



FY'17 Annual
ROVER 2.0
Survey Report

FY'17 Annual ROVER Survey

TABLE OF CONTENTS

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

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Executive Summary

The FY'17 annual survey for the ROVER 2.0 service was conducted in March, 2017. The survey results indicate a customer satisfaction rating of 91% overall.

This was the first annual survey conducted for the purpose of measuring and improving ROVER 2.0 customer satisfaction.

The survey results were categorized into key requests to be addressed. The Georgia Technology Authority responses have been documented.

These annual surveys have helped the Office of Data Sales maintain a positive customer experience across all services.

Background & Objective

Background:

The Georgia Technology Authority, in cooperation with the Georgia Department of Public Health, offers the ROVER service to the public.

ROVER is an online service which allows individuals to order certified copies of Georgia birth or death records. Recently, in partnership with the State Office of Vital Records, ROVER 2.0 was launched on December 3, 2016.

ROVER 2.0 is an improvement from the original ROVER service, allowing customers to attach an electronic image of their photo ID to their order, eliminating the need to fax or email a copy of their scanned photo ID.

This improvement was implemented in response to customer concerns regarding the turnaround time for receiving their orders, as well as Georgia State Office of Vital Records' need to streamline the process of fulfilling orders.

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 and death certificates.

Objective:

Assess customer satisfaction for FY'17 and maintain a customer satisfaction rating of 80+% for the ROVER 2.0 offering.

Methodology

Referencing the methodology established in previous years for customer service improvement, Office of Data Sales followed similar processes in conducting the FY'17 ROVER 2.0 Survey, with the addition of a new question to determine Net Promoter Score (NPS).

The NPS was found by using a 10 point scale. Customers were 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 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.”

Office of Data Sales formulated questions to measure satisfaction associated with basic principles of the service. The specific features evaluated were the ease of use and the timeliness of the service. Customers were also asked to rate their customer service experience, if applicable.

Respondents' open-ended responses were analyzed, and standard responses to the customer suggestions were formulated.

Survey Results

The survey included ROVER 2.0 customers who had placed an order in the months of December 2016, January 2017, and February 2017, following the launch of ROVER 2.0. The reason for choosing this timeframe is that customers should have received their certificates by March, 2017.

A total of 282 surveys were completed, resulting in about an 8% response rate. The survey results indicate a customer satisfaction rating of 91% overall. The Net Promoter Score (NPS) was +67.

The details of the survey are listed in the Appendix.

Customer Concerns:

- Some customers reported that the length of time from placing their order until they received their certificate in the mail seemed too long, and /or they had not received their order.
- A few customers had concerns that the ordering process was lengthy and required too many documents to complete an order.

Customer Suggestion:

- It was suggested that the ROVER service should be mobile-friendly, including the process to upload the photo ID.

Survey Results

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

Customer Concerns

- Some customers reported that the length of time from placing their order until they received their certificate in the mail seemed too long, and /or they had not received their order.
- A few customers had concerns that the ordering process was lengthy and required too many documents to complete an order.

GTA Response

We understand your concern, and we apologize for any inconvenience. Please contact the Vital Records Call Center at 404.679.4702 if you have additional concerns regarding your order.

We will continue to work to make any improvements that will make the service faster and easier to use.

Georgia Technology Authority, in partnership with the Georgia State Vital Records Office, is currently in the process of enhancing ROVER. All suggestions will be considered as we improve the process of ordering.

Customer Suggestion

- It was suggested that the ROVER service should be mobile-friendly, including the process to upload the photo ID.

Thank you for the suggestion. Georgia Technology Authority will take all feedback from the survey into account as we continue to make improvements to the ROVER service.

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 new ideas for online services that will meet customer needs.

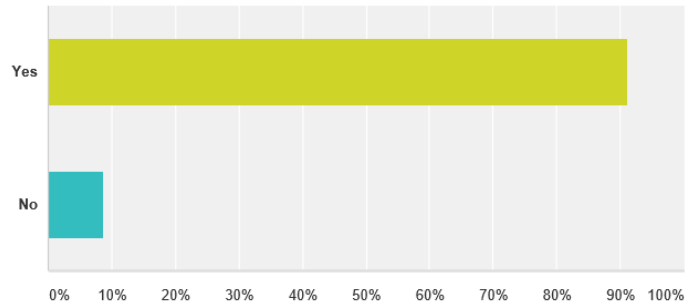
Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals, which elevates the level of satisfaction experienced by constituents when interacting with their state government.

