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# **FY' 2020**

# **Georgia Felon**

# **Search Billing**

# **Report**



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**FY' 2020**

# **Annual Georgia Felon Search Billing Survey**

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## Executive Summary

The FY'20 annual survey for Georgia Felon Search was conducted in January, 2020. The survey results indicate a customer satisfaction rating of 93% overall.

This was the tenth annual survey generated for the purpose of measuring and improving customer satisfaction.

This was the fourth year the Net Promoter Score (NPS) was used as a complementary measurement, along with the customer satisfaction rating. The NPS for Georgia Felon Search this year was +87.

Survey results were categorized into key concerns to be addressed, and the Georgia Technology Authority official responses have been recorded.

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



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## Background and Objective

### 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 an individual has 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'20 and maintain a customer satisfaction rating of 90+% for the Georgia Felon Search service.



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## 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'20 survey. The measurement for customer satisfaction includes both the overall rating as well the Net Promoter Score.

The NPS is found by using a 10 point scale. Customers are asked to rate the likelihood that they would recommend Georgia Felon Search to a friend or colleague.

Customers with a rating of 9 or 10 are considered to be “promoters,” while those with a score of 6 or under are “detractors.” Customers with a score of 7 or 8 are “passives,” and they are not used in the final determination of NPS, however, they are counted in the overall percentage, driving the NPS closer to 0.

The overall percentage of detractors are subtracted from the percentage of promoters, and the final score is the Net Promoter Score. A positive score is good, while an NPS of +50 or above is considered “excellent.”

Respondents’ open-ended responses were analyzed, and categorized into major concerns to be addressed. The Office of Data Sales has contacted customers to thank them for providing their feedback and to personally discuss their comments.



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## Survey Results

The survey was received by all of the Georgia Felon Search customers who have an established billing account, and who have completed at least one transaction using Georgia Felon Search in the past year.

The survey results indicate a customer satisfaction rating of 93% overall. The Net Promoter Score was +87.

The details of the survey are listed in the Appendix.

The following are key issues that were brought up in the FY'20 Georgia Felon Search billing customer survey.

### Categories of reported customer concerns:

- It was requested to provide additional background information, such as misdemeanors.
- Online payment of invoices was a suggestion.
- It was reported that, occasionally, felonies were not returned by Georgia Felon Search.



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# Survey Results

Standard responses to customer concerns are below.

## Customer Concern

## GTA Response

- It was requested to provide additional background information, such as misdemeanors.

Thank you for the suggestion. Georgia's policy states that only felony conviction records 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.

- Online payment of invoices was a suggestion.

Thank you for the suggestion. We are investigating additional payment options.

- It was reported that, occasionally, felonies were not returned by Georgia Felon Search.

Only felony convictions that have been reported to 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 information about the conviction 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 dropped, dismissed, or downgraded to a misdemeanor.

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



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## 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'20 survey indicate that there is a high satisfaction rating associated with this offering, however, improvements will be continually investigated to enhance the customer experience.

Office of Data Sales will continue to solicit feedback from customers, and work to improve the service based on customer-focused enhancements.



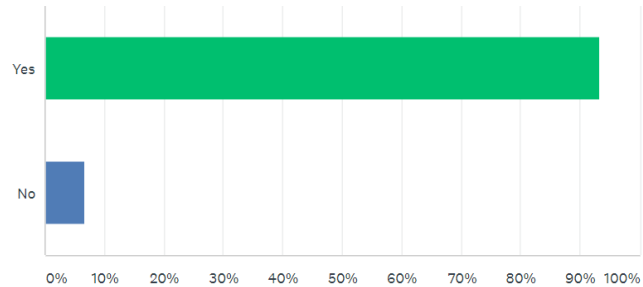


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## Appendix

Did the Georgia Felon Search service meet your expectations?

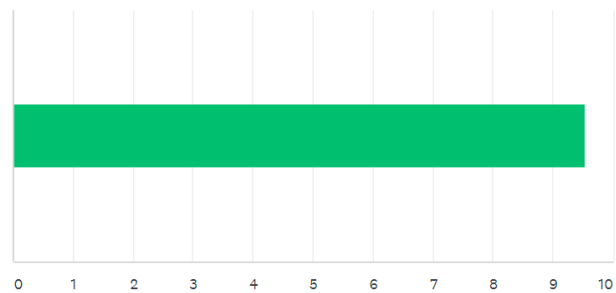
Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	93.33%	14
No	6.67%	1
TOTAL		15

How likely is it that you would recommend Georgia Felon Search to a friend or colleague?

