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FY' 2021 Dealer Internet Inquiry Survey Report



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FY' 2021 Annual Dealer Internet Inquiry Survey

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Office of Data Sales

47 Trinity Ave. Suite 600, Atlanta, GA 30334

Tel: 404 364 2300 / Fax: 404 463 2390

datasales@gta.ga.gov - <http://gta.ga.gov/>



Executive Summary

The FY'21 annual survey for the Dealer Internet Inquiry service was conducted in February, 2021. The survey results indicate a customer satisfaction rating of 97% overall.

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

This was the fifth year the Net Promoter Score (NPS) was used as a complementary measurement, along with the customer satisfaction rating. The NPS for Dealer Internet Inquiry this year was +61.

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 Dealer Internet Inquiry 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 rating every year.



Background and Objective

Background:

Dealer Internet Inquiry is used to assist in transactions involving motor vehicles (primarily automobiles) in Georgia. In cooperation with the Georgia Department of Revenue, GTA provides internet access to query the database containing motor vehicle tag and title information for certified customers.

Auto dealers access the database using the Dealer Internet Inquiry service for the purpose of alerting them to certain red flags during transactions. This information can be used to verify a title and help ensure a legitimate trade-in. Some examples of commonly used data points from the system-generated reports include the owner information, lien holders, print date on the title, etc.

Objective:

Assess customer satisfaction for FY'21 and maintain a customer satisfaction rating of 90+% for the Dealer Internet Inquiry service.



Methodology

Based upon the methodology established in previous years for customer service improvement, Office of Data Sales has followed a similar method in conducting the FY'21 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 Dealer Internet Inquiry 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 geared toward all Dealer Internet Inquiry customers who had performed transactions in the past year. The number of responses totaled to 33 surveys, resulting in about a 14% response rate.

The survey results indicate a customer satisfaction rating of 97% overall. The Net Promoter Score was +61.

The details of the survey are listed in the Appendix.

The following are key issues that were brought up in the FY'21 Dealer Internet Inquiry Survey.

Categories of reported customer concerns:

- There was a concern that no-hits were charged as transactions.
- Some customers requested more vehicle information through a tag search, detailed information on the driver, including the address of the vehicle owner.



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Survey Results

Standard responses to customer concerns are below.

Customer Concern

GTA Response

- There was a concern that no-hits were charged as transactions.

We understand your concern, however, Dealer Internet Inquiry is an inquiry-based system, which charges one transaction per search. No-hits are considered searches, and it is required to charge for the transaction in order to cover costs that are associated with providing the service.

- Some customers requested more vehicle information through a tag search, detailed information on the driver, including the address of the vehicle owner.

Thank you for the suggestion, however, the Driver's Privacy Protection Act (DPPA) prohibits the sharing of drivers' personal information. Any updates that are possible will be made within the limits of DPPA. Additionally, the Georgia Technology Authority partners with the Georgia Department of Revenue, Motor Vehicle Division to provide Dealer Internet Inquiry as a way to check for certain red flags, and it is not currently setup to provide all vehicle information online at this time. We are continually looking for ways to improve the service, and updates to the system are currently being considered. Thank you for your feedback.



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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 Georgia businesses when interacting with their state government.

The results of the FY'21 survey indicate that there is a high satisfaction rating associated with this offering, however, improvements will be continually investigated to enhance the customer experience.

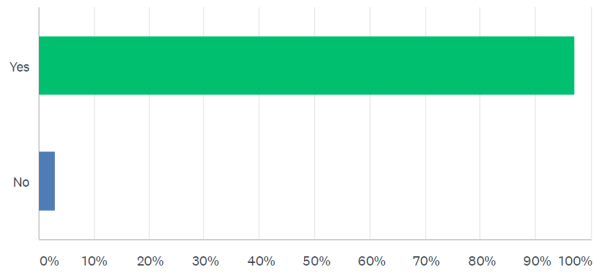
Office of Data Sales will continue to solicit feedback from customers, and work to improve the service based on customer-focused enhancements.



