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# **FY' 2021 MVR Survey Report**



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**FY' 2021**

# **Annual Motor Vehicle Report (MVR) Survey**

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## Executive Summary

The FY'21 annual survey for the Motor Vehicle Report (MVR) service was conducted in February, 2021. The survey results indicate a customer satisfaction rating of 94% overall.

This was the sixteenth 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 +70.

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 cooperation 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'21 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 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 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 59 responses for the customers with less than or equal to \$499 in transactions, resulting in a 35% response rate. The satisfaction rating was 92%. The Net Promoter Score for this group was +54.

The responses totaled to 20 for the customers with \$500 or more in transactions, resulting in a 30% response rate. The satisfaction rating for this group was 95%. The Net Promoter Score for this group was +85.

The details of the survey are listed in the Appendix.

### Categories of reported customer concerns and suggestions:

- It was requested to allow customers to view previously requested MVR's, as well as for these to be included in a detailed bill.
- Customers have requested an online process for certification and renewal.
- An option to pay bills online was requested.
- A concern was raised by customers who did not meet the requirement of 50 MVR transaction minimum per year.



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## Survey Results

Standard responses to customer concerns are below.

### Customer Concern

### GTA Response

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>– It was requested to allow customers to view previously requested MVR's, as well as for these to be included in a detailed bill.</li></ul> | <p>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.</p>  |
| <ul style="list-style-type: none"><li>– Customers have requested an online process for certification and renewal.</li></ul>   | <p>We value your feedback and appreciate you taking the time to request this change. In response, we will work with the Department of Driver Services, Motor Vehicle Division to research any enhancements to the current system which would allow for an online setup and renewal process.</p> |
| <ul style="list-style-type: none"><li>– An option to pay bills online was requested.</li></ul>  | <p>The ability to pay bills online is underway and should be available in 2021.</p>   |



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## Survey Results

Standard responses to customer concerns are below.

### Customer Concern

- A concern was raised by customers who did not meet the requirement of 50 MVR transaction minimum per year.

### GTA Response

We understand your concern. Currently, the Georgia Department of Driver Services, Motor Vehicle Division has enforced a minimum threshold of fifty drivers to maintain the security of the online MVR system.





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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 the 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.

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



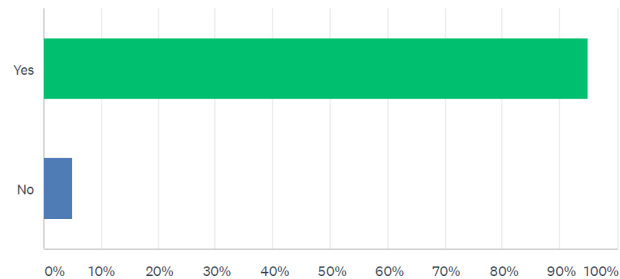
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## Appendix

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

Q1 Did the MVR service meet your expectations?

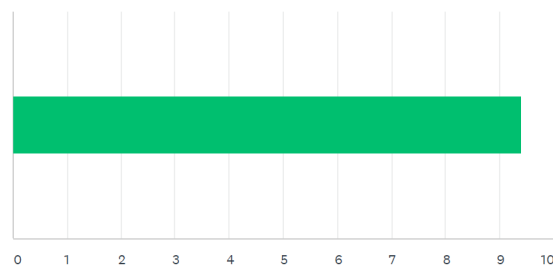
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	95.00%	19
No	5.00%	1
TOTAL		20

Q2 How likely is it that you would recommend online MVR to a friend or colleague?

Answered: 20 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	9	188	20
Total Respondents: 20			

Net Promoter Score: +85



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## Appendix

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

Answered: 20 Skipped: 0

	VERY DISSATISFIED	DISSATISFIED	N/A	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Process of becoming a customer	10.00% 2	10.00% 2	5.00% 1	35.00% 7	40.00% 8	20	3.85
Process of renewing your account	10.00% 2	5.00% 1	5.00% 1	45.00% 9	35.00% 7	20	3.90
Process of issue resolution	0.00% 0	15.00% 3	15.00% 3	35.00% 7	35.00% 7	20	3.90
Price of product(s)	0.00% 0	5.00% 1	10.00% 2	55.00% 11	30.00% 6	20	4.10
Receiving your product(s) in a timely manner	0.00% 0	0.00% 0	5.00% 1	30.00% 6	65.00% 13	20	4.60

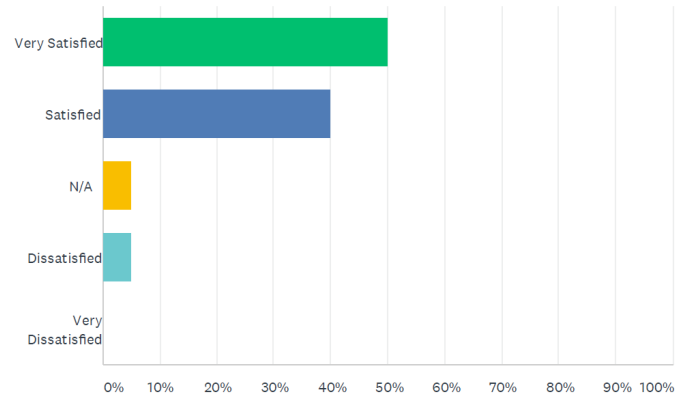


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## Appendix

Q4 Please rate your satisfaction level with the current billing process and method of making payments for services.

