



Georgia Technology Authority

FY'17 Annual
Georgia Felon
Search
Survey Report



FY'17 Annual Georgia Felon Search 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: 404 463 2300 / Fax: 404 463 2390
datasales@gta.ga.gov - <http://gta.ga.gov/>

Executive Summary

The FY'17 annual survey for Georgia Felon Search was conducted in January, 2017. The survey results indicate a customer satisfaction rating of 100% overall.

This was the eighth annual survey conducted for the purpose of measuring and improving customer satisfaction of the Georgia Felon Search 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 the online MVR service was +60.

The survey results were categorized into suggestions, and the Georgia Technology Authority responses to these have been documented for future reference.

These annual surveys have continued to help the Office of Data Sales maintain a 90%+ customer satisfaction rating every year.

Background & Objective

Georgia Law - O.C.G.A. 35-3-35C - allows criminal history record information showing in-state felony convictions, pleas and sentences to be requested and released electronically without fingerprint comparison or consent of the person whose record is requested.

Background:

The Georgia Technology Authority, in partnership with the Georgia Bureau of Investigation, offers the Georgia Felon Search service. This service provides Internet access to query the database containing state felony conviction records.

Georgia Felon Search allows customers to submit an online search to the Georgia Crime Information Center (GCIC) and verify whether individuals have been convicted of felony offenses in the State of Georgia. The reason for conducting a search may be for business or personal usage.

Objective:

Assess customer satisfaction for FY'17 and maintain a customer satisfaction rating of 90+% for Georgia Felon Search.

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' 17 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 Georgia Felon Search 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 Office of Data Sales designed questions with the intention of measuring various aspects of Georgia Felon Search, as well as to give customers an opportunity to share ideas on how this service could be improved.

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

Survey Results

The survey was received by all of the Georgia Felon Search customers who have an established billing account, and who have completed at least one search using Georgia Felon Search within the past year.

A total of five survey responses were documented, which made up a 56% response rate among billable customers. The survey results indicate a customer satisfaction rating of 100% overall. The Net Promoter Score for billable customers of Georgia Felon Search is +60.

The details of the survey are listed in the Appendix.

Survey responses yielded the following new service suggestion.

Suggestion:

- It was suggested that having an electronic upload feature for Identification documents may be beneficial for this customer group.

Survey Results

Customer feedback, along with GTA’s official responses are listed below.

Customer Request

- It was suggested that having an electronic upload feature for Identification documents may be beneficial for this customer group.

GTA Response

Thank you for the suggestion. Georgia Technology Authority is currently in the process of investigating this idea as a potential new service offering.

Other Notes:

Customers listed “convenience” as the highest rated factor in their decision to use Georgia Felon Search. (75%)

Georgia Technology Authority is proud to partner with the Georgia Bureau of Investigation to provide convenient online solutions to meet customer needs.

Other customers noted that previous familiarity with GTA services influenced their decision to use Georgia Felon Search. (50%)

Georgia Technology Authority has attempted to reach out to all customers in an effort to make them aware of the availability of Georgia Felon Search through flyers, as well as through annual customer surveys.

Customers have noted that online research, word of mouth, and the promotional insert included in their bill for online MVR has been among the most prevalent methods of obtaining information on Georgia Felon Search service availability.

Thank you for the feedback. GTA has worked through various online methods, as well as other marketing campaigns to generate awareness of the Georgia Felon Search service among the general public.

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 products that will meet customer needs.

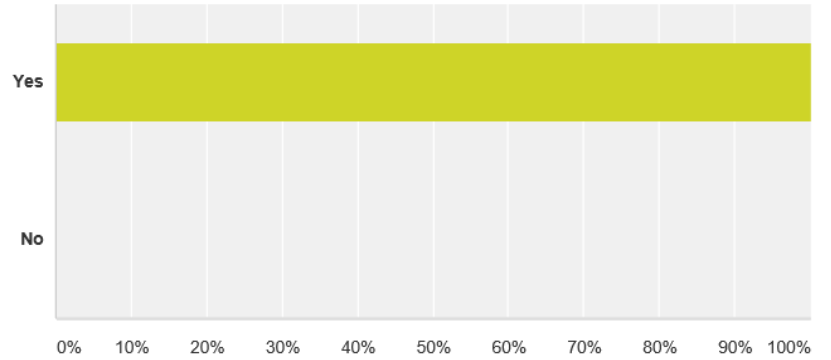
Finally, the Office of Data Sales' annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals and elevate the level of satisfaction experienced by Georgians when interacting with their state government.

