



Georgia Technology Authority

FY'19
Georgia Felon
Search Billing
Survey Report



FY'19 Annual Georgia Felon Search Billing Customer Survey

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Executive Summary

The FY'19 annual survey for Georgia Felon Search was conducted in January, 2019. The survey results indicate a customer satisfaction rating of 100% overall.

This was the tenth annual survey conducted for the purpose of measuring and improving customer satisfaction of the Georgia Felon Search 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 Georgia Felon Search Billing customers was +88.

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'19 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'19 survey. The measurement for customer satisfaction includes both the overall rating, as well as the 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 eight survey responses were documented, which made up a 35% 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 +88.

The details of the survey are listed in the Appendix.

Survey responses yielded the following new service suggestion.

Suggestion:

- One customer suggested to include additional information on the reports, such as traffic violations and misdemeanors.
- Batch entries were suggested, as opposed to individual searches.

Survey Results

Customer feedback, along with GTA’s official response is below.

Customer Request

- One customer suggested to include additional information on the reports, such as traffic violations and misdemeanors.

Batch entries were suggested, as opposed to individual searches.

GTA Response

Thank you for the suggestion. Georgia’s policy states that only felony convictions are open records. We will continue to work with the Georgia Bureau of Investigation to make any possible enhancements to the service, including any additional criminal information.

Georgia Technology Authority is proud to partner with the Georgia Bureau of Investigation to provide convenient online solutions to meet customer needs. This suggestion will be investigated as a potential enhancement.

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.

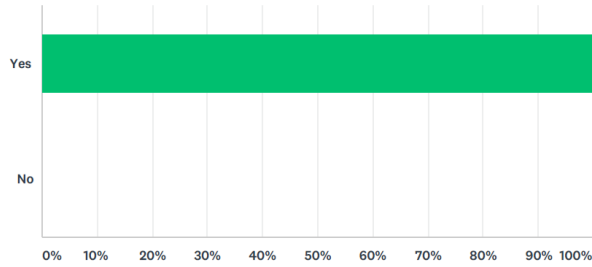
Finally, the Office of Data Sales' annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals and elevate the level of satisfaction experienced by Georgians when interacting with their state government.

The results of the FY'19 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

Q1 Did the Georgia Felon Search service meet your expectations?

Answered: 8 Skipped: 0

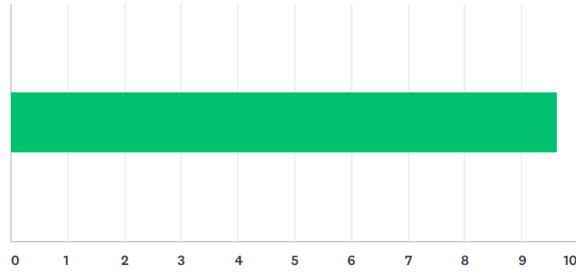


ANSWER CHOICES	RESPONSES	
Yes	100.00%	8
No	0.00%	0
TOTAL		8

Appendix

Q2 How likely is it that you would recommend Georgia Felon Search to a friend or colleague?

Answered: 8 Skipped: 0



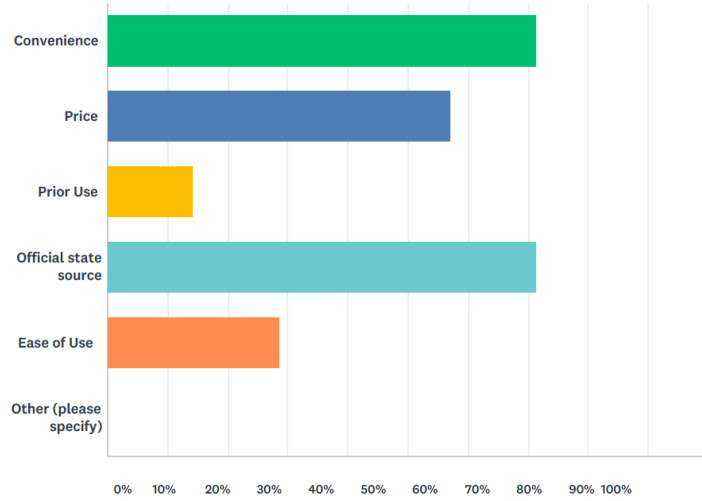
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	10	77	8
Total Respondents: 8			

Net Promoter +88

Appendix

Q3 What influenced your decision to use Georgia Felon Search? Check all that apply.

