



Georgia Technology Authority

FY'12 Annual  
Dealer Internet  
Inquiry  
Survey Report



# FY'12 Annual Dealer Internet Inquiry Survey

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# Executive Summary

The FY'12 annual survey for the Dealer Internet Inquiry service was conducted in January, 2012. The survey results indicate a customer satisfaction rating of 96% overall.

This was the seventh annual survey generated for the purpose of measuring and improving customer satisfaction of the Dealer Internet Inquiry tool. This year's survey allowed the Office of Data Sales to continue to build upon information that was obtained in previous years, as well as gather valuable new data to improve the service for our customers.

The survey results were categorized into key requests and concerns to be addressed. The Georgia Technology Authority standard responses to each of these have been documented. Also, 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 expressed concerns and suggestions.

These annual surveys have continued to help the Office of Data Sales maintain a "world class" 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'12 and maintain a "world class" customer satisfaction rating of 95+% 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 the same steps in conducting the FY'12 survey.

The purpose was to gain insight from the customers' perspective on where additional revenue could be gained and identify which suggested improvements would be the most significant.

Respondents' open-ended responses were collected and categorized into concerns and suggestions. The results were analyzed, and standard responses were formulated. Office of Data Sales contacted the customers to thank them for providing their feedback and to personally discuss any concerns.

Details of these discussions were recorded and will be considered the basis for future enhancements.

# Survey Results

The survey was received by the entire Dealer Internet Inquiry customer base who had performed transactions in the past year. The number of responses totaled to 142 surveys, resulting in about a 19% response rate.

The survey results indicate a customer satisfaction rating of 95.8% overall.

The details of the survey are listed in the Appendix.

The results were categorized into the following customer concerns and suggestions:

Concerns:

- Customers would like additional information on vehicle owners, such as address, phone number, etc.
- Some customers reported being concerned by system outages.

Suggestions:

- Ability to search multiple VIN's without re-entering codes.
- A few customers suggested other payment methods, besides mailing a check for their bills.
- Others requested information on vehicle insurance coverage.

# Survey Results

Standard responses to customer concerns and suggestions plus feedback to these are listed below:

## Customer Concern

## GTA Response

- Customers would like additional information on vehicle owners, such as address, phone number, etc. The Driver’s Privacy Protection Act prevents the sharing of personal information on vehicle owners, however enhancements to the service are being investigated.
- Some customers reported being concerned by system outages. We understand your concern, however in order to maintain the system, scheduled maintenance is necessary. We also understand that any unscheduled outages are inconvenient, and we are looking to improve system stability.

## Customer Suggestion

## GTA Response

- Ability to search multiple VIN’s at once without having to re-enter login information for each search. This is a great suggestion, and we are continuing to investigate this option.
- A few customers suggested other payment methods, besides mailing a check for their bills. The GPS billing system is not designed to accept online payments at this time. Checks are the only method of payment that is accepted, however we appreciate the feedback.
- Others requested information on vehicle insurance coverage. The Dealer Internet Inquiry system is a way to check for certain red flags for car dealers 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. The Department of Revenue currently provides vehicle insurance status information through an online service called “VIN Check” at the website: <http://onlinemvd.dor.ga.gov/vinstatuscheck/vinstatus.aspx>

# 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' 12 Survey again indicate that there is high satisfaction 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





Select the products / services you currently use or have used in the past:			
		Response Percent	Response Count
Dealer Internet Inquiry (online VIN Checks)		95.8%	136
MVR (online motor vehicle records)		16.9%	24
Bulk MVR (batch motor vehicle records)		0.0%	0
Corporate Records		7.0%	10
LicenseMatch		4.2%	6
Georgia Felon Search		2.8%	4
		answered question	142
		skipped question	0

Do these products / services meet your expectations?			
		Response Percent	Response Count
Yes		95.8%	136
No (please comment)		4.2%	6
		answered question	142
		skipped question	0





Please rate the following statements according to your satisfaction level:							
	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Rating Average	Response Count
Process of becoming a customer	62.7% (89)	31.7% (45)	4.9% (7)	0.0% (0)	0.7% (1)	1.44	142
Process of renewing your account	59.2% (84)	26.1% (37)	14.1% (20)	0.0% (0)	0.7% (1)	1.57	142
Process of issue resolution	50.0% (71)	23.2% (33)	23.9% (34)	1.4% (2)	1.4% (2)	1.81	142
Price of product(s)	59.9% (85)	30.3% (43)	7.7% (11)	1.4% (2)	0.7% (1)	1.53	142
Receiving your product(s) in a timely manner	64.8% (92)	28.2% (40)	5.6% (8)	0.0% (0)	1.4% (2)	1.45	142
						answered question	142
						skipped question	0

# Appendix




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

		Response Percent	Response Count
Very Satisfied		59.9%	85
Satisfied		29.6%	42
N/A		7.7%	11
Dissatisfied		2.8%	4
Very Dissatisfied		0.0%	0
		answered question	142
		skipped question	0

**Please select any other methods of payment which you would prefer from the list below:**





		Response Percent	Response Count
ACH		41.9%	26
Debit Accounts		11.3%	7
Credit Cards		46.8%	29
Other (please specify)		19.4%	12
		answered question	62
		skipped question	80

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


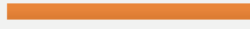
		Response Percent	Response Count
Very Satisfied		69.0%	98
Satisfied		28.9%	41
Dissatisfied		2.1%	3
Very Dissatisfied		0.0%	0
		Please comment.	8
		answered question	142
		skipped question	0

# Appendix

**Please select if you would like to see any of the following services be offered. (Check all that apply)**

		Response Percent	Response Count
Reserving personalized license plates online		50.5%	46
Receiving vital records online (birth certificate, marriage certificate, death certificate, immunization records, etc.)		74.7%	68
Website to locate a towed vehicle		57.1%	52
Other (please specify)		7.7%	7
		answered question	91
		skipped question	51

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

		Response Percent	Response Count
Yes		25.9%	36
No		74.1%	103
		answered question	139
		skipped question	3



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