The results of the FY' 17 Survey again indicate that there is 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 Georgia Felon Search service meet your expectations?

Answered: 5 Skipped: 0

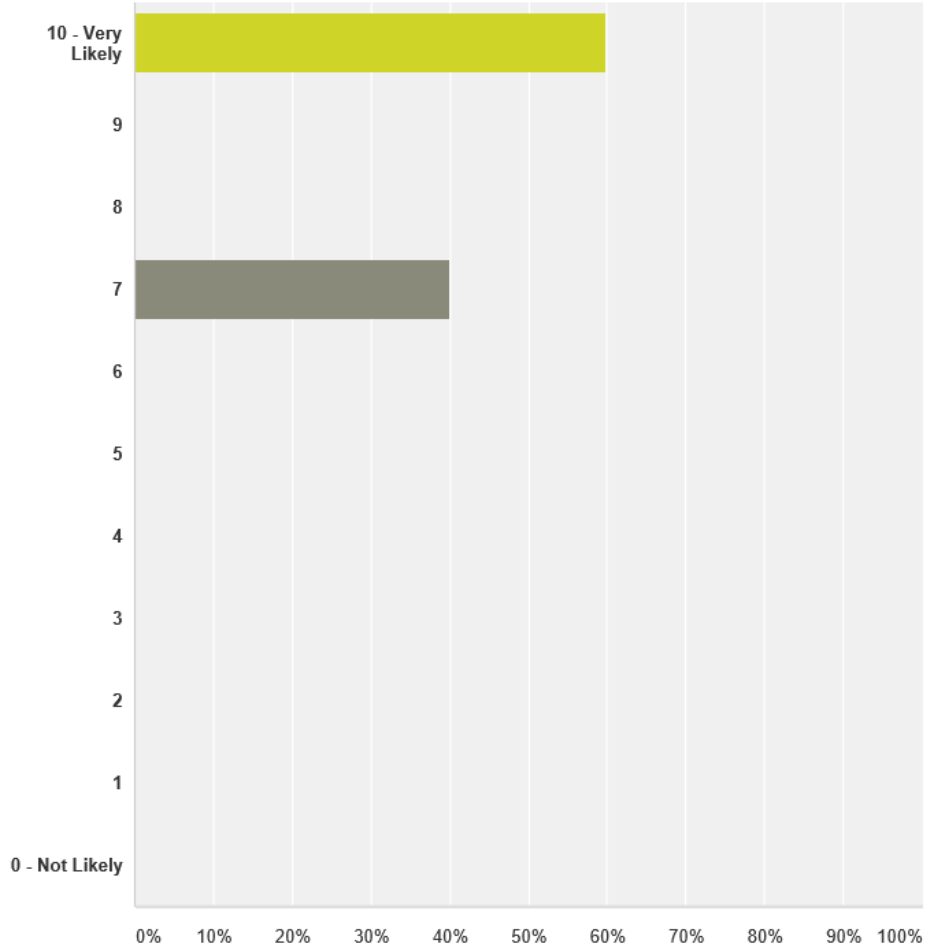


Answer Choices	Responses	
Yes	100.00%	5
No	0.00%	0
Total		5

Appendix

How likely is it that you would recommend Georgia Felon Search to a friend or colleague?

