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FY' 2020 MVR Survey Report



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FY' 2020

Annual Motor Vehicle Report (MVR) Survey

TABLE OF CONTENTS

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

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Executive Summary

The FY'20 annual survey for the Motor Vehicle Report (MVR) service was conducted in January, 2020. The survey results indicate a customer satisfaction rating of 96% overall.

This was the fifteenth 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 overall NPS for MVR this year was +60.

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

Additionally, the Office of Data Sales has communicated with any MVR customers who have provided their optional contact information in order to provide timely feedback to their concerns and suggestions.

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 Department of Driver Services, offers individual driving records via the Internet to all certified customers.

MVR is an applicable abstract for 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 (ISO's) may ascertain MVR.
2. A customer may ascertain copies of driver records for employment purposes. (Each company must have the written consent 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 ISO's may request the limited rating report.

Objective:

Assess customer satisfaction for FY'20 and maintain a customer satisfaction rating of 90+% for the Motor Vehicle Report (MVR) 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 MVR 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 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 \$500 or more in revenue. Another survey was sent to customers generating \$499 or less in revenue.

The responses totaled to 44 responses for the customers with less than or equal to \$499 in transactions, resulting in a 25% response rate. The satisfaction rating was 91%. The Net Promoter Score for this group was +43.

The responses totaled to 23 for the customers with \$500 or more in transactions, resulting in a 25% response rate. The satisfaction rating for this group was 100%. The Net Promoter Score for this group was +76.

The details of the survey are listed in the Appendix.

Categories of reported customer concerns and suggestions:

- Some customers suggested the implementation of an online renewal process.
- Itemized billing with drivers' information was requested.
- Some customers expressed concerns about the minimum fifty search requirement and suggested a tracking feature to keep customers informed of how many searches were conducted.



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Survey Results

Standard responses to customer concerns are below.

Customer Concern

GTA Response

- Some customers suggested the implementation of an online renewal process.

Thank you for the suggestion. We are continually looking for ways to improve the online MVR system. Online renewal is an option that will be investigated.

- Itemized billing with drivers' information was requested.

Thank you for the suggestion, however, the Driver's Privacy Protection Act (DPPA) prohibits the sharing of drivers' personal information. Georgia Technology Authority does not keep a record of any drivers searched in the online MVR system.

- Some customers expressed concerns about the minimum fifty search requirement and suggested a tracking feature to keep customers informed of how many searches were conducted.

We understand your concern and apologize for any inconveniences. The new policy requires a minimum of fifty drivers due to the costs of providing the MVR service through the state. The reason for this is cost reduction, as well as increased security measures implemented by the Georgia Department of Driver Services.

The suggestion for a counting feature may be a possibility in the future.



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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.

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

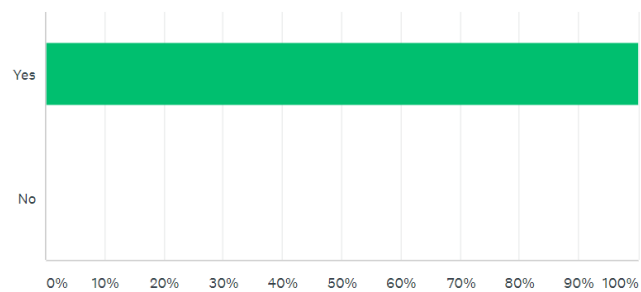


Appendix

Details of survey for first group (MVR customer base generating \$500 or more in revenue per customer):

Did the MVR service meet your expectations?

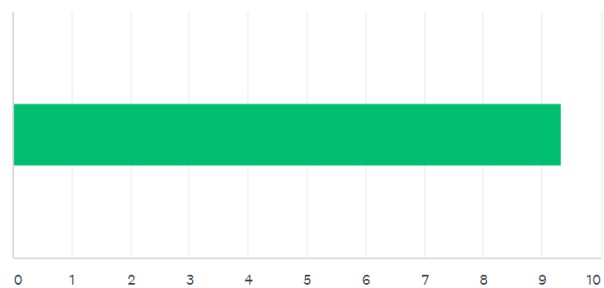
Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	100.00%	21
No	0.00%	0
TOTAL		21

How likely is it that you would recommend online MVR to a friend or colleague?

Answered: 21 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	9	196	21
Total Respondents: 21			



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Appendix

Please rate the following statements according to your satisfaction level:

