



FY'19
Dealer Internet
Inquiry
Survey Report



FY'19 Annual Dealer Internet Inquiry Survey

TABLE OF CONTENTS

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

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'19 annual survey for the Dealer Internet Inquiry service was conducted in January, 2019. The survey results indicate a customer satisfaction rating of 98% overall.

This was the fourteenth annual survey generated for the purpose of measuring and improving customer satisfaction of the Dealer Internet Inquiry service.

As with last year, the Net Promoter Score (NPS) was used as a complementary measurement to the customer satisfaction rating. NPS provides a comprehensive, actionable view of customers' overall perception of GTA services, as well as a positive indicator of future growth. The Net Promoter Score for Dealer Internet Inquiry this year was +74.

The survey comments were documented as key concerns to be addressed, and Georgia Technology Authority official responses have been recorded.

In addition, the Office of Data Sales has communicated with Dealer Internet Inquiry customers who provided their optional contact information in order to provide timely feedback to their concerns and suggestions.

These annual surveys have continued to help the Office of Data Sales maintain a 90+% customer satisfaction rating every year.

Background & Objective

Background:

Dealer Internet Inquiry is used to assist in transactions involving motor vehicles (primarily automobiles) in Georgia. In partnership 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'19, 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 similar methodology in conducting the FY'19 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.

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 45 surveys, resulting in about a 15% response rate.

The survey results indicate a customer satisfaction rating of 98% overall. The Net Promoter Score was +74.

The details of the survey are listed in the Appendix.

The following are key issues that were brought up in the FY'19 Dealer Internet Inquiry Survey.

Categories of reported customer concerns:

- Customers were interested in additional information on vehicles, such as out of state vehicle information, as well as the definitions of certain title status abbreviations.
- Some customers expressed concern regarding the price increase of VIN histories, as well as the no-hit fee.

Survey Results

Standard responses to customer concerns are below.

Customer Concern	GTA Response
<ul style="list-style-type: none">– Customers were interested in additional information on vehicles, such as out of state vehicle information, as well as the definitions for title status abbreviations found in reports.	<p>Thank you for these requests. Georgia Technology Authority partners with the Georgia Department of Revenue, Motor Vehicle Division to provide the Dealer Internet Inquiry system as a way to check for certain red flags, and is not currently set-up to show all vehicle information online at this time. We hope to be able to provide additional information on vehicles in the future.</p> <p>Additionally, the Georgia Technology Authority does not have jurisdiction to provide information on other states' vehicles as a part of this service.</p>
<ul style="list-style-type: none">– Some customers expressed concern regarding the price increase of VIN histories, as well as the no-hit fee.	<p>We value your feedback, and understand your concern, however in order to cover the costs associated with offering the premium online VIN search system, occasionally, a price increase will be required.</p> <p>Additionally, Dealer Internet Inquiry is an inquiry-based system, which charges one transaction per search. No-hits are considered as searches, and it is required to charge for the transaction in order to cover the costs associated with continuing to offer the service.</p>

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.

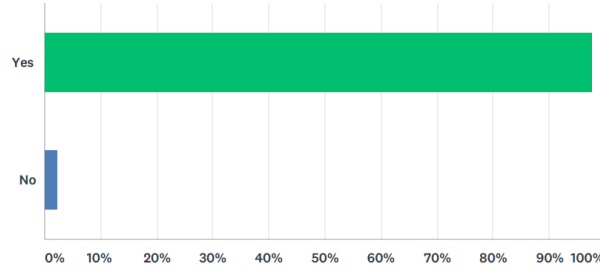
Finally, the Office of Data Sales' annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals, which elevates the level of satisfaction experienced by Georgians when interacting with their state government.

The results of the FY'19 survey again 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 Dealer Internet Inquiry service meet your expectations?

Answered: 45 Skipped: 0

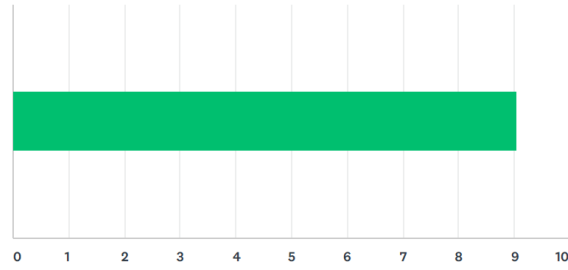


ANSWER CHOICES	RESPONSES	
Yes	97.78%	44
No	2.22%	1
TOTAL		45

Appendix

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

Answered: 45 Skipped: 0



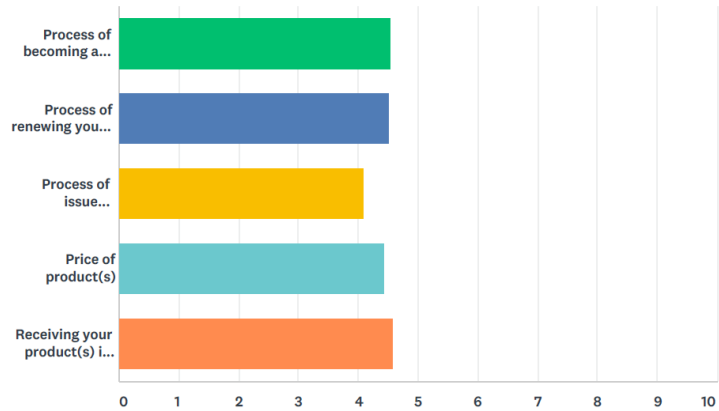
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	9	407	45
Total Respondents: 45			