Answered: 7 Skipped: 1

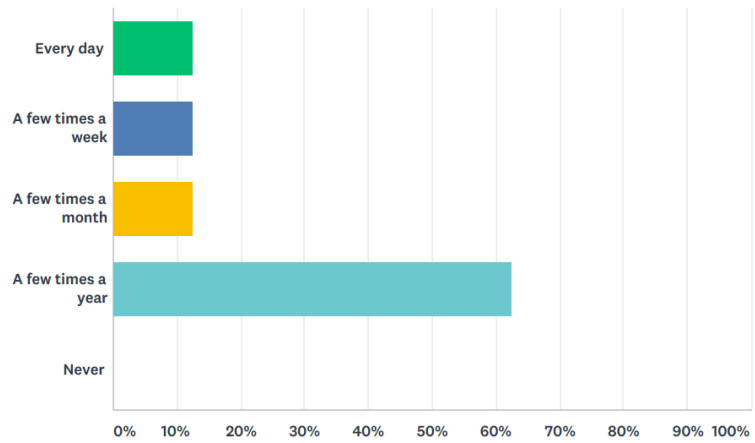


ANSWER CHOICES	RESPONSES	
Convenience	71.43%	5
Price	57.14%	4
Prior Use	14.29%	1
Official state source	71.43%	5
Ease of Use	28.57%	2
Other (please specify)	0.00%	0
Total Respondents: 7		

Appendix

Q4 How often would you expect to use Georgia Felon Search?

Answered: 8 Skipped: 0

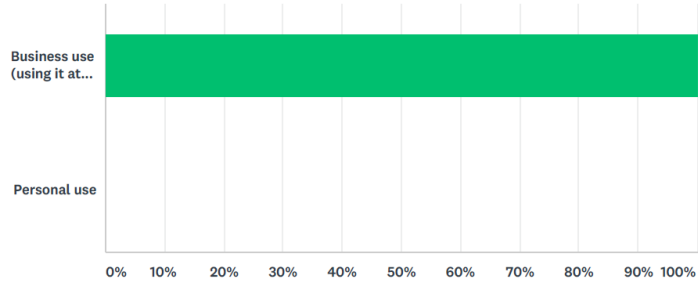


ANSWER CHOICES	RESPONSES	
Every day	12.50%	1
A few times a week	12.50%	1
A few times a month	12.50%	1
A few times a year	62.50%	5
Never	0.00%	0
TOTAL		8

Appendix

Q5 Please specify the reason for your search, and let us know of any comments you would like to share.

Answered: 8 Skipped: 0

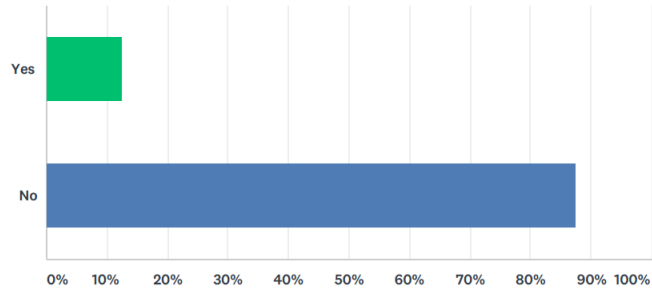


ANSWER CHOICES	RESPONSES	
Business use (using it at work)	100.00%	8
Personal use	0.00%	0
TOTAL		8

Appendix

Q6 Would you be interested in accessing the Georgia Felon Search service from a mobile device?

Answered: 8 Skipped: 0

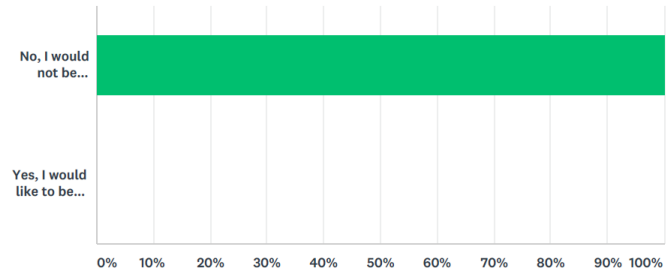


ANSWER CHOICES	RESPONSES	
Yes	12.50%	1
No	87.50%	7
TOTAL		8

Appendix

Q7 Would you have an interest in advertising to state of Georgia retirees, employees, teachers, or any other government audiences?

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES
No, I would not be interested.	100.00% 8
Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.)	0.00% 0
TOTAL	8

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