 |
| ▼ Georgia Felon Search | 4.29% 3 |
| ▼ ROVER (Request Official Vital Event Record) | 0.00% 0 |
| Total Respondents: 70 | |

Appendix

Do these products / services meet your expectations?

Answered: 70 Skipped: 0

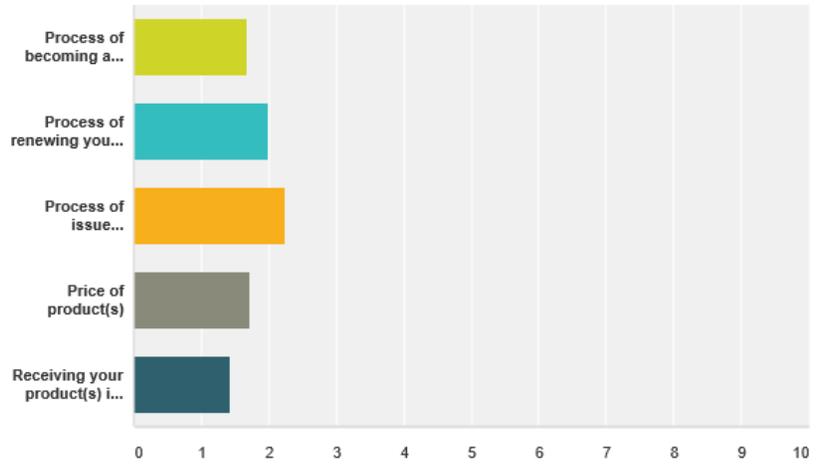


| Answer Choices | Responses |
|----------------------------|------------|
| Yes | 100.00% 70 |
| No (if no, please comment) | 0.00% 0 |
| Total | 70 |

Appendix

Please rate the following statements according to your satisfaction level:

Answered: 70 Skipped: 0

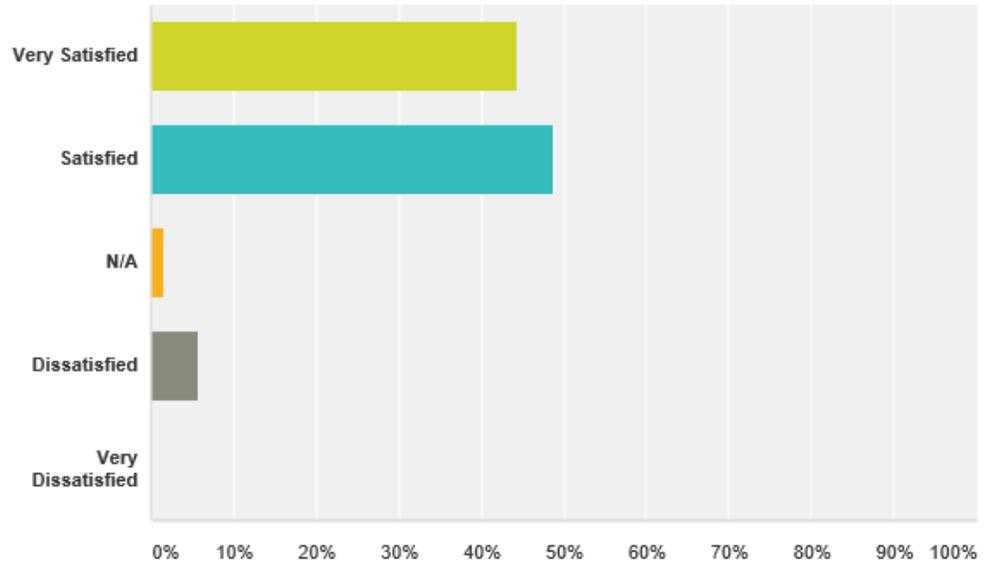


| | Very Satisfied | Satisfied | N/A | Dissatisfied | Very Dissatisfied | Total | Weighted Average |
|---|----------------|--------------|--------------|--------------|-------------------|-------|------------------|
| Process of becoming a customer | 38.57% 27 | 57.14% 40 | 2.86% 2 | 1.43% 1 | 0.00% 0 | 70 | 1.67 |
| Process of renewing your account | 32.86% 23 | 44.29% 31 | 14.29% 10 | 8.57% 6 | 0.00% 0 | 70 | 1.99 |
| Process of issue resolution | 32.86% 23 | 24.29% 17 | 32.86% 23 | 7.14% 5 | 2.86% 2 | 70 | 2.23 |
| Price of product (s) | 35.71% 25 | 58.57% 41 | 4.29% 3 | 1.43% 1 | 0.00% 0 | 70 | 1.71 |
| Receiving your product (s) in a timely manner | 62.86% 44 | 32.86% 23 | 4.29% 3 | 0.00% 0 | 0.00% 0 | 70 | 1.41 |

