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FY' 2021

Georgia Felon

Search Online

Report



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FY' 2021

Annual Georgia Felon Search Online Survey

TABLE OF CONTENTS

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

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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 92% 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 those who complete transactions through online payment method.

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 +60.

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 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 use.

Objective:

Assess customer satisfaction for FY'21 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 a similar methodology 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 sent to customers who had completed at least one online transaction in the past year.

The survey results indicate a customer satisfaction rating of 92% overall. The Net Promoter Score was +60.

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 online customer survey.

Categories of reported customer concerns:

- Additional background information was requested, including misdemeanors.



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Survey Results

Standard responses to customer concerns are below.

Customer Concern

- Additional background information was requested, including misdemeanors.

GTA Response

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.



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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 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.

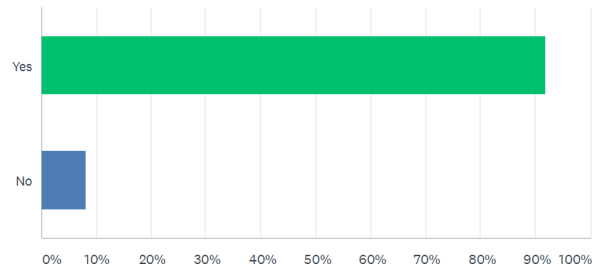


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Appendix

Q1 Did the Georgia Felon Search service meet your expectations?

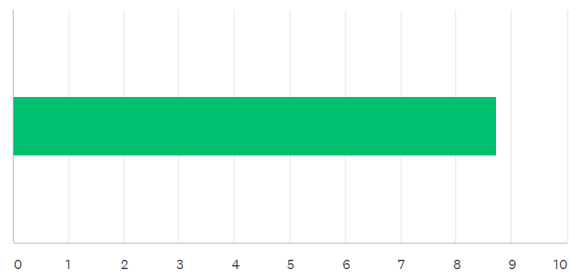
Answered: 37 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	91.89%	34
No	8.11%	3
TOTAL		37

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

Answered: 37 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	9	323	37
Total Respondents: 37			

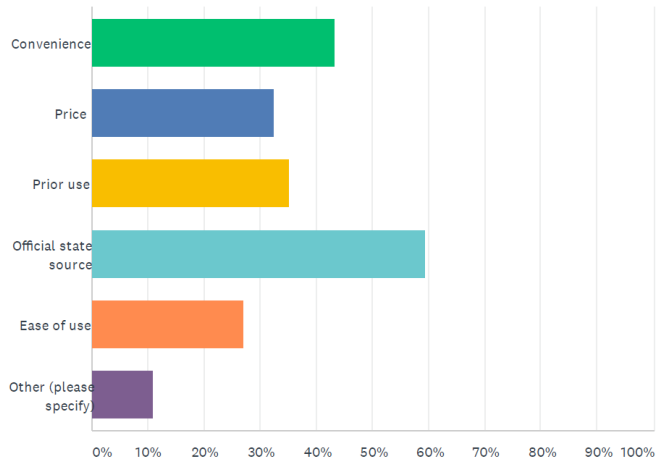
Net Promoter: +60



Appendix

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

Answered: 37 Skipped: 0



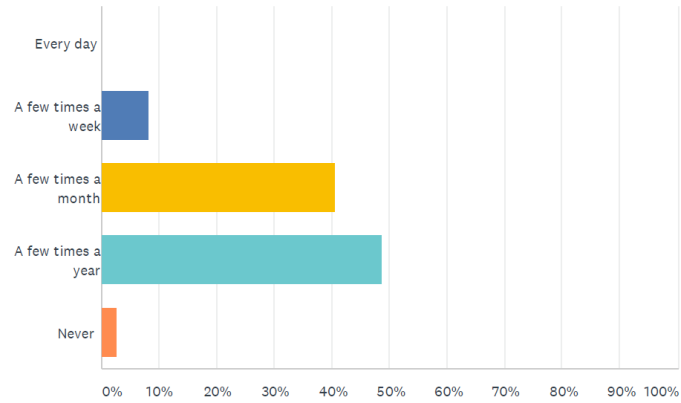
ANSWER CHOICES	RESPONSES
Convenience	43.24% 16
Price	32.43% 12
Prior use	35.14% 13
Official state source	59.46% 22
Ease of use	27.03% 10
Other (please specify)	10.81% 4
Total Respondents: 37	