Appendix

Q1 Did the Dealer Internet Inquiry service meet your expectations?

Answered: 33 Skipped: 0



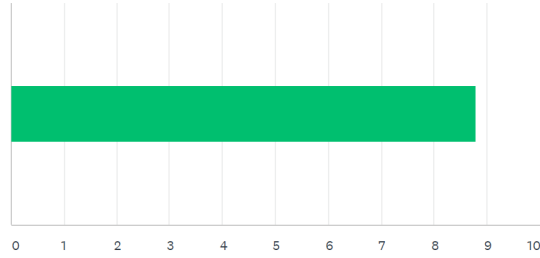
ANSWER CHOICES	RESPONSES	
Yes	96.97%	32
No	3.03%	1
TOTAL		33



Appendix

Q2 How likely is it that you would recommend Dealer Internet Inquiry to a friend or colleague?

Answered: 33 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	9	290	33
Total Respondents: 33			

Net Promoter Score: +61



Appendix

Q3 Please rate the following statements according to your satisfaction level.

Answered: 33 Skipped: 0

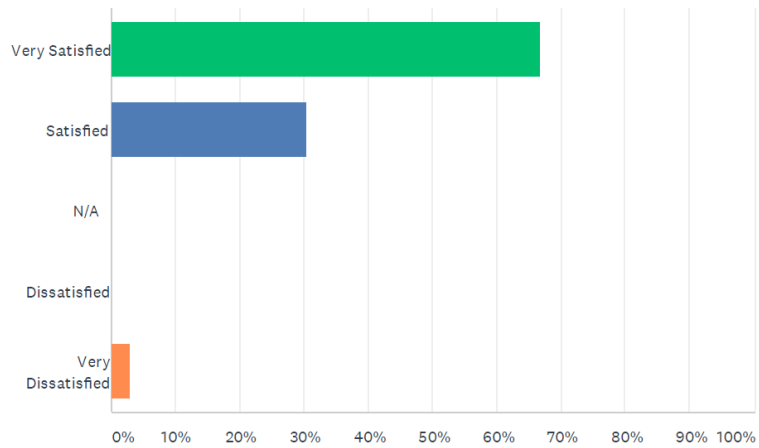
	VERY DISSATISFIED	DISSATISFIED	N/A	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Process of becoming a customer	6.06% 2	0.00% 0	12.12% 4	27.27% 9	54.55% 18	33	4.24
Process of renewing your account	6.06% 2	0.00% 0	12.12% 4	36.36% 12	45.45% 15	33	4.15
Process of issue resolution	6.06% 2	3.03% 1	6.06% 2	36.36% 12	48.48% 16	33	4.18
Price of product(s)	6.06% 2	3.03% 1	9.09% 3	39.39% 13	42.42% 14	33	4.09
Receiving your product(s) in a timely manner	6.06% 2	0.00% 0	9.09% 3	33.33% 11	51.52% 17	33	4.24



Appendix

Q4 Please rate your satisfaction level with the Dealer Internet Inquiry system availability.

Answered: 33 Skipped: 0



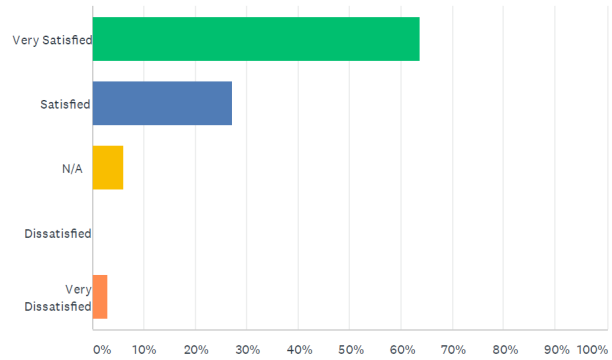
ANSWER CHOICES	RESPONSES
Very Satisfied	66.67% 22
Satisfied	30.30% 10
N/A	0.00% 0
Dissatisfied	0.00% 0
Very Dissatisfied	3.03% 1
TOTAL	33



Appendix

Q5 Please rate your satisfaction level with the current billing process and method of making payments for services.