The results of FY'17 ROVER 2.0 Survey indicate that satisfaction levels have greatly improved in the last few months. Office of Data Sales will continue to solicit feedback and work to improve ROVER, based on customer-focused enhancements.

Appendix

Did the ROVER service meet your expectations?

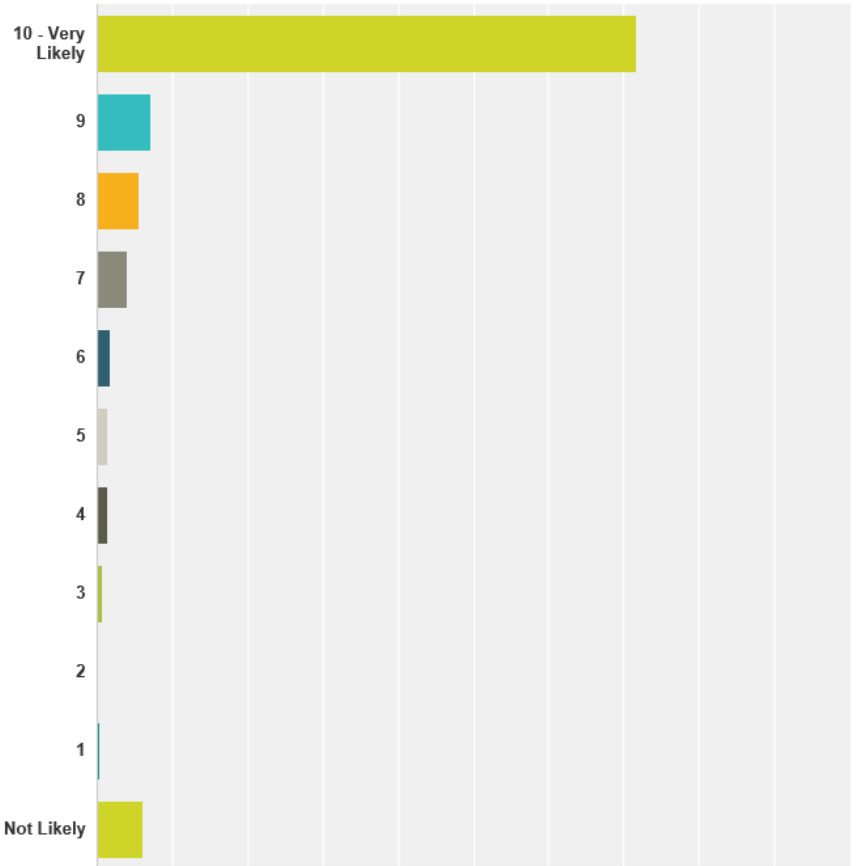
Answered: 282 Skipped: 0



Answer Choices	Responses
Yes	91.13% 257
No	8.87% 25
Total	282

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

Answered: 282 Skipped: 0

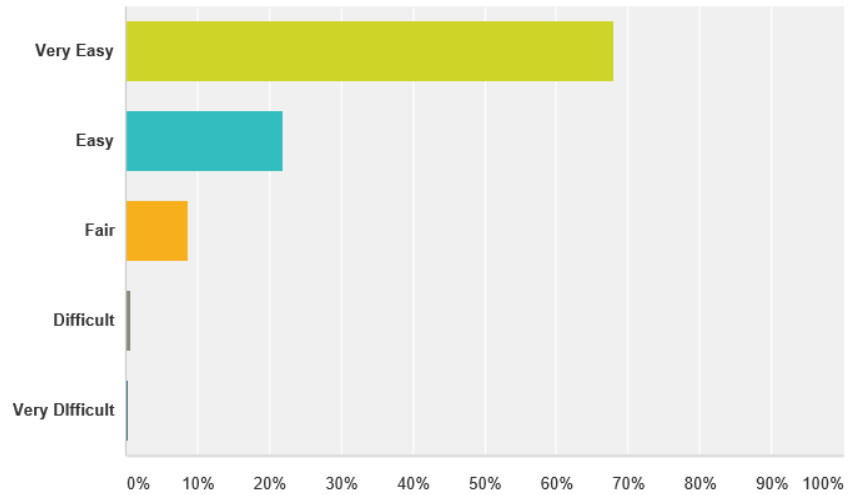


Answer Choices	Responses	
10 - Very Likely	71.63%	202
9	7.09%	20
8	5.67%	16
7	3.90%	11
6	1.77%	5
5	1.42%	4
4	1.42%	4
3	0.71%	2
2	0.00%	0
1	0.35%	1
0 - Not Likely	6.03%	17
Total		282