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	50.00%	10
Satisfied	40.00%	8
N/A	5.00%	1
Dissatisfied	5.00%	1
Very Dissatisfied	0.00%	0
TOTAL		20

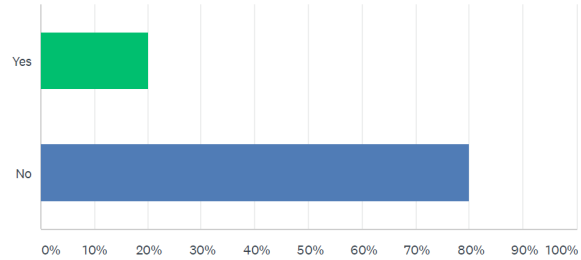


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# Appendix

Q5 Would you be interested in accessing online MVR from a mobile device?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	20.00%	4
No	80.00%	16
TOTAL		20

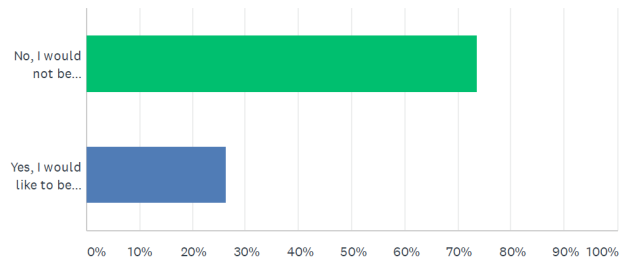


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## Appendix

Q6 In response to requests made in previous surveys, the state now offers Georgia Felon Search at [felonsearch.ga.gov](http://felonsearch.ga.gov), as well as ROVER, an online system to order birth / death records at [rover.ga.gov](http://rover.ga.gov), in addition to online MVR's. Would either of these services be useful to you?

Answered: 19 Skipped: 1



ANSWER CHOICES	RESPONSES	
No, I would not be interested.	73.68%	14
Yes, I would like to be contacted about Georgia Felon Search and / or ROVER. (Please provide your contact details below.)	26.32%	5
TOTAL		19

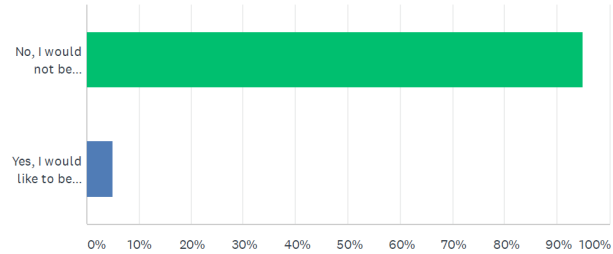


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## Appendix

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

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
No, I would not be interested.	95.00%	19
Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.)	5.00%	1
TOTAL		20

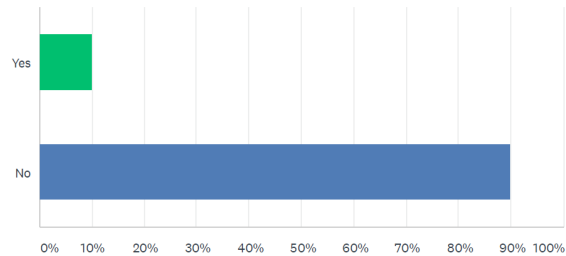


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## Appendix

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: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	10.00%	2
No	90.00%	18
TOTAL		20





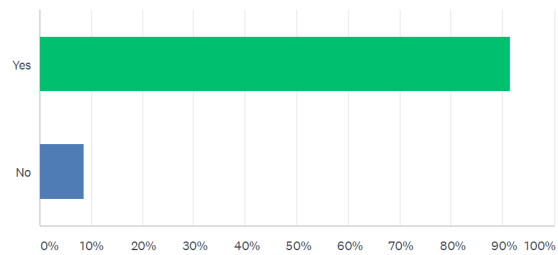
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## Appendix

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

Q1 Did the online MVR service meet your expectations?

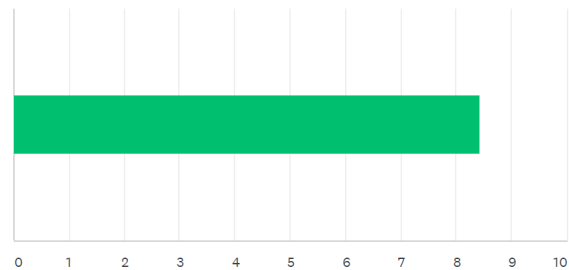
Answered: 59 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	91.53%	54
No	8.47%	5
TOTAL		59

Q2 How likely is it that you would recommend online MVR to a friend or colleague?