Appendix

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

Answered: 70 Skipped: 0

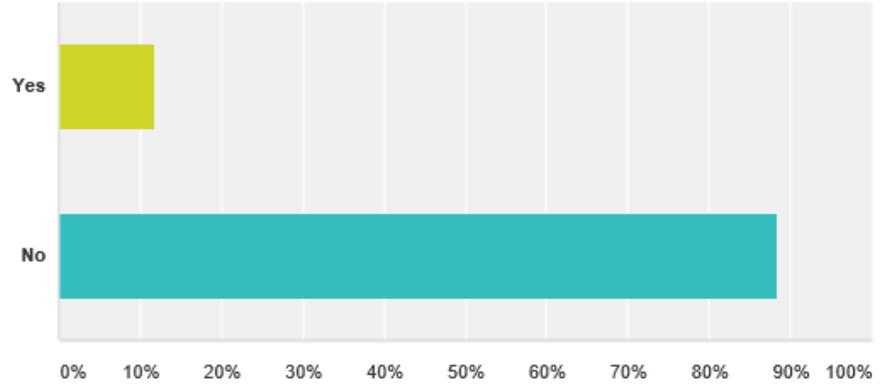


| Answer Choices | Responses |
|-------------------|-----------|
| Very Satisfied | 44.29% 31 |
| Satisfied | 48.57% 34 |
| N/A | 1.43% 1 |
| Dissatisfied | 5.71% 4 |
| Very Dissatisfied | 0.00% 0 |
| Total | 70 |

Appendix

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

Answered: 68 Skipped: 2

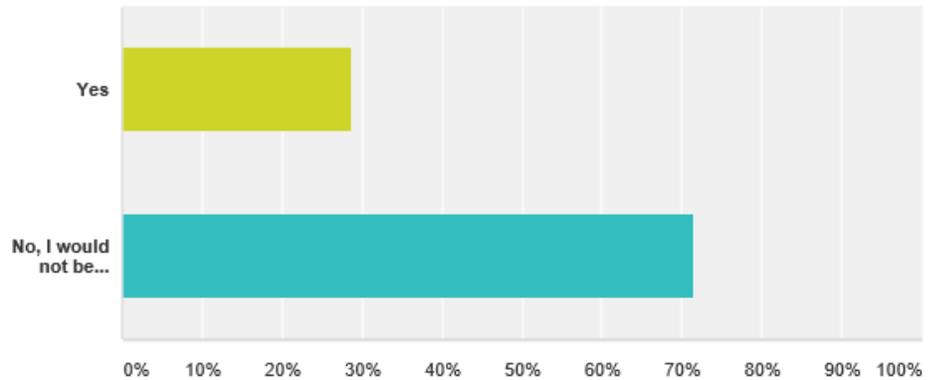


| Answer Choices | Responses | |
|----------------|-----------|----|
| Yes | 11.76% | 8 |
| No | 88.24% | 60 |
| Total | | 68 |

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, in addition to online MVR's. Would either of these services be useful to you?