Appendix

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

Answered: 282 Skipped: 0

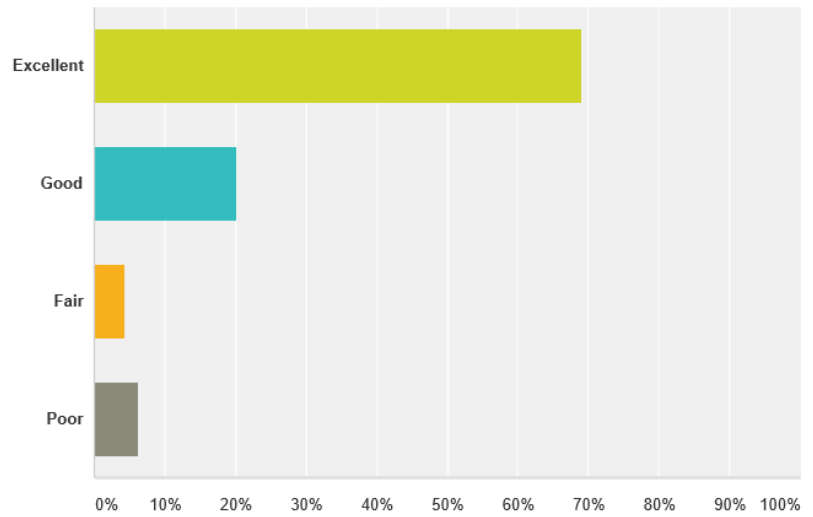


Answer Choices	Responses	Count
Very Easy	68.09%	192
Easy	21.99%	62
Fair	8.87%	25
Difficult	0.71%	2
Very Difficult	0.35%	1
Total		282

Appendix

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

Answered: 207 Skipped: 75

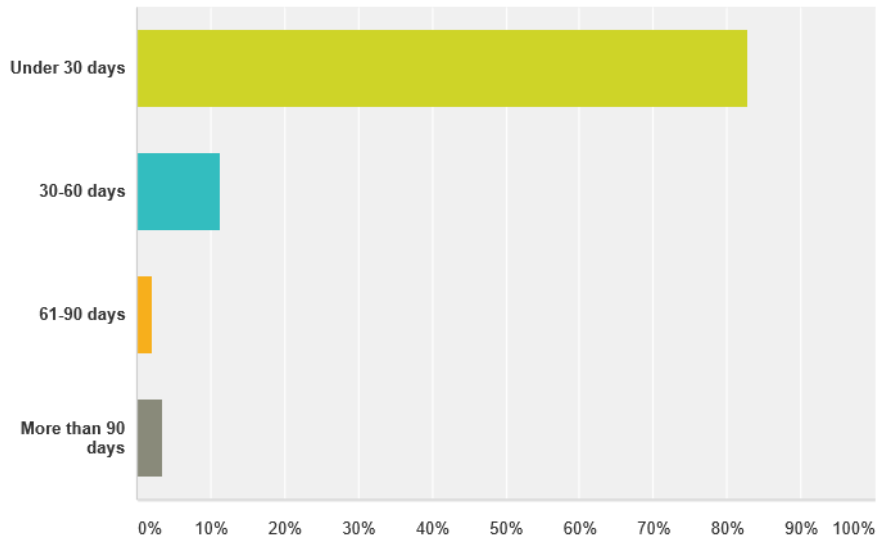


Answer Choices	Responses
Excellent	69.08% 143
Good	20.29% 42
Fair	4.35% 9
Poor	6.28% 13
Total	207

Appendix

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: 282 Skipped: 0



Answer Choices	Responses
Under 30 days	82.98% 234
30-60 days	11.35% 32
61-90 days	2.13% 6
More than 90 days	3.55% 10
Total	282

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