



Georgia Technology Authority

FY'17 Annual
Dealer Internet
Inquiry
Survey Report



FY'17 Annual Dealer Internet Inquiry Survey

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Executive Summary

The FY'17 annual survey for the Dealer Internet Inquiry service was conducted in January, 2017. The survey results indicate a customer satisfaction rating of 100% overall.

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

In addition to the customer satisfaction rating, a new survey methodology called Net Promoter Score (NPS) was introduced this year. 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 predictor of future growth. The Net Promoter Score for Dealer Internet Inquiry was +88.

The survey open-ended responses were categorized into key concerns and suggestions. The Georgia Technology Authority official responses to these customers have been documented.

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 continue 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'17, 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'17 survey, with the addition of a new question to determine the Net Promoter Score.

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

The purpose was to gain insight from the customers’ perspective on whether recent improvements to the service have been beneficial, and of those recent enhancements, which they found to be most helpful to their business.

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

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 51 surveys, resulting in about a 13% response rate.

The survey results indicate a customer satisfaction rating of 100% overall.

The details of the survey are listed in the Appendix.

The following are key issues that were brought up in the FY'17 Dealer Internet Inquiry Survey.

Concern:

- Customers would like additional information on vehicle owners, such as the address of the current title holder.

Suggestions:

- Several customers requested the ability to pay bills online.
- Some customers suggested having a link to previous owner / title holder information.

Survey Results

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

Customer Concern

- Customers would like additional information on vehicle owners, such as the address of the current title holder.

GTA Response

The Driver's Privacy Protection Act prevents the sharing of personal information on vehicle owners, however enhancements to the service are being investigated.

Customer Suggestion

- Several customers requested the ability to pay bills online.
- Some customers suggested having a link to previous owner / title holder information.

GTA Response

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.

Thank you for these suggestion. Georgia Technology Authority will continue to work with the Georgia Department of Revenue Motor Vehicle Division for any possible enhancements to the Dealer Internet Inquiry system. The Driver's Privacy Protection Act prevents the sharing of personal information on vehicle owners, however suggestions for enhancements are appreciated.

Additional Feedback

Customers reported that the most valued enhancements to the Dealer Internet Inquiry service have been the ability to search for multiple VIN's in one session and the printer-friendly reports.

GTA Response

Georgia Technology Authority appreciates the valuable feedback from surveys in previous years, as well as cooperation in partnership with Georgia Department of Revenue Motor Vehicle Division to incorporate these enhancements, as well as the additional fields of Ad Valorem taxes due and the Electronic Lien Transfer (ELT) date.

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.

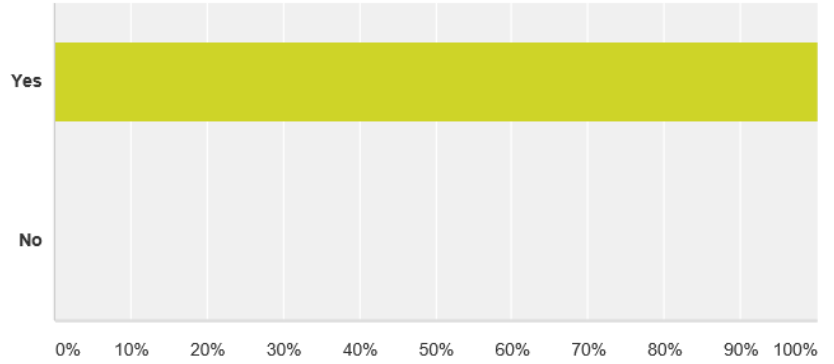
Finally, the Office of Data Sales' annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals, which elevates the level of satisfaction experienced by Georgians when interacting with their state government.

The results of the FY' 17 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

Did the Dealer Internet Inquiry service meet your expectations?