Answered: 70 Skipped: 0

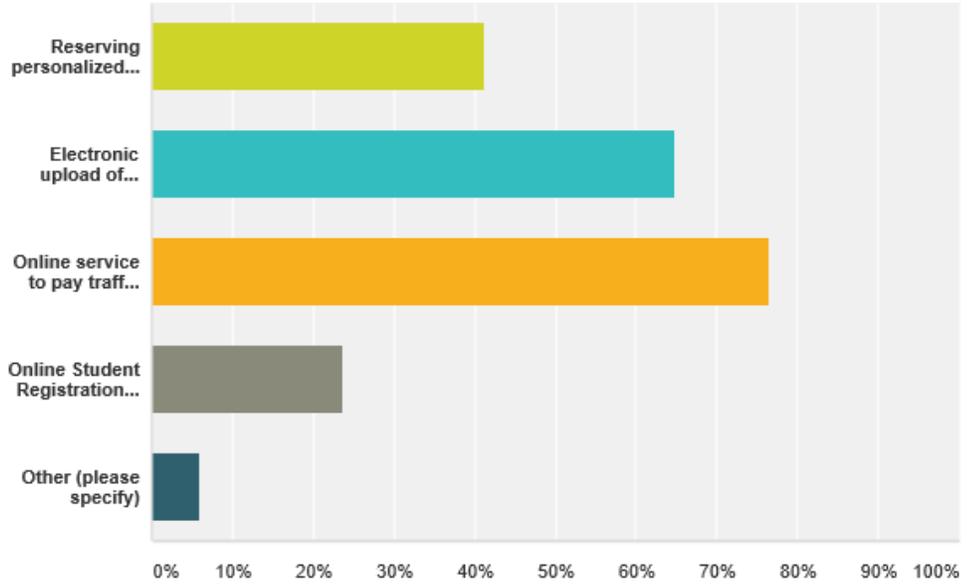


| Answer Choices | Responses | |
|--------------------------------|-----------|----|
| Yes | 28.57% | 20 |
| No, I would not be interested. | 71.43% | 50 |
| Total | | 70 |

Appendix

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

Answered: 17 Skipped: 53

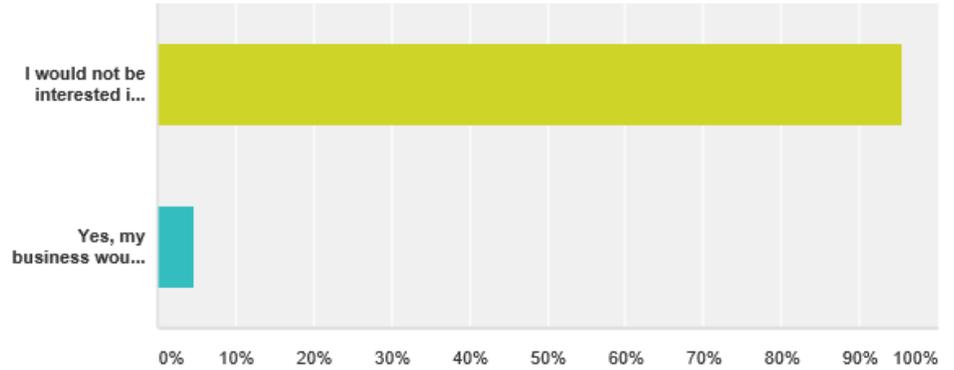


| Answer Choices | Responses |
|---|-----------|
| Reserving personalized license plates online | 41.18% 7 |
| Electronic upload of Identification documents | 64.71% 11 |
| Online service to pay traffic tickets | 76.47% 13 |
| Online Student Registration Service | 23.53% 4 |
| Other (please specify) | 5.88% 1 |
| Total Respondents: 17 | |

Appendix

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

Answered: 66 Skipped: 4

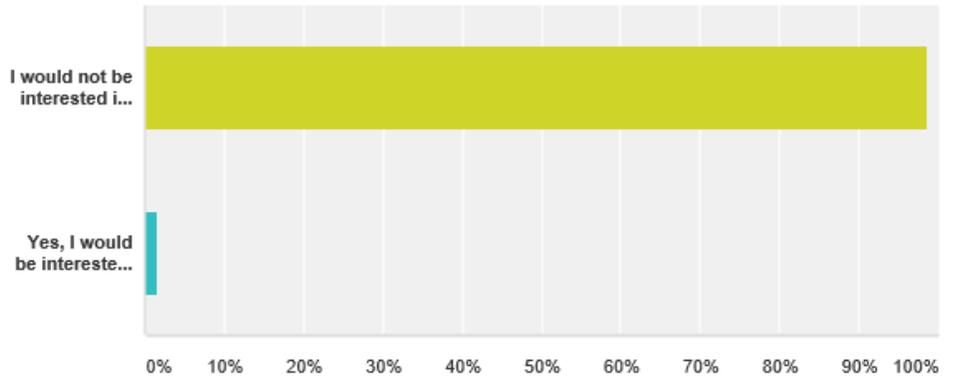


| Answer Choices | Responses |
|--|--------------|
| <input type="checkbox"/> I would not be interested in the discount program. | 95.45% 63 |
| <input type="checkbox"/> Yes, my business would be interested in offering discounts (Please provide your contact information below.) | 4.55% 3 |
| Total | 66 |

Appendix

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

Answered: 68 Skipped: 2



| Answer Choices | Responses |
|--|--------------|
| <ul style="list-style-type: none"> ▼ I would not be interested in participating in a new product idea session. | 98.53% 67 |
| <ul style="list-style-type: none"> ▼ Yes, I would be interested in participating in an idea session. (Please provide your contact information below.) | 1.47% 1 |
| Total | 68 |

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