Answered: 21 Skipped: 0

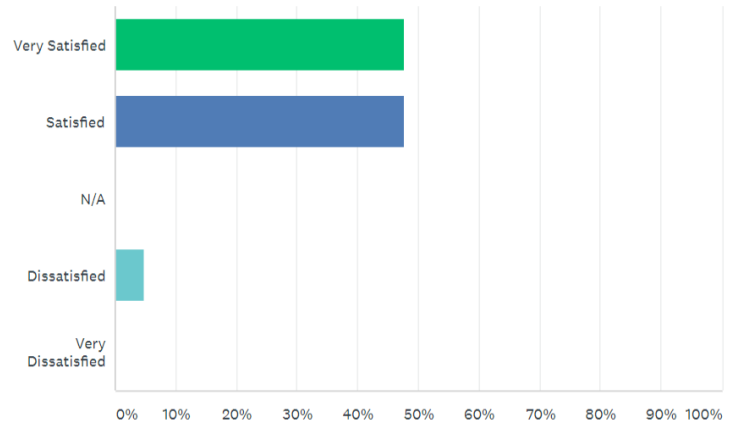
	VERY SATISFIED	SATISFIED	N/A	DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
Process of becoming a customer	42.86% 9	33.33% 7	14.29% 3	9.52% 2	0.00% 0	21	4.10
Process of renewing your account	23.81% 5	42.86% 9	19.05% 4	14.29% 3	0.00% 0	21	3.76
Process of issue resolution	42.86% 9	38.10% 8	19.05% 4	0.00% 0	0.00% 0	21	4.24
Price of product(s)	33.33% 7	47.62% 10	14.29% 3	4.76% 1	0.00% 0	21	4.10
Receiving your product(s) in a timely manner	71.43% 15	23.81% 5	4.76% 1	0.00% 0	0.00% 0	21	4.67



Appendix

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

Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	47.62%	10
Satisfied	47.62%	10
N/A	0.00%	0
Dissatisfied	4.76%	1
Very Dissatisfied	0.00%	0
TOTAL		21

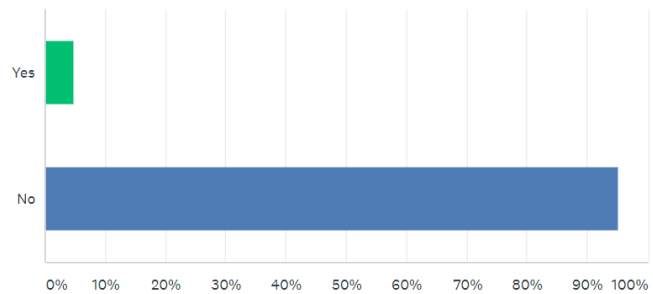


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Appendix

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

Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	4.76%	1
No	95.24%	20
TOTAL		21

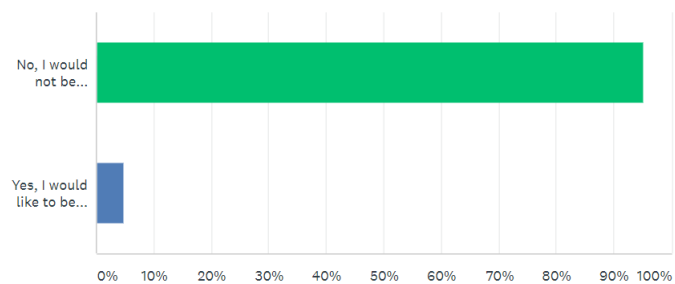


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In response to requests made in previous surveys, the state now offers Georgia Felon Search, an online Felony Records Search at felonsearch.ga.gov, as well as ROVER, an online system to order birth / death records at rover.ga.gov, in addition to online MVR's. Would either of these services be useful to you?

Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ No, I would not be interested.	95.24%	20
▼ Yes, I would like to be contacted about Georgia Felon Search and / or ROVER. (Please provide your contact details below.)	4.76%	1
TOTAL	21	

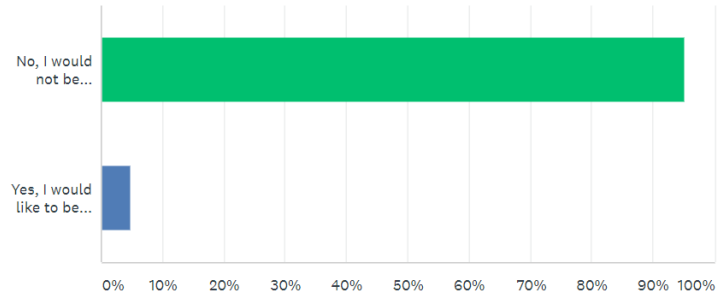


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Appendix

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

Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
No, I would not be interested.	95.24%	20
Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.)	4.76%	1
TOTAL		21

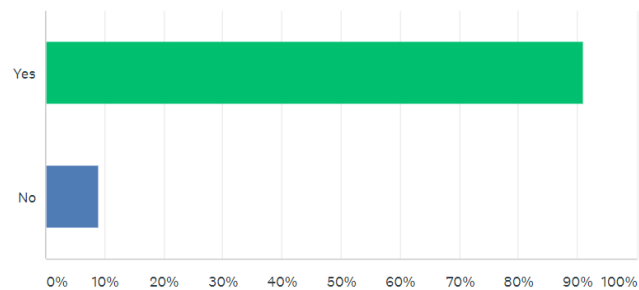


Appendix

Details of survey for second group (MVR customer base generating equal or less than \$499 in revenue per customer):

Did the MVR service meet your expectations?