Answered: 51 Skipped: 0

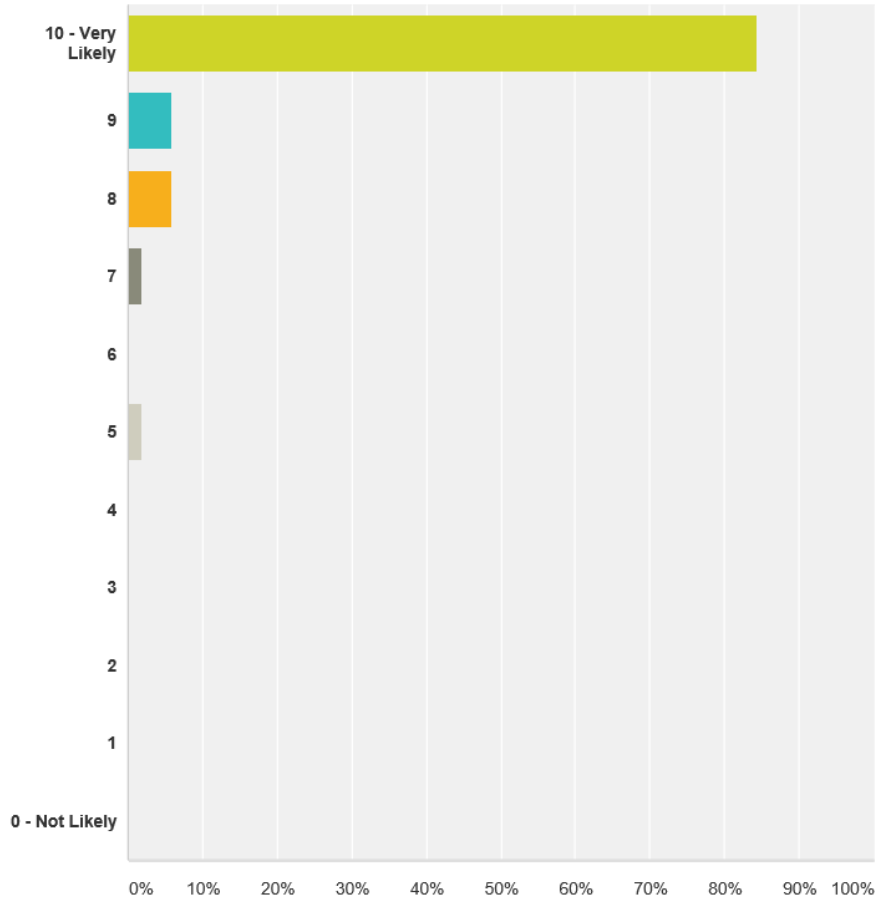


Answer Choices	Responses
Yes	100.00% 51
No	0.00% 0
Total	51

Appendix

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

Answered: 51 Skipped: 0

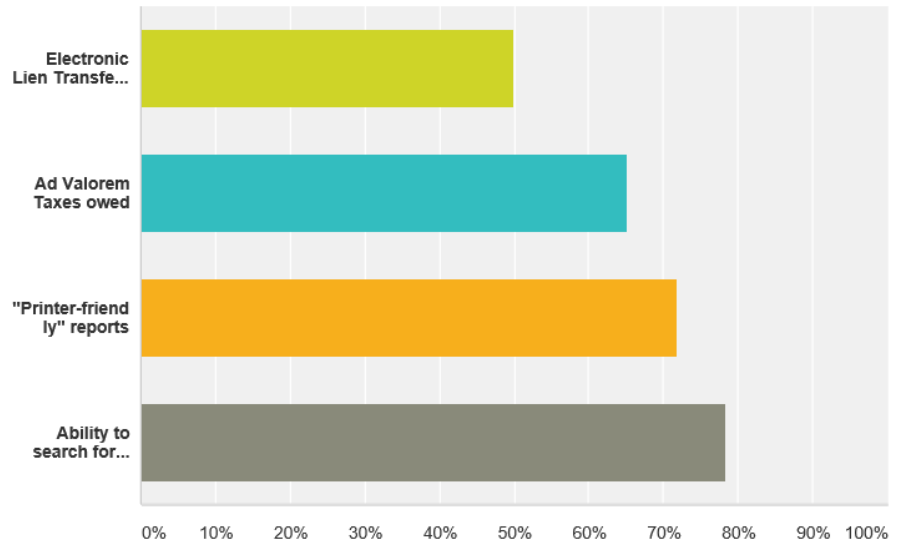


Answer Choices	Responses
10 - Very Likely	84.31% 43
9	5.88% 3
8	5.88% 3
7	1.96% 1
6	0.00% 0
5	1.96% 1
4	0.00% 0
3	0.00% 0
2	0.00% 0
1	0.00% 0
0 - Not Likely	0.00% 0
Total	51

Appendix

In previous surveys, you requested the following enhancements. Please select from the list any that you have found to be helpful.