Answered: 33 Skipped: 0



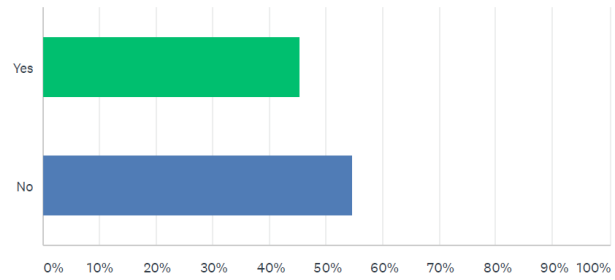
ANSWER CHOICES	RESPONSES	
Very Satisfied	63.64%	21
Satisfied	27.27%	9
N/A	6.06%	2
Dissatisfied	0.00%	0
Very Dissatisfied	3.03%	1
TOTAL		33



Appendix

Q6 Would you be interested in accessing Dealer Internet Inquiry from a mobile device?

Answered: 33 Skipped: 0



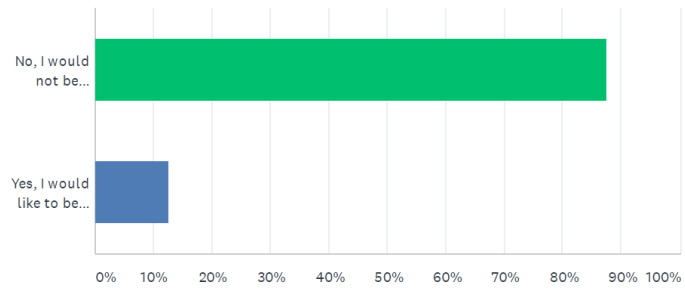
ANSWER CHOICES	RESPONSES	
Yes	45.45%	15
No	54.55%	18
TOTAL		33



Appendix

Q8 In response to requests made in previous surveys, the state now offers Georgia Felon Search at felonsearch.ga.gov, as well as ROVER, an online system to order birth / death records at rover.ga.gov, in addition to Dealer Internet Inquiry. Would either of these services be useful to you?

Answered: 32 Skipped: 1



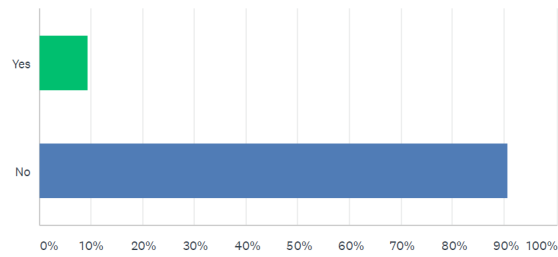
ANSWER CHOICES	RESPONSES
No, I would not be interested.	87.50% 28
Yes, I would like to be contacted about Georgia Felon Search and / or ROVER. (Please provide your contact details below.)	12.50% 4
TOTAL	32



Appendix

Q9 The State of Georgia is considering offering a new service to the general public, which would allow for online orders of a copy of an individual's immunization records. The price would be an additional \$7-10 fee. Would a service like this be useful to you? Why or why not?

Answered: 32 Skipped: 1



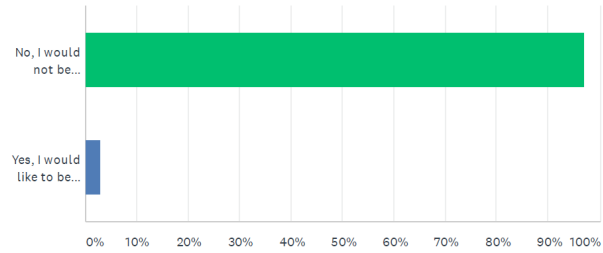
ANSWER CHOICES	RESPONSES	
Yes	9.38%	3
No	90.63%	29
TOTAL		32



Appendix

Q12 Would you have an interest in advertising to state of Georgia retirees, employees, teachers, or any other government audiences?

Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
No, I would not be interested.	96.97%	32
Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.)	3.03%	1
TOTAL		33



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