Net Promoter +74

Appendix

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

Answered: 45 Skipped: 0

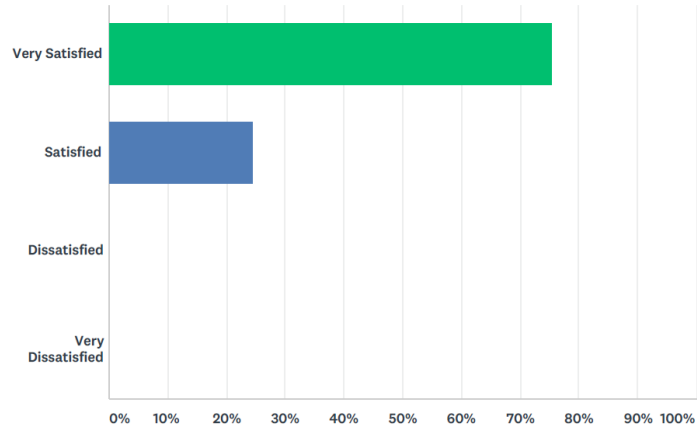


	VERY SATISFIED	SATISFIED	N/A	DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
Process of becoming a customer	64.44% 29	24.44% 11	11.11% 5	0.00% 0	0.00% 0	45	4.53
Process of renewing your account	64.44% 29	22.22% 10	13.33% 6	0.00% 0	0.00% 0	45	4.51
Process of issue resolution	44.44% 20	24.44% 11	28.89% 13	2.22% 1	0.00% 0	45	4.11
Price of product(s)	60.00% 27	31.11% 14	2.22% 1	6.67% 3	0.00% 0	45	4.44
Receiving your product(s) in a timely manner	66.67% 30	24.44% 11	8.89% 4	0.00% 0	0.00% 0	45	4.58

Appendix

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

Answered: 45 Skipped: 0

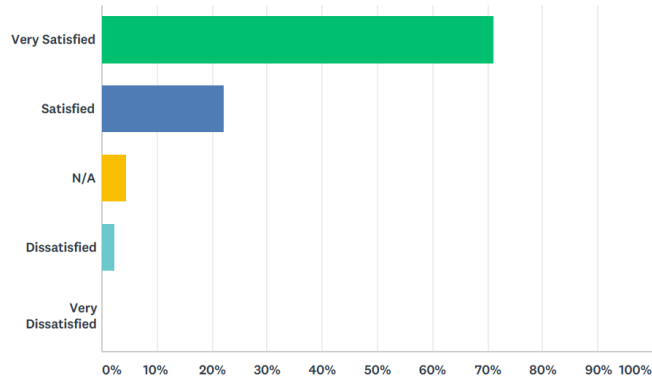


ANSWER CHOICES	RESPONSES	
Very Satisfied	75.56%	34
Satisfied	24.44%	11
Dissatisfied	0.00%	0
Very Dissatisfied	0.00%	0
TOTAL		45

Appendix

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

Answered: 45 Skipped: 0

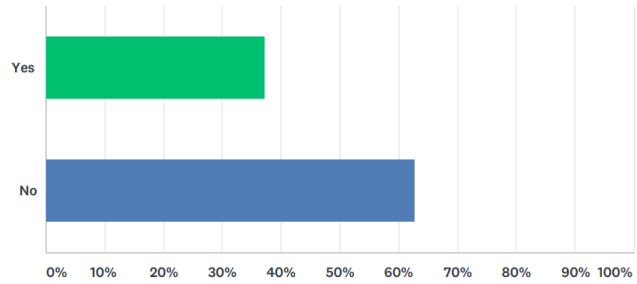


ANSWER CHOICES	RESPONSES	
Very Satisfied	71.11%	32
Satisfied	22.22%	10
N/A	4.44%	2
Dissatisfied	2.22%	1
Very Dissatisfied	0.00%	0
TOTAL		45

Appendix

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

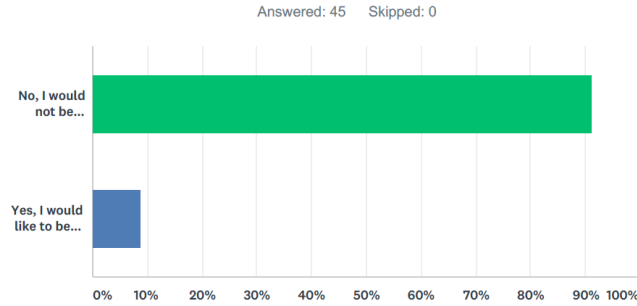
Answered: 43 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	37.21%	16
No	62.79%	27
TOTAL		43

Appendix

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

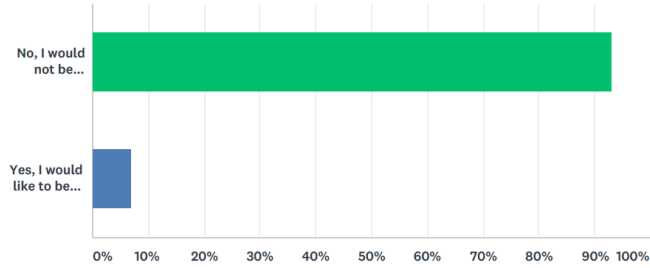


ANSWER CHOICES	RESPONSES
No, I would not be interested.	91.11% 41
Yes, I would like to be contacted about Georgia Felon Search and / or ROVER. (Please provide your contact details below.)	8.89% 4
TOTAL	45

Appendix

Q9 Would you have an interest in advertising to state of Georgia retirees, employees, teachers, or any other government audiences?

Answered: 43 Skipped: 2



ANSWER CHOICES	RESPONSES
No, I would not be interested.	93.02% 40
Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.)	6.98% 3
TOTAL	43

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/>