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FY' 2021

Georgia Felon

Search Billing

Report



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FY' 2021

Annual Georgia Felon Search Billing Survey

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Executive Summary

The FY'21 annual survey for Georgia Felon Search was conducted in February, 2021. The survey results indicate a customer satisfaction rating of 75% overall.

This was the eleventh 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 Georgia Felon Search this year was +67.

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 on other services every year.



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Background and Objective

Background:

The Georgia Technology Authority, in cooperation 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 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 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 75% overall. The Net Promoter Score was +67.

The details of the survey are listed in the Appendix.

The following are key issues that were brought up in the FY'21 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.
- Detailed bills were suggested, including the names of individuals searched.



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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. The ability to pay bills online is underway and should be available in 2021.
- Detailed bills were suggested, including the names of individuals searched. Thank you for the suggestion, however, Georgia Technology Authority does not keep records of searches done in Georgia Felon Search. Searches are anonymous. Also, due to privacy laws, we are prohibited from sharing this information.



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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'21 survey associated with the billing user group revealed areas of opportunity. 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.

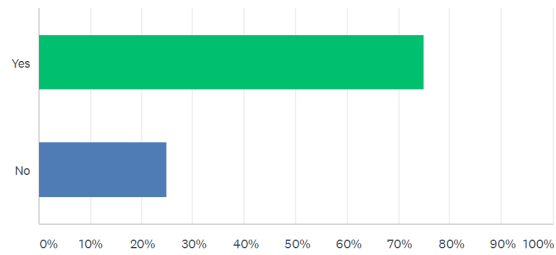


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Appendix

Q1 Did the Georgia Felon Search service meet your expectations?

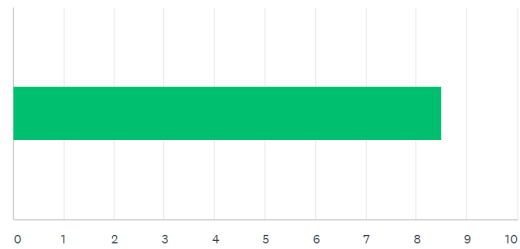
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	75.00%	9
No	25.00%	3
TOTAL		12

Q2 How likely is it that you would recommend Georgia Felon Search to a friend or colleague?

Answered: 12 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	9	102	12
Total Respondents: 12			

Net Promoter Score: +67

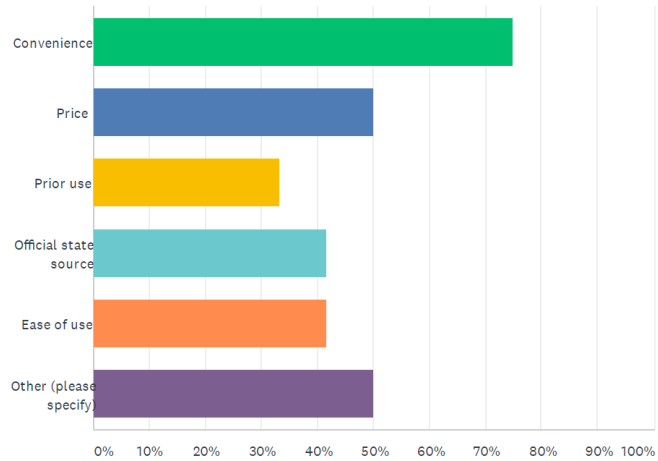


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Appendix

Q3 What influenced your decision to use Georgia Felon Search? Check all that apply.

