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# **FY' 2020 ROVER Report**



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**FY' 2020**

# **Annual ROVER Survey**

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## Executive Summary

The FY'20 annual survey for the ROVER service was conducted in January, 2020. The survey results indicate a customer satisfaction rating of 94% overall.

This was the seventh 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 ROVER this year was +68.

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 cooperation with the Georgia Department of Public Health, offers ROVER service to the public.

ROVER is an online service which allows individuals to order certified copies of Georgia birth or death records.

Georgia is one of only a few states to offer the online service. The quick and easy process eliminates the need to mail a request or make a trip to a government office for birth or death certificates.

### Objective:

Assess customer satisfaction for FY'20 and maintain a customer satisfaction rating of 80+% for the ROVER offering.



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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 ROVER 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 ROVER customers who had placed an order in the months of August, September, and October 2019.

The responses totaled to 210 surveys completed, resulting in about a 4% response rate. The survey results indicate a 94% satisfaction rating overall. The Net Promoter Score (NPS) was +68.

The details of the survey are listed in the Appendix.

### Categories of reported customer concerns and suggestions:

- Some customers had not received a copy of the certificate they ordered.
- Errors on the certificate were reported by a few customers.
- Some suggestions were made on the re-formatting of certain questions within the application and in email correspondence.



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# Survey Results

Standard responses to customer concerns are below.

## Customer Concern

## GTA Response

- |  |  |
|--|--|
| – Some customers had not received a copy of the certificate they ordered.  | For customers who provided their contact information on the survey, the State Office of Vital Records will follow-up on your request in a timely manner. If you have any further concerns, please call 404-679-4702. |
| – Errors on the certificate were reported by a few customers.  | For any questions regarding your order, please contact the State Office of Vital Records at 404-679-4702.  |
| – Some suggestions were made on the re-formatting of certain questions within the application and in email correspondence. | We understand your concern and GTA has recently conducted a usability study on ROVER to uncover ways to enhance customer experience. These changes may address your concerns.  |



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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.

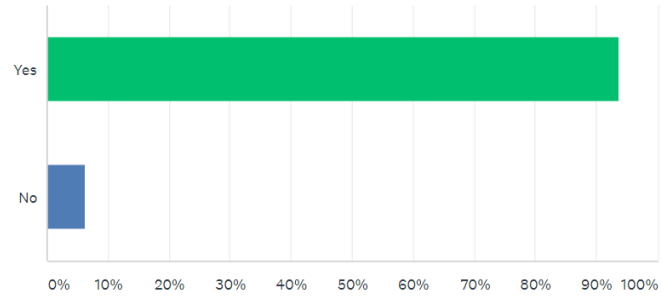




# Appendix

## Did the ROVER service meet your expectations?

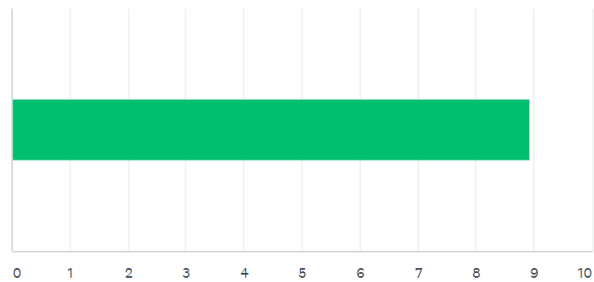
Answered: 210 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	93.81% 197
No	6.19% 13
TOTAL	210

## How likely is it that you would recommend ROVER to a friend or colleague?

Answered: 210 Skipped: 0



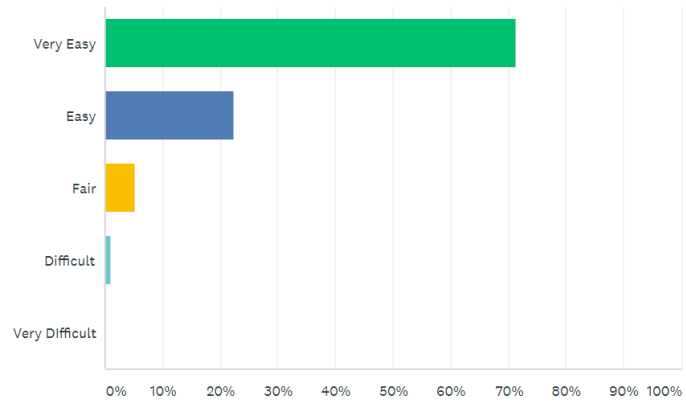
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	9	1,878	210
Total Respondents: 210			



# Appendix

How easy was it to use ROVER? Please rate your ability to complete your order below.

Answered: 210 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Easy	71.43%	150
Easy	22.38%	47
Fair	5.24%	11
Difficult	0.95%	2
Very Difficult	0.00%	0
TOTAL		210

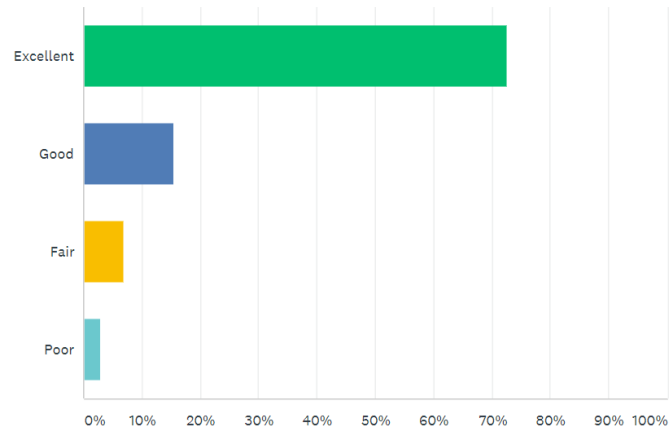


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## Appendix

How would you rate the Customer Service for ROVER? (If Applicable)

Answered: 175 Skipped: 35



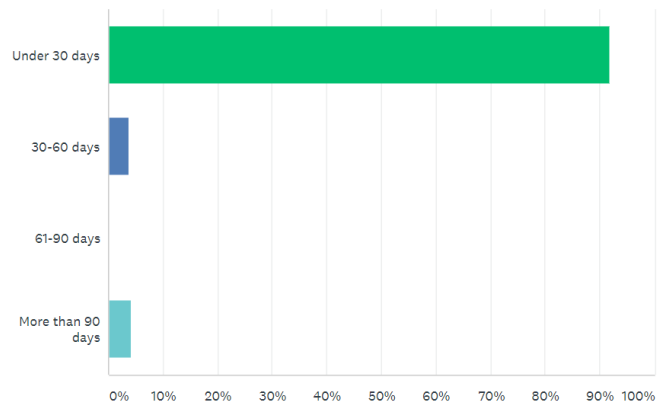
ANSWER CHOICES	RESPONSES	
Excellent	72.57%	127
Good	15.43%	27
Fair	6.86%	12
Poor	2.86%	5
TOTAL		175



## Appendix

Did you receive your certificate in a timely manner? Please select from the following options how long it took to receive your certificate from the time you completed your order.

Answered: 210 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 30 days	91.90%	193
30-60 days	3.81%	8
61-90 days	0.00%	0
More than 90 days	4.29%	9
TOTAL		210



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