Answered: 5 Skipped: 0

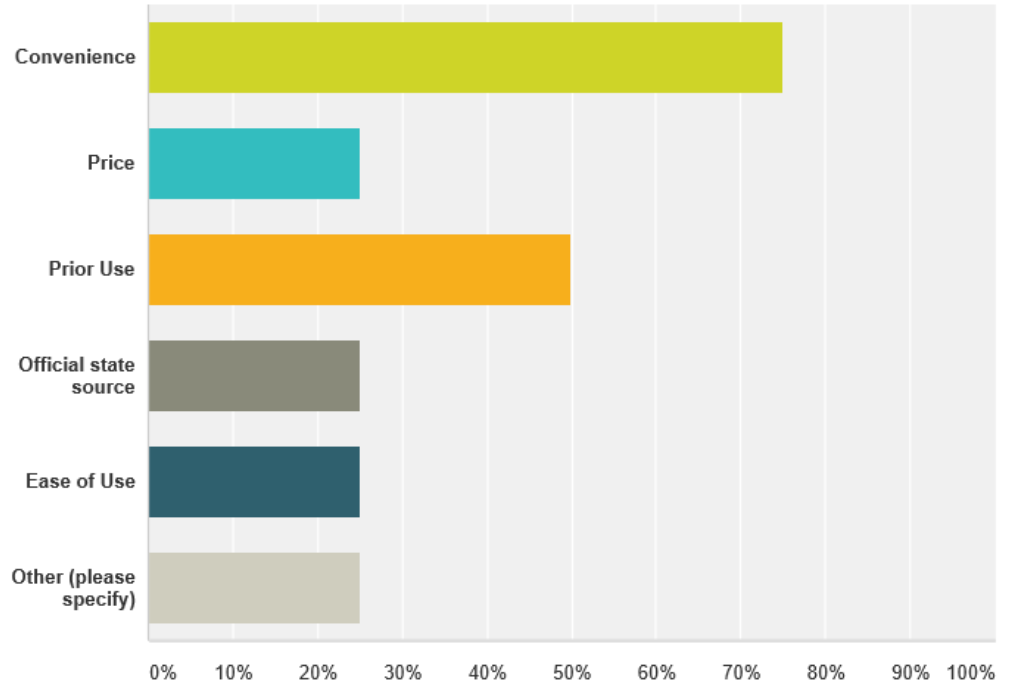


Answer Choices	Responses	Count
10 - Very Likely	60.00%	3
9	0.00%	0
8	0.00%	0
7	40.00%	2
6	0.00%	0
5	0.00%	0
4	0.00%	0
3	0.00%	0
2	0.00%	0
1	0.00%	0
0 - Not Likely	0.00%	0
Total		5

Appendix

What influenced your decision to use Georgia Felon Search? Check all that apply.

Answered: 4 Skipped: 1

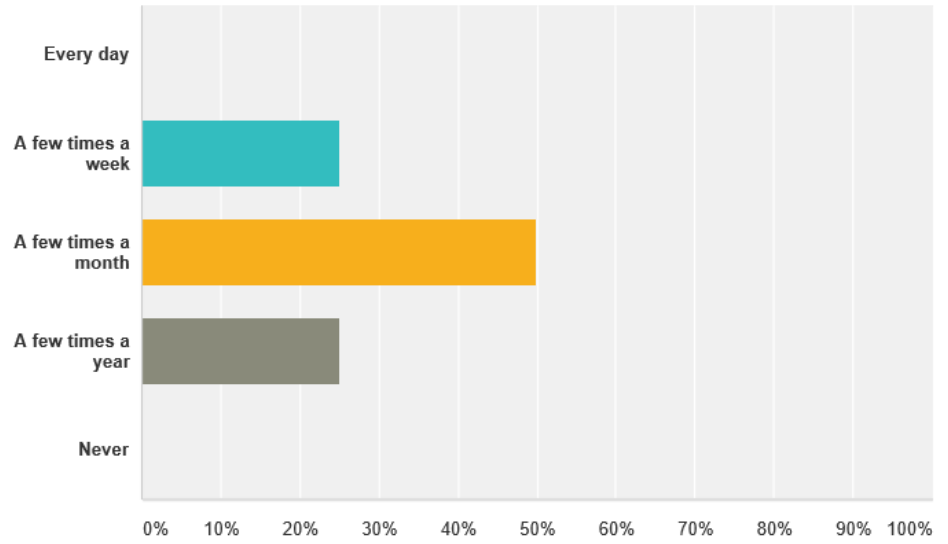


Answer Choices	Responses
Convenience	75.00% 3
Price	25.00% 1
Prior Use	50.00% 2
Official state source	25.00% 1
Ease of Use	25.00% 1
Other (please specify)	25.00% 1
Total Respondents: 4	

Appendix

How often would you expect to use Georgia Felon Search?

