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FY' 2021 ROVER Report



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FY' 2021

Annual ROVER Survey

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Executive Summary

The FY'21 annual survey for the ROVER service was conducted in February, 2021. The survey results indicate a customer satisfaction rating of 83% overall.

This was the eighth 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 overall NPS for ROVER this year was +44.

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



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 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 September, October, and November, 2020.

The responses totaled to 260 surveys completed, resulting in about a 3% response rate. The survey results indicate a 83% satisfaction rating overall. The Net Promoter Score (NPS) was +44.

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.
- It was suggested to be able to preview the certificate prior to ordering.
- A suggestion was made to provide electronic versions of certificates.
- Status updates and tracking on orders was suggested.
- Additional vital event records were requested, including marriage and divorce certificates.



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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.
- It was suggested to be able to preview the certificate prior to ordering.
Thank you for the feedback. We will research the possibility of adding a preview feature to ROVER orders.
- A suggestion was made to provide electronic versions of certificates.
Thank you for the suggestion. We will research the possibility of online or electronic certificates, and in cooperation with Department of Public Health, Vital Records Office, research any possible enhancements regarding an online pdf version of certificates with QR codes. Electronic copies of vital event records are currently not an option from the Georgia Department of Public Health, Vital Records Office.



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Survey Results

Standard responses to customer concerns are below.

Customer Concern

GTA Response

- Status updates and tracking on orders was suggested. Thank you for the suggestion. We will continue to research in cooperation with DPH, Vital Records Office to make any updates to the ROVER system which would allow for electronic status updates in the future.
- Additional vital event records were requested, including marriage and divorce certificates. Thank you for the suggestion. This is an option that has been researched in the past, and it is possible that in the future, improvements will be made to include additional vital event records as these are made available.



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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.

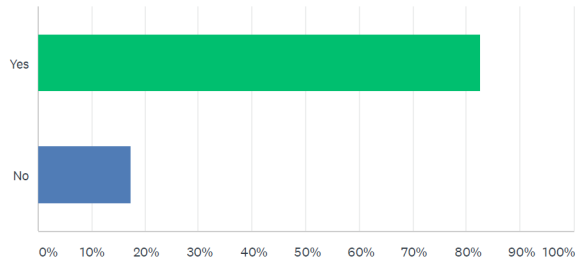
Office of Data Sales will continue to solicit feedback from customers, and work to improve the service based on customer-focused enhancements.



Appendix

Q1 Did the ROVER service meet your expectations?

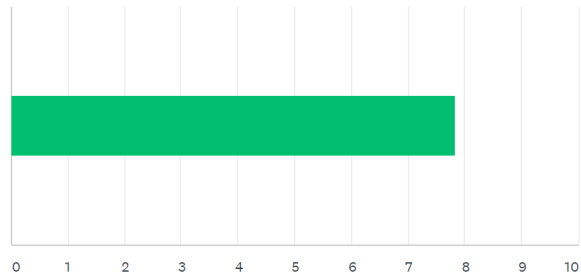
Answered: 260 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	82.69% 215
No	17.31% 45
TOTAL	260

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

Answered: 260 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	2,036	260
Total Respondents: 260			

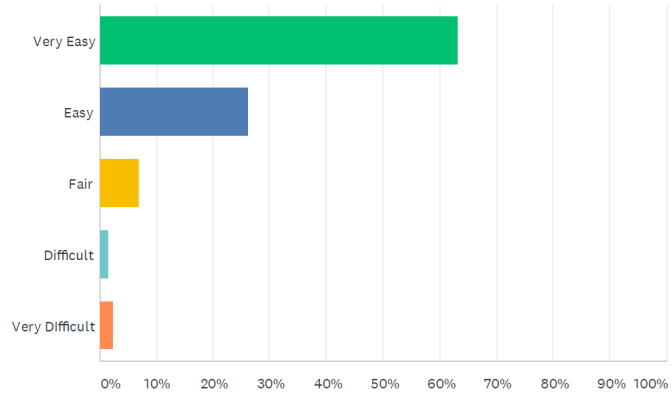
Net Promoter Score: +44



Appendix

Q3 How easy was it to use ROVER? Please rate your ability to complete your order below.

Answered: 260 Skipped: 0



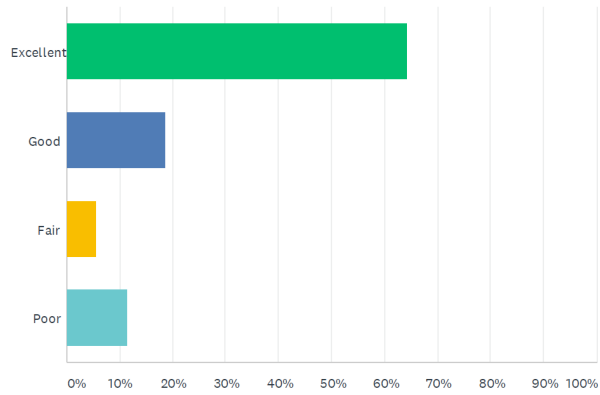
ANSWER CHOICES	RESPONSES	
Very Easy	63.08%	164
Easy	26.15%	68
Fair	6.92%	18
Difficult	1.54%	4
Very Difficult	2.31%	6
TOTAL		260



Appendix

Q4 How would you rate the Customer Service for ROVER? (If Applicable)

Answered: 210 Skipped: 50



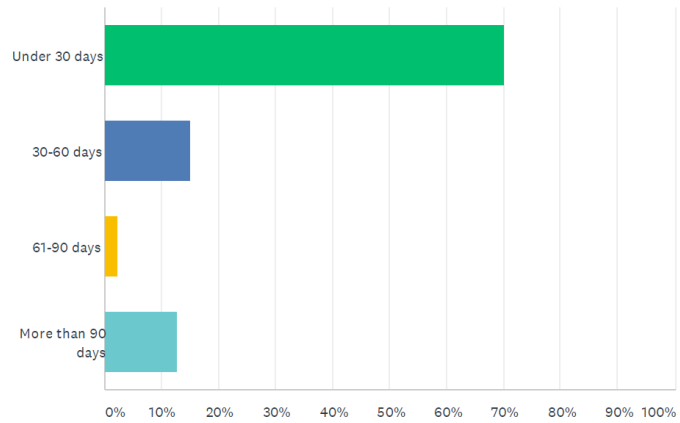
ANSWER CHOICES	RESPONSES	
Excellent	64.29%	135
Good	18.57%	39
Fair	5.71%	12
Poor	11.43%	24
TOTAL		210



Appendix

Q5 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: 260 Skipped: 0



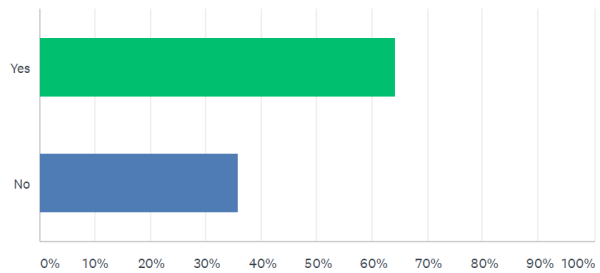
ANSWER CHOICES	RESPONSES	
Under 30 days	70.00%	182
30-60 days	15.00%	39
61-90 days	2.31%	6
More than 90 days	12.69%	33
TOTAL		260



Appendix

Q6 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: 252 Skipped: 8



ANSWER CHOICES	RESPONSES	
Yes	64.29%	162
No	35.71%	90
TOTAL		252



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