Answered: 46 Skipped: 5

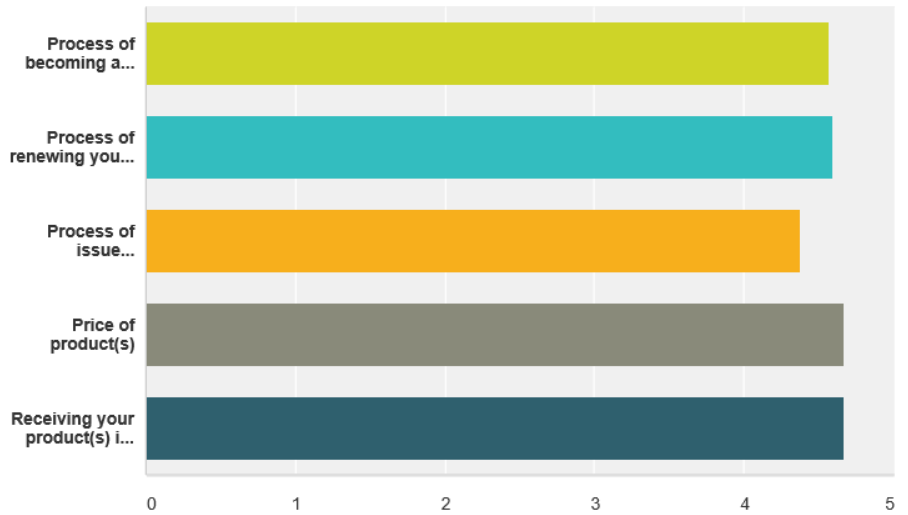


Answer Choices	Responses
▼ Electronic Lien Transfer (ELT) Date	50.00% 23
▼ Ad Valorem Taxes owed	65.22% 30
▼ "Printer-friendly" reports	71.74% 33
▼ Ability to search for multiple VIN's per session	78.26% 36
Total Respondents: 46	

Appendix

Please rate the following statements according to your satisfaction level:

Answered: 51 Skipped: 0

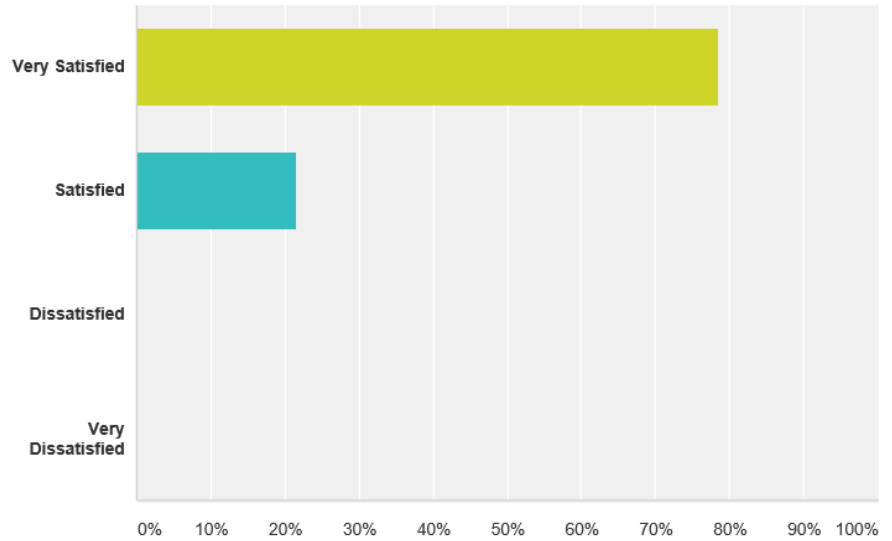


	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Total	Weighted Average
Process of becoming a customer	64.71% 33	29.41% 15	3.92% 2	1.96% 1	0.00% 0	51	4.57
Process of renewing your account	66.67% 34	25.49% 13	7.84% 4	0.00% 0	0.00% 0	51	4.59
Process of issue resolution	58.82% 30	21.57% 11	17.65% 9	1.96% 1	0.00% 0	51	4.37
Price of product (s)	70.59% 36	25.49% 13	3.92% 2	0.00% 0	0.00% 0	51	4.67
Receiving your product (s) in a timely manner	72.55% 37	21.57% 11	5.88% 3	0.00% 0	0.00% 0	51	4.67