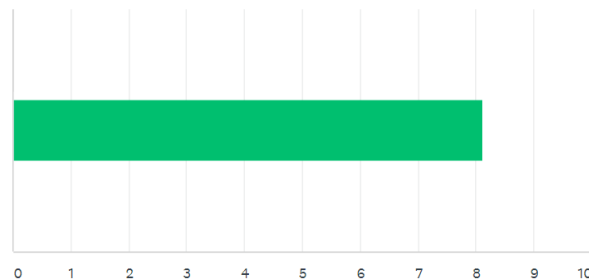
Answered: 44 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes	90.91%	40
▼ No	9.09%	4
TOTAL		44

How likely is it that you would recommend online MVR to a friend or colleague?

Answered: 44 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	357	44
Total Respondents: 44			



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Please rate the following statements according to your satisfaction level:

Answered: 44 Skipped: 0

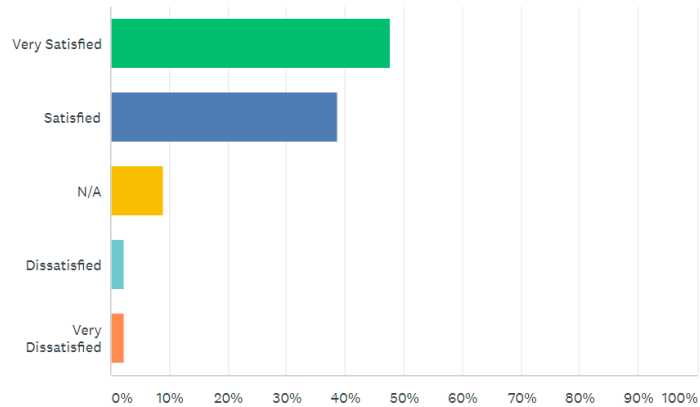
	VERY SATISFIED	SATISFIED	N/A	DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
Process of becoming a customer	34.09% 15	45.45% 20	6.82% 3	6.82% 3	6.82% 3	44	3.93
Process of renewing your account	29.55% 13	40.91% 18	11.36% 5	9.09% 4	9.09% 4	44	3.73
Process of issue resolution	27.27% 12	40.91% 18	27.27% 12	0.00% 0	4.55% 2	44	3.86
Price of product(s)	36.36% 16	50.00% 22	11.36% 5	2.27% 1	0.00% 0	44	4.20
Receiving your product(s) in a timely manner	56.82% 25	38.64% 17	4.55% 2	0.00% 0	0.00% 0	44	4.52



Appendix

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

Answered: 44 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	47.73%	21
Satisfied	38.64%	17
N/A	9.09%	4
Dissatisfied	2.27%	1
Very Dissatisfied	2.27%	1
TOTAL		44

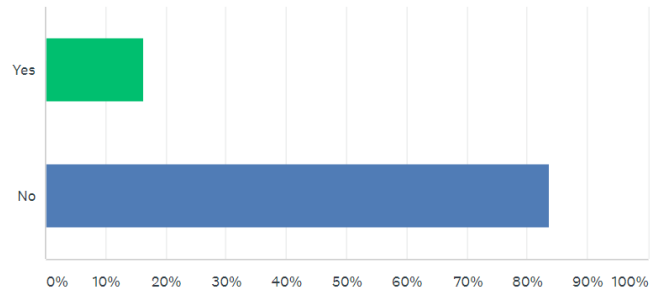


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Appendix

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

Answered: 43 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	16.28%	7
No	83.72%	36
TOTAL		43

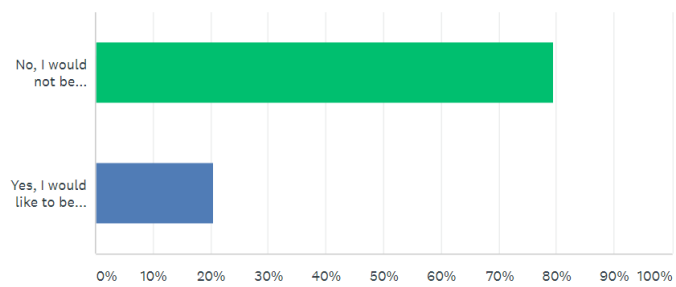


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Answered: 44 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ No, I would not be interested.	79.55% 35
▼ Yes, I would like to be contacted about Georgia Felon Search and / or ROVER. (Please provide your contact details below.)	20.45% 9
TOTAL	44

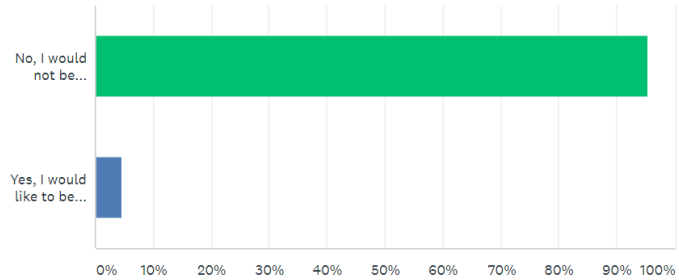


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Answered: 44 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ No, I would not be interested.	95.45%	42
▼ Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.)	4.55%	2
TOTAL	44	



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