



Georgia Technology Authority

FY'18
Dealer Internet
Inquiry
Survey Report

FY'18 Annual Dealer Internet Inquiry Survey

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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'18 annual survey for the Dealer Internet Inquiry service was conducted in January, 2018. The survey results indicate a customer satisfaction rating of 100% overall.

This was the thirteenth 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 +77.

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'18, 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'18 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 52 surveys, resulting in about a 15% response rate.

The survey results indicate a customer satisfaction rating of 100% overall. The Net Promoter Score was +77.

The details of the survey are listed in the Appendix.

The following are key issues that were brought up in the FY'18 Dealer Internet Inquiry Survey.

Categories of reported customer concerns:

- A few customers were concerned because they were charged for a VIN that was not found.
- Some customers suggested other methods of payment, such as credit cards for making online payments.
- Customers reported that they did not receive a list of the VIN's searched in their bill.

Survey Results

Standard responses to customer concerns are below.

Customer Concern	GTA Response
<ul style="list-style-type: none">- A few customers were concerned because they were charged for a VIN that was not found.	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 offering the service.
<ul style="list-style-type: none">- Some customers suggested other methods of payment, such as credit cards to make online payments.	Billing customers may be eligible to pay their monthly bill via ACH. Our billing department would be glad to provide you with the information on how to register for ACH.
<ul style="list-style-type: none">- Customers reported that they did not receive a list of VIN's searched along with their bill.	VIN's are not provided in your bill because this is sensitive information.

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.

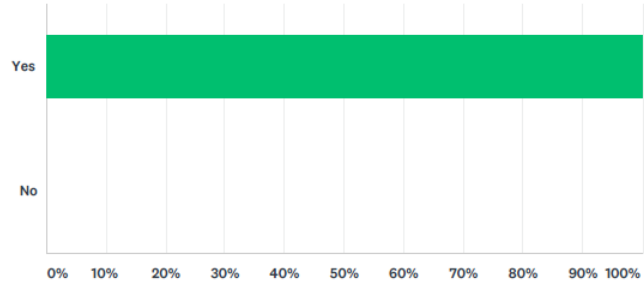
Finally, the Office of Data Sales' annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals, which elevates the level of satisfaction experienced by Georgians when interacting with their state government.

The results of the FY'18 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: 52 Skipped: 0