Appendix

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

Answered: 51 Skipped: 0

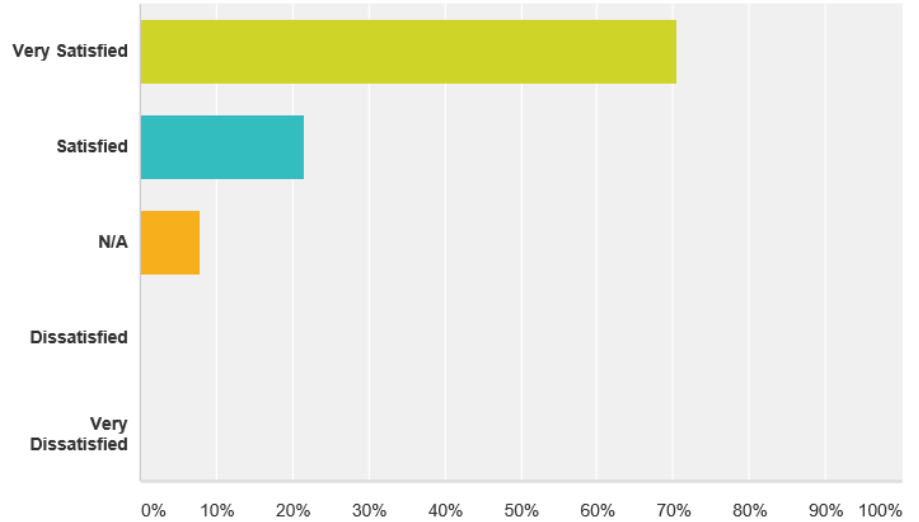


Answer Choices	Responses
▼ Very Satisfied	78.43% 40
▼ Satisfied	21.57% 11
▼ Dissatisfied	0.00% 0
▼ Very Dissatisfied	0.00% 0
Total	51

Appendix

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

Answered: 51 Skipped: 0

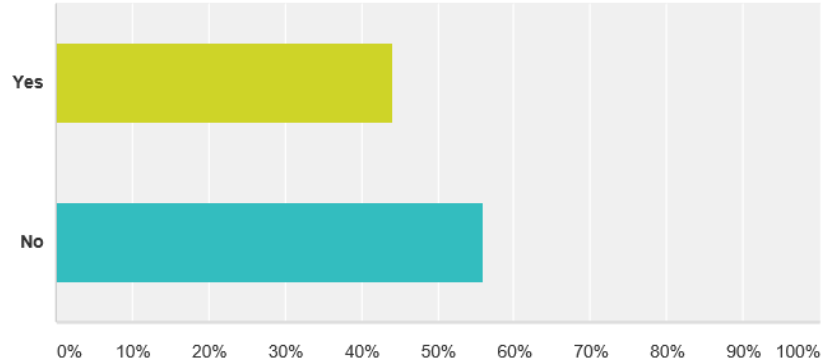


Answer Choices	Responses	Count
Very Satisfied	70.59%	36
Satisfied	21.57%	11
N/A	7.84%	4
Dissatisfied	0.00%	0
Very Dissatisfied	0.00%	0
Total		51

Appendix

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

Answered: 50 Skipped: 1

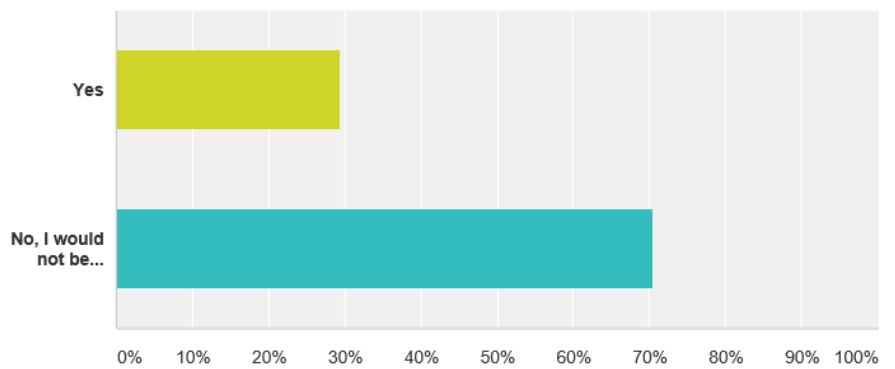


Answer Choices	Responses	
Yes	44.00%	22
No	56.00%	28
Total		50

Appendix

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?