Answered: 4 Skipped: 1

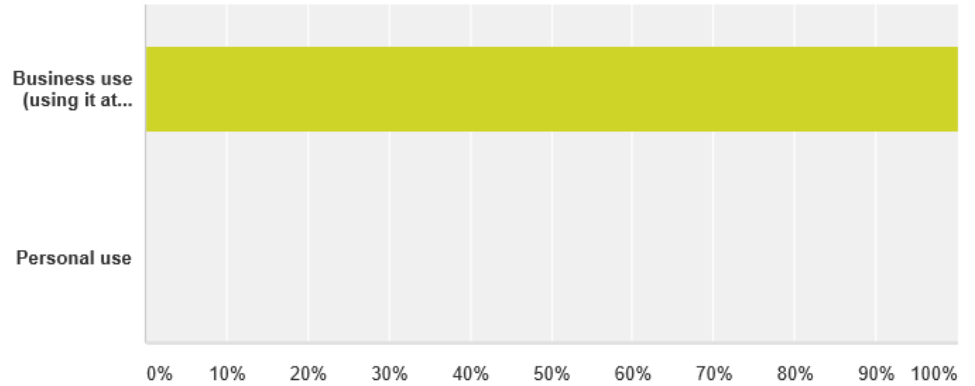


Answer Choices	Responses
Every day	0.00% 0
A few times a week	25.00% 1
A few times a month	50.00% 2
A few times a year	25.00% 1
Never	0.00% 0
Total	4

Appendix

Please specify the reason for your search, and let us know of any comments you would like to share.

Answered: 4 Skipped: 1

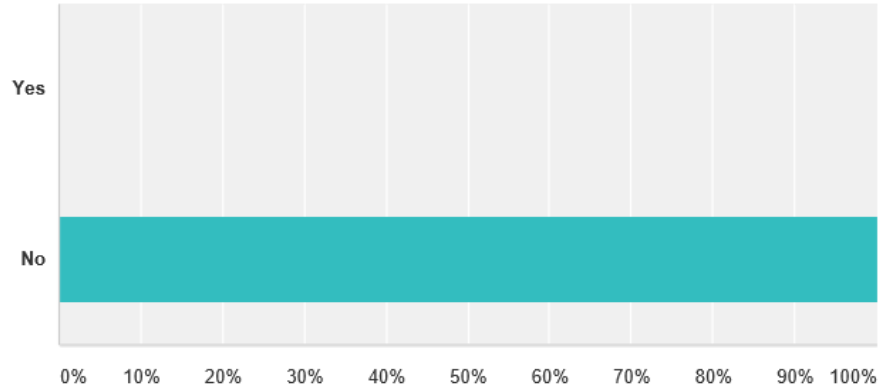


Answer Choices	Responses
Business use (using it at work)	100.00% 4
Personal use	0.00% 0
Total	4

Appendix

Would you be interested in accessing the Georgia Felon Search service from a mobile device?