Answered: 15 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	10	143	15
Total Respondents: 15			

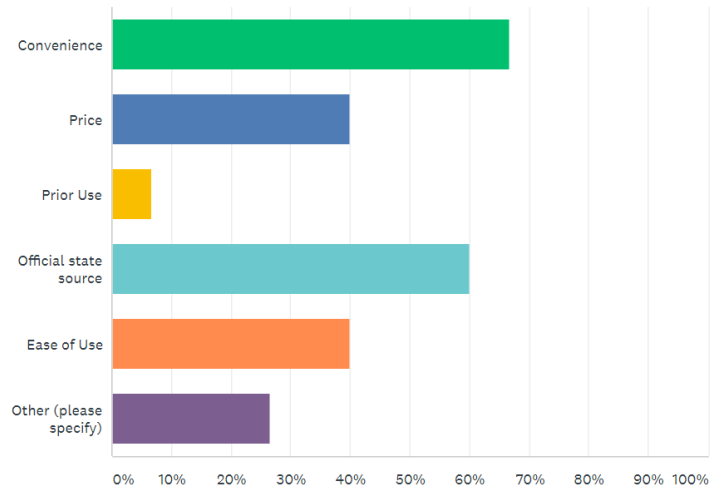


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## Appendix

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

Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Convenience	66.67%	10
▼ Price	40.00%	6
▼ Prior Use	6.67%	1
▼ Official state source	60.00%	9
▼ Ease of Use	40.00%	6
▼ Other (please specify)	26.67%	4
Total Respondents: 15		

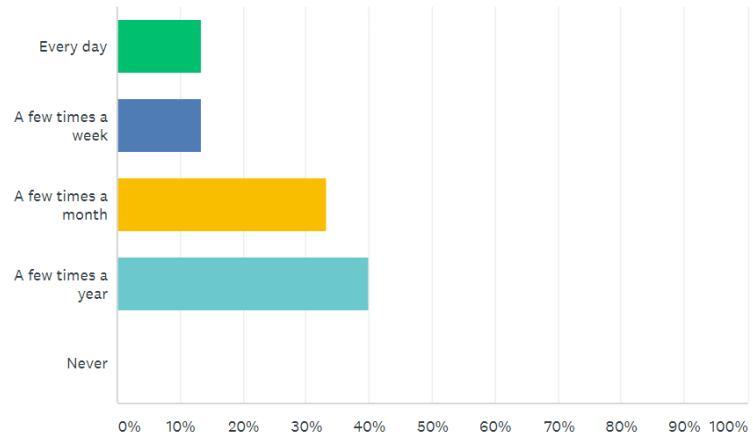


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## Appendix

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

Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
Every day	13.33%	2
A few times a week	13.33%	2
A few times a month	33.33%	5
A few times a year	40.00%	6
Never	0.00%	0
TOTAL		15

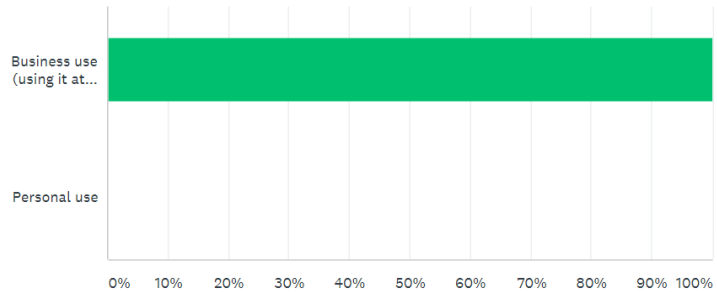


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## Appendix

Please specify the reason for your search, and let us know of any comments you would like to share.

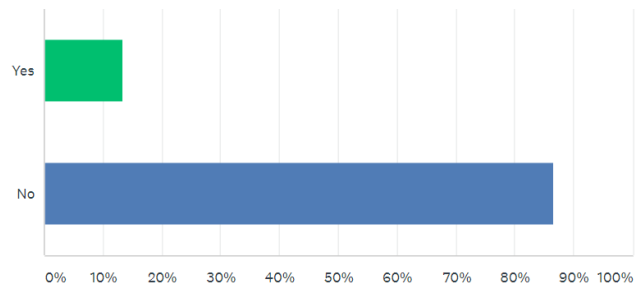
Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
Business use (using it at work)	100.00%	15
Personal use	0.00%	0
TOTAL		15

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

Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	13.33%	2
No	86.67%	13
TOTAL		15

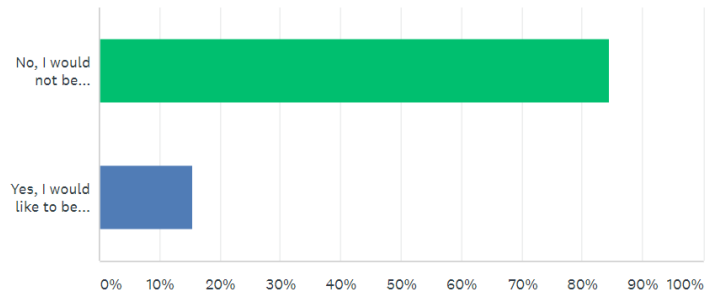


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## Appendix

Would you have an interest in advertising to state of Georgia retirees, employees, teachers, or any other government audiences?

Answered: 13 Skipped: 2



ANSWER CHOICES	RESPONSES	
No, I would not be interested.	84.62%	11
Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.)	15.38%	2
TOTAL		13



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