Answered: 51 Skipped: 0

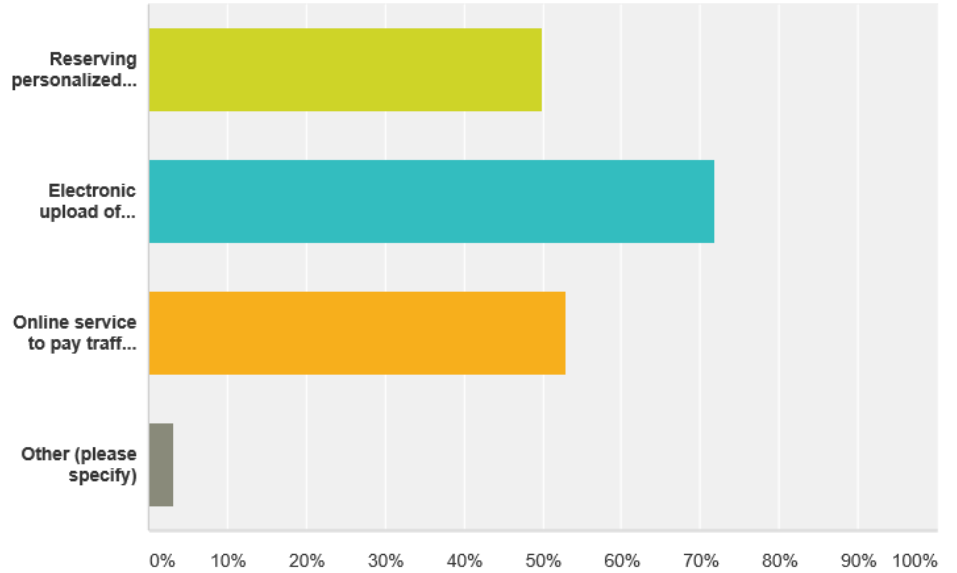


Answer Choices	Responses
Yes	29.41% 15
No, I would not be interested.	70.59% 36
Total	51

Appendix

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

Answered: 32 Skipped: 19

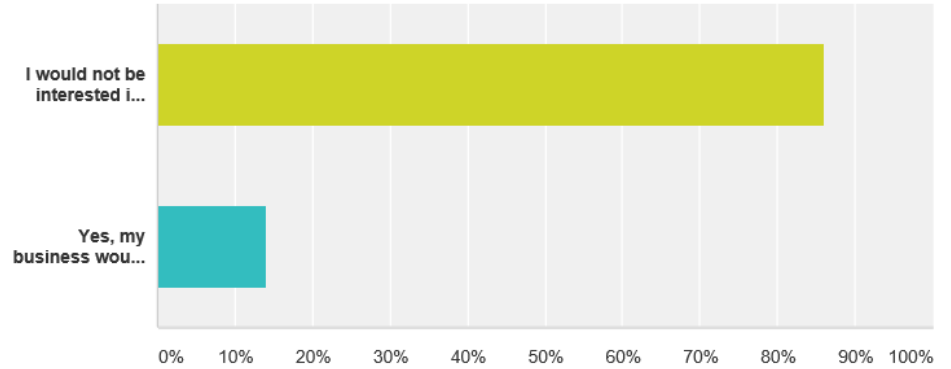


Answer Choices	Responses
Reserving personalized license plates online	50.00% 16
Electronic upload of identification documents	71.88% 23
Online service to pay traffic tickets	53.13% 17
Other (please specify)	3.13% 1
Total Respondents: 32	

Appendix

Would your business be interested in offering discounts to Georgia state retirees?

Answered: 43 Skipped: 8

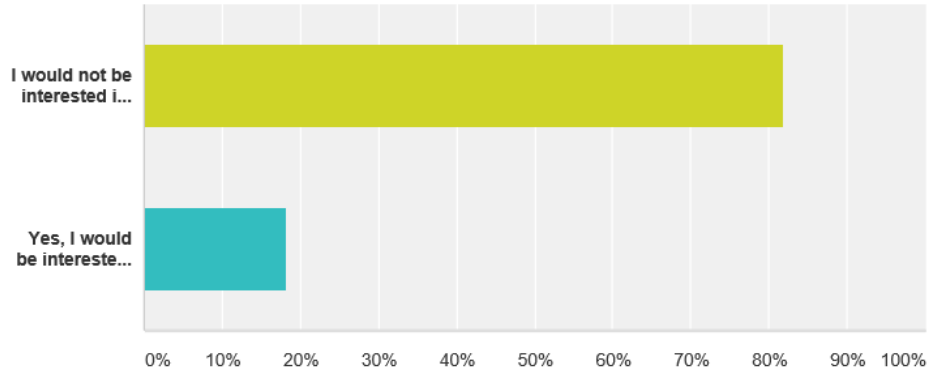


Answer Choices	Responses
<ul style="list-style-type: none"> I would not be interested in the discount program. 	86.05% 37
<ul style="list-style-type: none"> Yes, my business would be interested in offering discounts (Please provide your contact information below.) 	13.95% 6
Total	43

Appendix

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

Answered: 44 Skipped: 7



Answer Choices	Responses
<ul style="list-style-type: none"> I would not be interested in participating in a new product idea session. 	81.82% 36
<ul style="list-style-type: none"> Yes, I would be interested in participating in an idea session. (Please provide your contact information below.) 	18.18% 8
Total	44

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