Answered: 59 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	498	59
Total Respondents: 59			

Net Promoter Score: +54



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# Appendix

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

Answered: 59 Skipped: 0

	VERY DISSATISFIED	DISSATISFIED	N/A	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Process of becoming a customer	5.08% 3	5.08% 3	8.47% 5	57.63% 34	23.73% 14	59	3.90
Process of renewing your account	3.39% 2	13.56% 8	1.69% 1	55.93% 33	25.42% 15	59	3.86
Process of issue resolution	1.69% 1	6.78% 4	27.12% 16	42.37% 25	22.03% 13	59	3.76
Price of product(s)	1.69% 1	3.39% 2	6.78% 4	57.63% 34	30.51% 18	59	4.12
Receiving your product(s) in a timely manner	1.69% 1	1.69% 1	1.69% 1	45.76% 27	49.15% 29	59	4.39

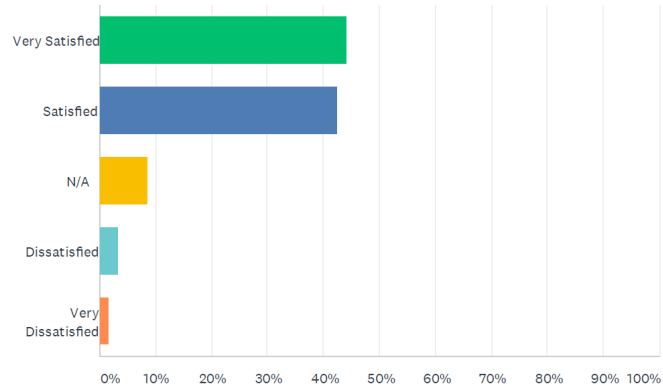


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## Appendix

Q4 Please rate your satisfaction level with the current billing process and method of making payments for services.

Answered: 59 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	44.07%	26
Satisfied	42.37%	25
N/A	8.47%	5
Dissatisfied	3.39%	2
Very Dissatisfied	1.69%	1
TOTAL		59

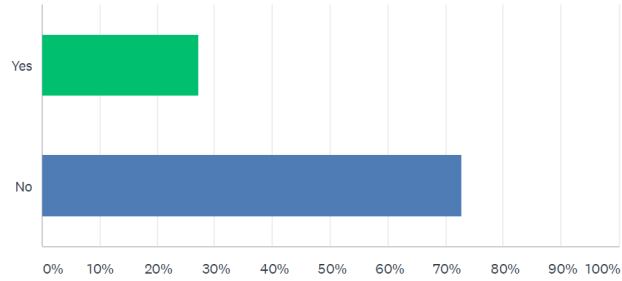


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## Appendix

Q5 Would you be interested in accessing online MVR from a mobile device?

Answered: 59 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	27.12%	16
No	72.88%	43
TOTAL		59

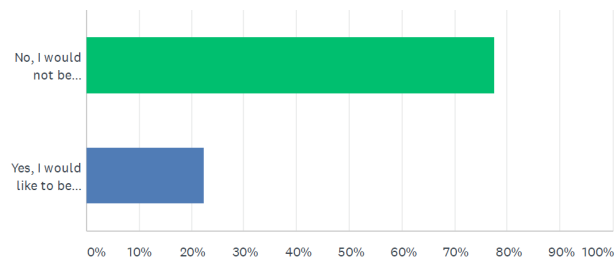


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Answered: 58 Skipped: 1



ANSWER CHOICES	RESPONSES	
No, I would not be interested.	77.59%	45
Yes, I would like to be contacted about Georgia Felon Search and / or ROVER. (Please provide your contact details below.)	22.41%	13
TOTAL		58

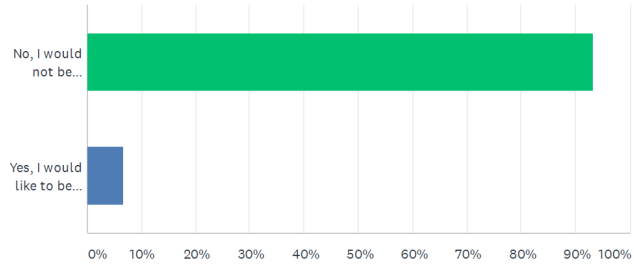


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Q7 Would you have an interest in advertising to state of Georgia retirees, employees, teachers, or any other government audiences?

Answered: 59 Skipped: 0



ANSWER CHOICES	RESPONSES	
No, I would not be interested.	93.22%	55
Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.)	6.78%	4
TOTAL		59

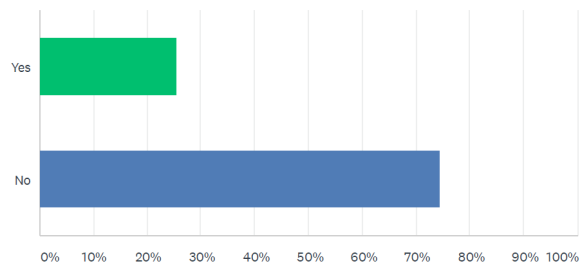


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Answered: 59 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	25.42%	15
No	74.58%	44
TOTAL		59



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