Answered: 4 Skipped: 1

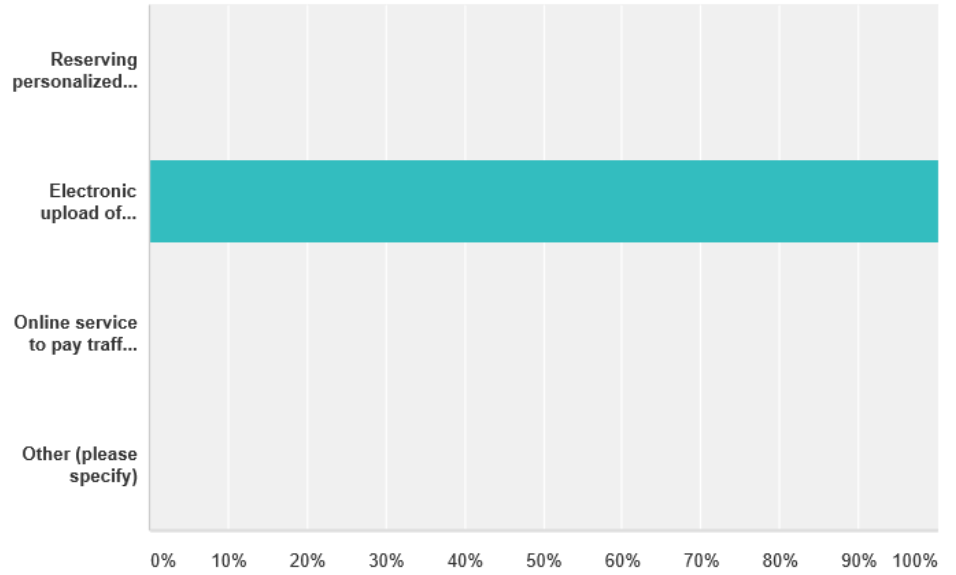


Answer Choices	Responses	
Yes	0.00%	0
No	100.00%	4
Total		4

Appendix

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

Answered: 1 Skipped: 4

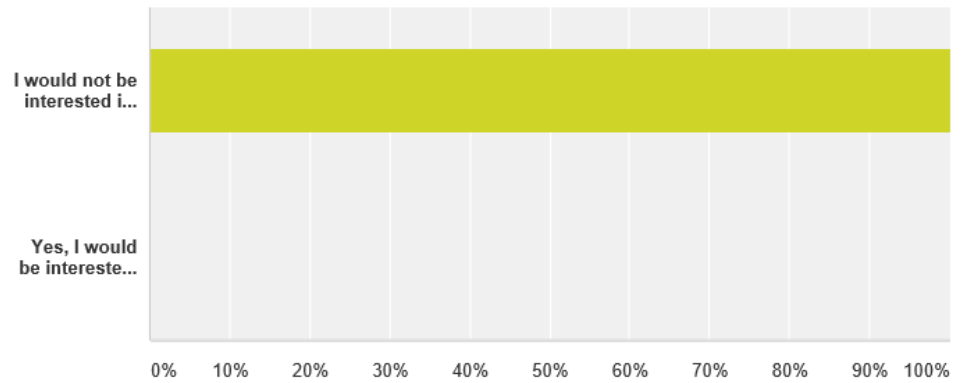


Answer Choices	Responses
Reserving personalized license plates online	0.00% 0
Electronic upload of Identification documents	100.00% 1
Online service to pay traffic tickets	0.00% 0
Other (please specify)	0.00% 0
Total Respondents: 1	

Appendix

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

Answered: 4 Skipped: 1

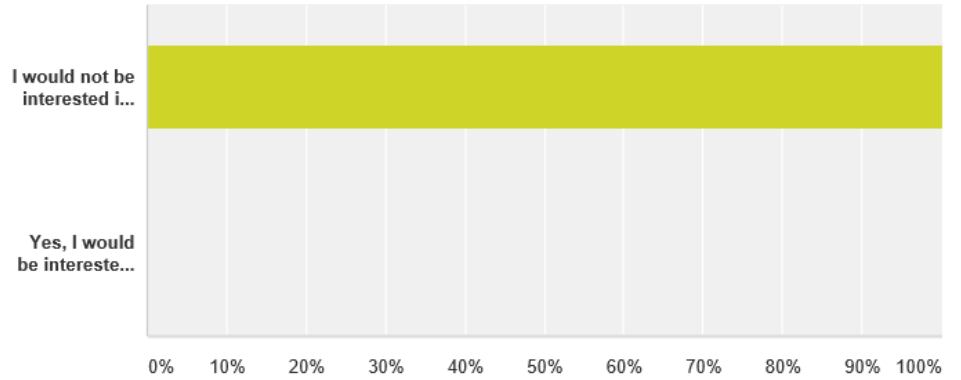


Answer Choices	Responses
▼ I would not be interested in the discount program.	100.00% 4
▼ Yes, I would be interested in offering discounts (Please provide your contact information below.)	0.00% 0
Total	4

Appendix

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

Answered: 4 Skipped: 1



Answer Choices	Responses
<ul style="list-style-type: none"> ▼ I would not be interested in participating in a new product idea session. 	100.00% 4
<ul style="list-style-type: none"> ▼ Yes, I would be interested in participating in an idea session. (Please provide your contact information below.) 	0.00% 0
Total	4

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