



Georgia Technology Authority

FY'15 Annual
Dealer Internet
Inquiry
Survey Report



FY'15 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@gtga.gov - <http://gtga.gov/>

Executive Summary

The FY'15 annual survey for the Dealer Internet Inquiry service was conducted in January, 2015. The survey results indicate a customer satisfaction rating of 86% overall.

This was the tenth 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 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 concerns and suggestions.

These annual surveys help the Office of Data Sales pursue 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'15 and work to attain 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 similar methodology in conducting the FY'15 survey.

The purpose was to gain insight from the customers' perspective on whether recent improvements to the service were beneficial, and also 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 65 surveys, resulting in about a 11% response rate.

The survey results indicate a customer satisfaction rating of 86.2% 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 they were concerned regarding the impact of the Temporary Operating Permit System (TOPS) to Dealer Internet Inquiry reports.

Suggestions:

- A couple of customers requested the ability to pay bills online.
- A few customers would like additional vehicle information, such as taxes due, mileage, and other states' vehicle information.
- Others suggested to remove the no-hit fee for incorrect VIN's.

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 they were concerned regarding the impact of the Temporary Operating Permit System (TOPS) to Dealer Internet Inquiry reports.

We have investigated concerns regarding the Temporary Operating Permit System, with DOR, and have found that the vehicle owner’s information would not change due to a TOPS being generated.

Customer Suggestion

GTA Response

- A couple of customers requested the ability to pay bills online.

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.
- A few customers would like additional vehicle information, such as taxes due, mileage, and other states’ vehicle information.

Thank you for these suggestions. GTA will continue to work with the DOR Motor Vehicle Division for any possible enhancements to the Dealer Internet Inquiry system. We are currently investigating the option of adding a “taxes due” field to reports, and will keep customers informed of any updates.
- Others suggested to remove the no-hit fee for incorrect VIN’s.

The Dealer Internet Inquiry system is an inquiry-based system. No-hit searches are charged as inquiries. It is necessary to charge for searches in order to cover the costs associated with offering the premium online 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 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'15 Survey 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)		100.0%	65
MVR (online motor vehicle records)		15.4%	10
Bulk MVR (batch motor vehicle records)		1.5%	1
Corporate Records		10.8%	7
LicenseMatch		6.2%	4
Georgia Felon Search		7.7%	5
ROVER (Request Official Vital Event Record)		0.0%	0
answered question			65
skipped question			0

Do these products / services meet your expectations?

		Response Percent	Response Count
Yes		86.2%	56
No (please comment)		13.8%	9
answered question			65
skipped question			0

Please rate the following statements according to your satisfaction level:

	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Rating Average	Rating Count
Process of becoming a customer	58.5% (38)	30.8% (20)	9.2% (6)	0.0% (0)	1.5% (1)	1.55	65
Process of renewing your account	60.0% (39)	24.6% (16)	13.8% (9)	0.0% (0)	1.5% (1)	1.58	65
Process of issue resolution	53.8% (35)	20.0% (13)	21.5% (14)	1.5% (1)	3.1% (2)	1.80	65
Price of product(s)	60.0% (39)	35.4% (23)	3.1% (2)	0.0% (0)	1.5% (1)	1.48	65
Receiving your product(s) in a timely manner	70.8% (46)	26.2% (17)	3.1% (2)	0.0% (0)	0.0% (0)	1.32	65
answered question							65
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		66.2%	43
Satisfied		30.8%	20
N/A		1.5%	1
Dissatisfied		0.0%	0
Very Dissatisfied		1.5%	1
answered question			65
skipped question			0

For Dealer Internet Inquiry, please select from the following options any enhancements you find helpful. (Check all that apply)

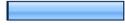
		Response Percent	Response Count
Ability to search multiple VIN's without the need to re-enter login codes		90.5%	57
Option to use "printer-friendly" VIN history format		63.5%	40
Other (please specify)		7.9%	5
answered question			63
skipped question			2

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

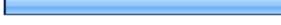
		Response Percent	Response Count
Very Satisfied		64.6%	42
Satisfied		30.8%	20
Dissatisfied		1.5%	1
Very Dissatisfied		3.1%	2
Please comment.			2
answered question			65
skipped question			0

Appendix

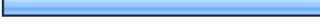
Please select if you would like to see any of the following services be offered. (Check all that apply)

		Response Percent	Response Count
Reserving personalized license plates online		48.7%	19
Service to search for the popularity of auto make / models by geographical areas		38.5%	15
Geospatial Information System (GIS) Data - (ai. aerospatial view of roads, etc.)		25.6%	10
Website to view a list of professional licensees in Georgia by industry		48.7%	19
Other (please specify)		10.3%	4
		answered question	39
		skipped question	26

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

		Response Percent	Response Count
Yes		36.9%	24
No		63.1%	41
		answered question	65
		skipped question	0

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?

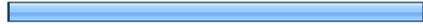
		Response Percent	Response Count
Yes		27.7%	18
No, I would not be interested.		72.3%	47

Enter contact information (optional) if you would like to learn more about Georgia Felon Search or ROVER. 4

		answered question	65
		skipped question	0

Appendix

Would your business be interested in offering discounts to students, teachers, and Georgia state retirees?

		Response Percent	Response Count
I would not be interested in the discount program.		91.9%	57
Yes, my business would be interested in offering discounts (Please provide your contact information below.)		8.1%	5
		answered question	62
		skipped question	3

Would you be interested in participating in a new product idea session?

		Response Percent	Response Count
I would not be interested in participating in a new product idea session.		91.8%	56
Yes, I would be interested in participating in an idea session. (Please provide your contact information below.)		8.2%	5
		answered question	61
		skipped question	4

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/>