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FY' 2020 Georgia Felon Search Online Report



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FY' 2020

Annual Georgia Felon Search Online 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 84% overall.

This was the sixth annual survey generated for the purpose of measuring and improving customer satisfaction of the Georgia Felon Search service, targeted at online orders.

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 online customers this year was +35.

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 80+% 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 80+% 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 sent to customers who had completed at least one online transaction in the past year.

The survey results indicate a customer satisfaction rating of 84% overall. The Net Promoter Score was +35.

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 online customer survey.

Categories of reported customer concerns:

- 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

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

GTA Response

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



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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.

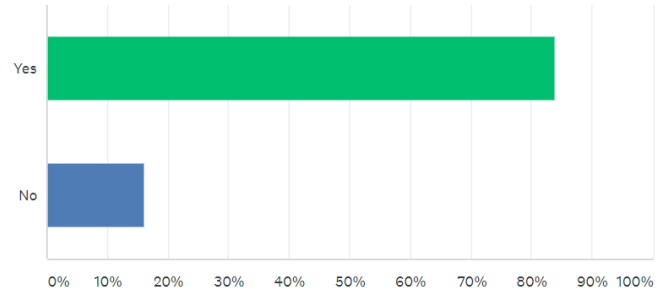


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Appendix

Did the Georgia Felon Search service meet your expectations?

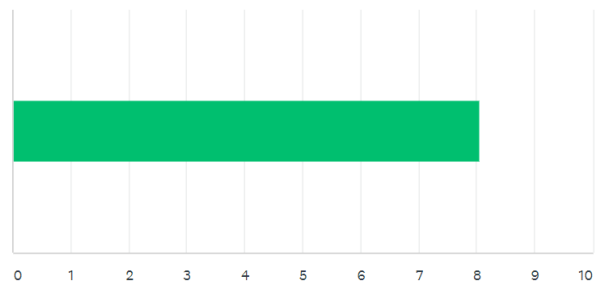
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	83.87%	26
No	16.13%	5
TOTAL		31

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

Answered: 31 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	250	31
Total Respondents: 31			

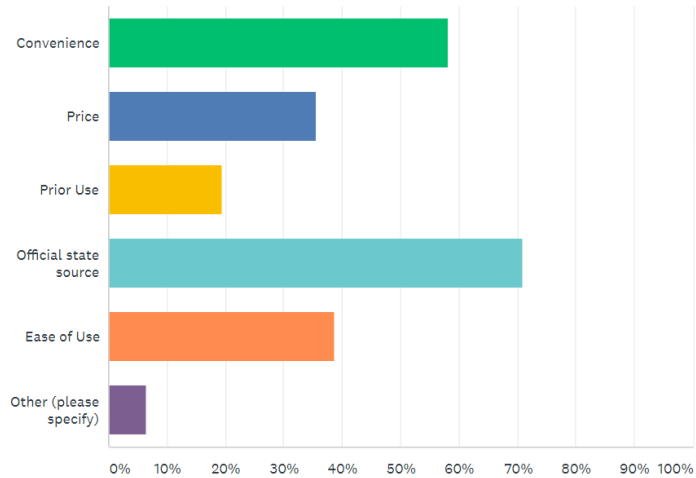


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Appendix

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

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Convenience	58.06%	18
Price	35.48%	11
Prior Use	19.35%	6
Official state source	70.97%	22
Ease of Use	38.71%	12
Other (please specify)	6.45%	2
Total Respondents: 31		

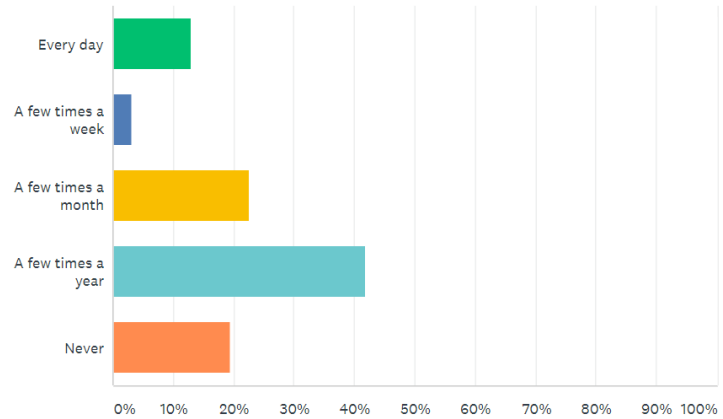


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Appendix

How often would you expect to use Georgia Felon Search?

Answered: 31 Skipped: 0



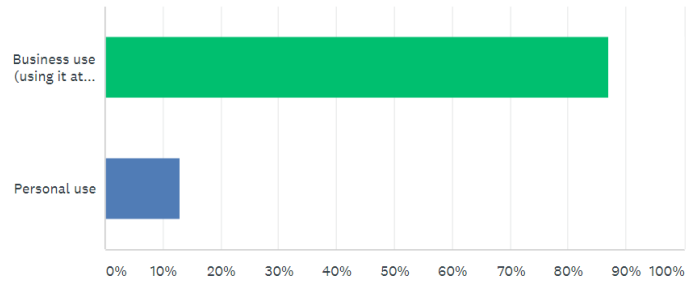
ANSWER CHOICES	RESPONSES	
Every day	12.90%	4
A few times a week	3.23%	1
A few times a month	22.58%	7
A few times a year	41.94%	13
Never	19.35%	6
TOTAL		31



Appendix

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

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Business use (using it at work)	87.10%	27
Personal use	12.90%	4
TOTAL		31



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