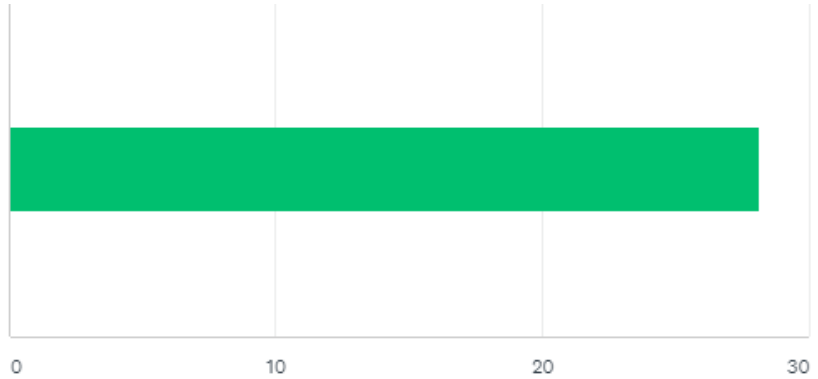


ANSWER CHOICES	RESPONSES	
Yes	100.00%	52
No	0.00%	0
TOTAL		52

Appendix

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

Answered: 52 Skipped: 0



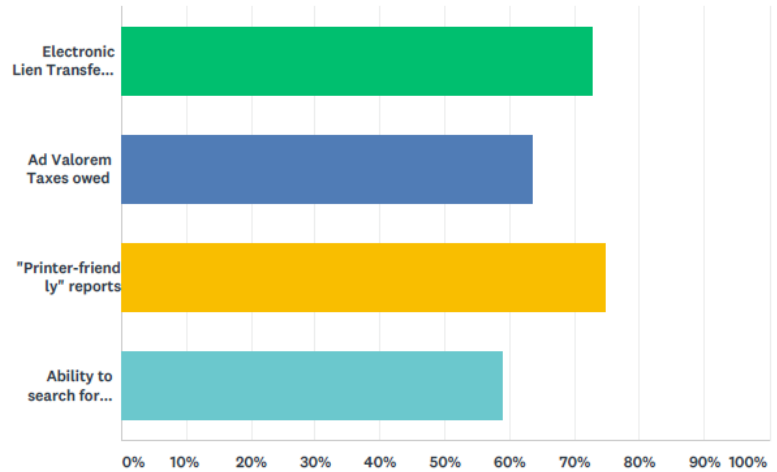
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	28	1,465	52
Total Respondents: 52			

Net Promoter +77

Appendix

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

Answered: 44 Skipped: 8

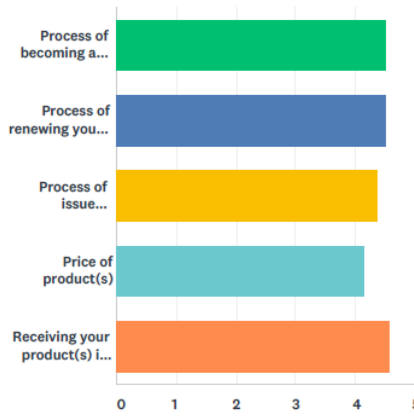


ANSWER CHOICES	RESPONSES	
Electronic Lien Transfer (ELT) Date	72.73%	32
Ad Valorem Taxes owed	63.64%	28
"Printer-friendly" reports	75.00%	33
Ability to search for multiple VIN's per session	59.09%	26
Total Respondents: 44		

Appendix

Please rate the following statements according to your satisfaction level:

Answered: 52 Skipped: 0

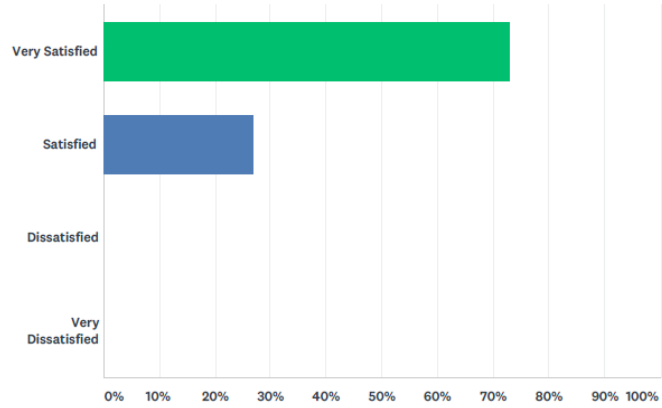


	VERY SATISFIED	SATISFIED	N/A	DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
Process of becoming a customer	65.38% 34	23.08% 12	9.62% 5	0.00% 0	1.92% 1	52	4.50
Process of renewing your account	69.23% 36	15.38% 8	13.46% 7	0.00% 0	1.92% 1	52	4.50
Process of issue resolution	61.54% 32	17.31% 9	19.23% 10	0.00% 0	1.92% 1	52	4.37
Price of product(s)	48.08% 25	28.85% 15	17.31% 9	1.92% 1	3.85% 2	52	4.15
Receiving your product(s) in a timely manner	71.15% 37	17.31% 9	9.62% 5	0.00% 0	1.92% 1	52	4.56