Appendix

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

Answered: 37 Skipped: 0



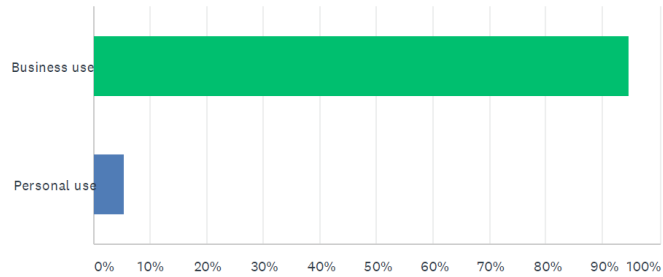
ANSWER CHOICES	RESPONSES	
Every day	0.00%	0
A few times a week	8.11%	3
A few times a month	40.54%	15
A few times a year	48.65%	18
Never	2.70%	1
TOTAL		37



Appendix

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

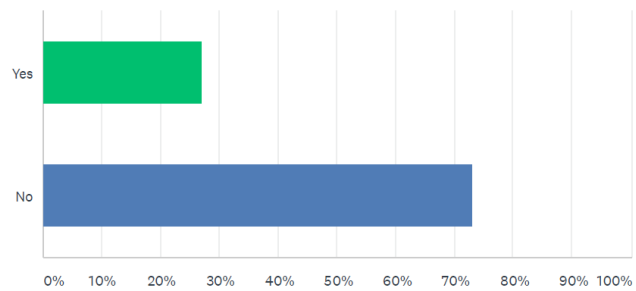
Answered: 37 Skipped: 0



ANSWER CHOICES	RESPONSES	
Business use	94.59%	35
Personal use	5.41%	2
TOTAL		37

Q6 Would you be interested in accessing Georgia Felon Search from a mobile device?

Answered: 37 Skipped: 0



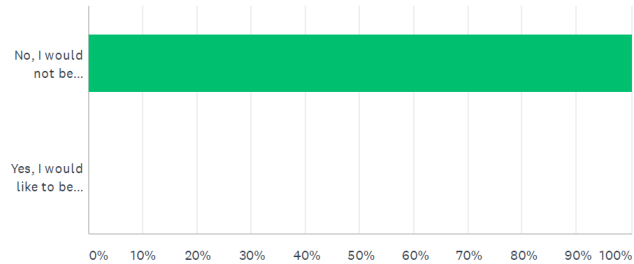
ANSWER CHOICES	RESPONSES	
Yes	27.03%	10
No	72.97%	27
TOTAL		37



Appendix

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

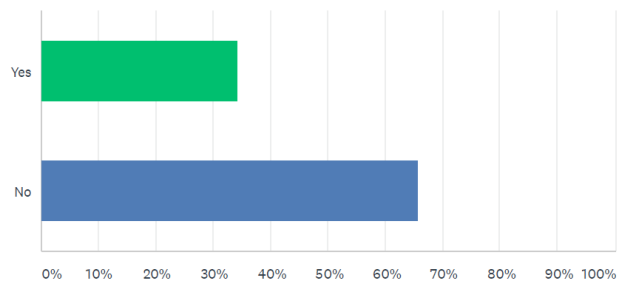
Answered: 37 Skipped: 0



ANSWER CHOICES	RESPONSES	
No, I would not be interested.	100.00%	37
Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.)	0.00%	0
TOTAL		37

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: 35 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	34.29%	12
No	65.71%	23
TOTAL		35



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