Answered: 12 Skipped: 0



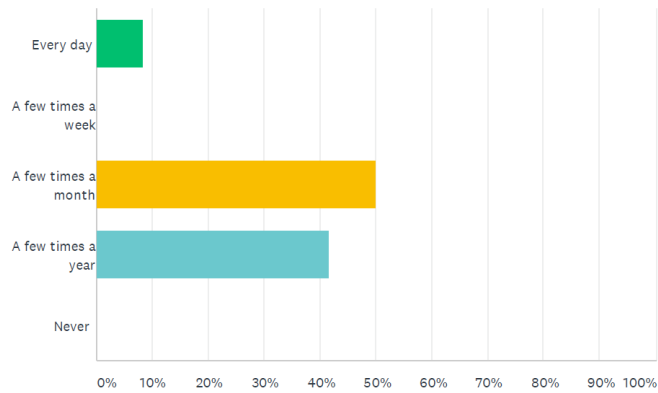
ANSWER CHOICES	RESPONSES
Convenience	75.00% 9
Price	50.00% 6
Prior use	33.33% 4
Official state source	41.67% 5
Ease of use	41.67% 5
Other (please specify)	50.00% 6
Total Respondents: 12	



Appendix

Q4 How often would you expect to use Georgia Felon Search?

Answered: 12 Skipped: 0



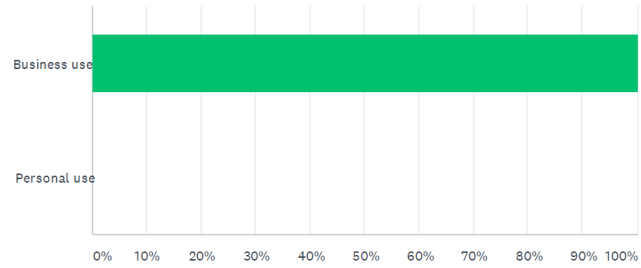
ANSWER CHOICES	RESPONSES	
Every day	8.33%	1
A few times a week	0.00%	0
A few times a month	50.00%	6
A few times a year	41.67%	5
Never	0.00%	0
TOTAL		12



Appendix

Q5 Please specify the reason for your search, and let us know of any comments you would like to share.

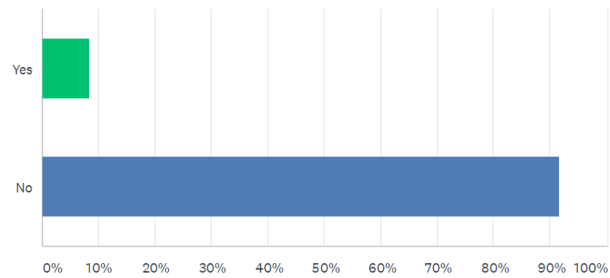
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Business use	100.00%	12
Personal use	0.00%	0
TOTAL		12

Q6 Did you access Georgia Felon Search from a mobile device?

Answered: 12 Skipped: 0



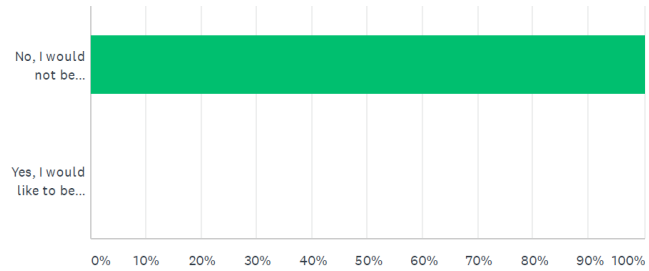
ANSWER CHOICES	RESPONSES	
Yes	8.33%	1
No	91.67%	11
TOTAL		12



Appendix

Q7 Would you have an interest in advertising to state of Georgia retirees, employees, teachers, or any other government audiences?

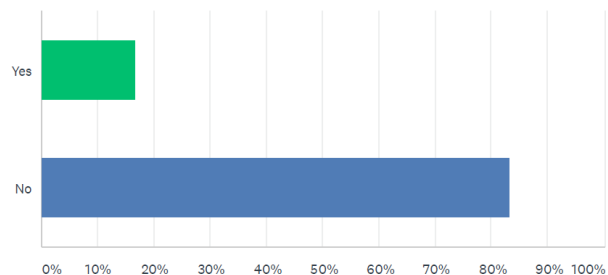
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES
No, I would not be interested.	100.00% 12
Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.)	0.00% 0
TOTAL	12

Q8 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: 12 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	16.67% 2
No	83.33% 10
TOTAL	12



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