Appendix

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

Answered: 52 Skipped: 0

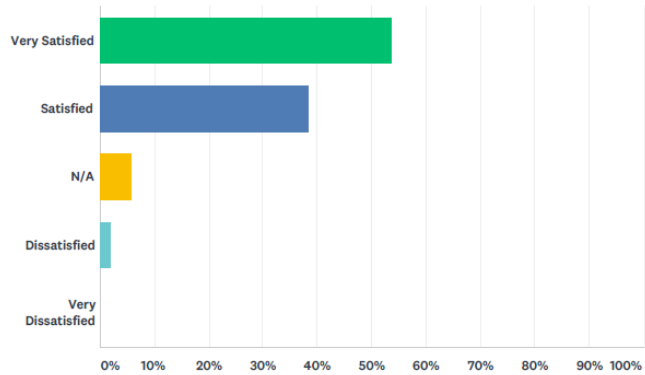


ANSWER CHOICES	RESPONSES	
Very Satisfied	73.08%	38
Satisfied	26.92%	14
Dissatisfied	0.00%	0
Very Dissatisfied	0.00%	0
TOTAL		52

Appendix

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

Answered: 52 Skipped: 0

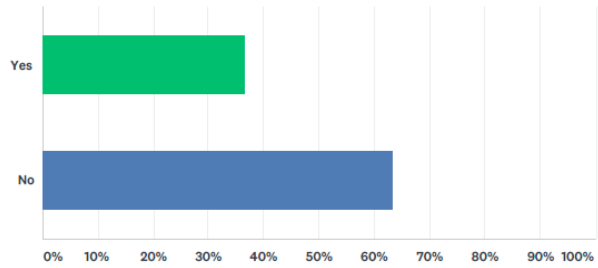


ANSWER CHOICES	RESPONSES	
Very Satisfied	53.85%	28
Satisfied	38.46%	20
N/A	5.77%	3
Dissatisfied	1.92%	1
Very Dissatisfied	0.00%	0
TOTAL		52

Appendix

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

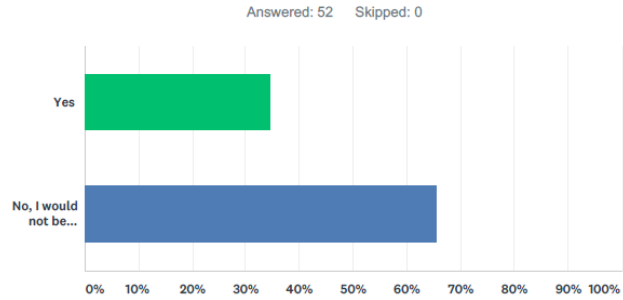
Answered: 52 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	36.54%	19
No	63.46%	33
TOTAL		52

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?

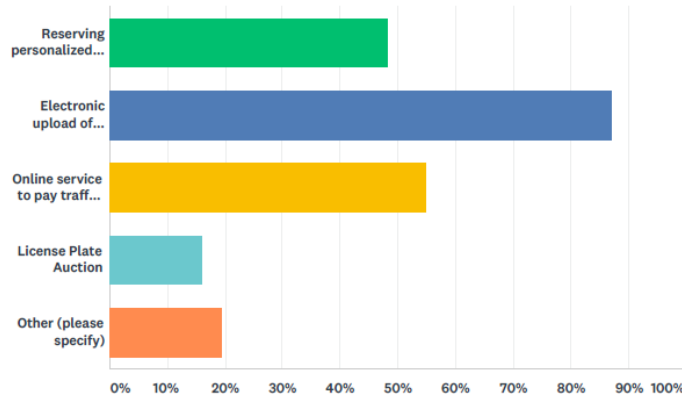


ANSWER CHOICES	RESPONSES
Yes	34.62% 18
No, I would not be interested.	65.38% 34
TOTAL	52

Appendix

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

Answered: 31 Skipped: 21



ANSWER CHOICES	RESPONSES	
Reserving personalized license plates online	48.39%	15
Electronic upload of Identification documents	87.10%	27
Online service to pay traffic tickets	54.84%	17
License Plate Auction	16.13%	5
Other (please specify)	19.35%	6
Total Respondents: 31		

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