



Georgia Technology Authority

FY'17 Annual Georgia Felon Search (Online) Survey Report

FY'17 Annual Georgia Felon Search Survey

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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 85% overall.

This was the third survey conducted for the purpose of measuring and improving customer satisfaction of the Georgia Felon Search service, targeted to online transactions.

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 Georgia Felon Search service was +51.

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

These annual surveys have helped the Office of Data Sales maintain an 80+% 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 use.

Objective:

Assess customer satisfaction for FY'17 and maintain a customer satisfaction rating of 80+% 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.”

Survey responses for Georgia Felon Search were collected online, via email. The comments were categorized into concerns and suggestions. The results were analyzed, and standard responses were formulated.

Details of these discussions were recorded to be considered as potential future enhancements.

Survey Results

The survey was sent to Georgia Felon Search customers who completed at least one online credit card transaction in the previous eight months.

A total of 129 survey responses were documented, which made up a 4% response rate among online customers who had conducted at least one transaction in Georgia Felon Search via credit card from the months of June, 2016 until January, 2017, and received a response of “No Records Found.” The survey results indicate a customer satisfaction rating of 85% overall. The Net Promoter Score for online customers of Georgia Felon Search is +51.

The details of the survey are listed in the Appendix.

The results were categorized into the following customer concerns and suggestions:

Customer Concerns:

- Some customers reported felonies were still found in private background check services, after the First Time Offender expungement.
- Customers were concerned that the system does not show any pending charges or misdemeanors.
- A few customers were concerned that the results did not return a rap sheet, in cases when a felony charge was expected to be on file.

Survey Results

Customer Suggestions:

- It was suggested to include the option of a “previous last name” field for the search.
- It was suggested that the Georgia Felon Search results provide criminal history information for other states, as well as Georgia.

Standard responses to customer feedback are listed below.

Customer Concern

GTA Response

- | | |
|--|---|
| <ul style="list-style-type: none">– Some customers reported felonies were still found in private background check services, after the First Time Offender expungement. | <p>We appreciate your feedback and understand your concern, however private background check services are not under the Georgia Technology Authority’s jurisdiction.</p> <p>It is possible that private background check companies may have provided outdated or incorrect information, therefore if you have a concern about your results, please contact the Georgia Bureau of Investigation for any questions at 404-244-2600.</p> |
| <ul style="list-style-type: none">– Customers were concerned that the system does not show any pending charges or misdemeanors. | <p>Georgia Felon Search provides only felony conviction records in the state of Georgia. Misdemeanors and pending charges are not open records. 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.</p> |

Survey Results

Customer Concern

- A few customers were concerned that the results did not return a rap sheet, in cases when a felony charge was expected to be on file.

GTA Response

Only felony convictions that have been reported to GCIC are searched and returned. A "No Record Found" result may be due to one of the following reasons:

. Individual has never been arrested in Georgia for a felony offense.

. Individual has been arrested in Georgia for a felony offense but not convicted

. Individual has been arrested and convicted in Georgia for a felony offense but the conviction information is unavailable (e.g., information may not have been sent by the court or it has been sent and is being processed by GCIC).

. Individual has been arrested in Georgia for a felony offense but the charge was either dismissed/dropped or downgraded to a misdemeanor.

. Individual has received and successfully completed a First Offender sentence, thereby sealing release of this record to the public.

Customer Suggestion

- It was suggested to include the option of a "previous last name" field for the search.
- It was suggested that the Georgia Felon Search results provide criminal history information for other states, as well as Georgia.

GTA Response

Thank you for the suggestion. Georgia Technology Authority will continue to work with the Georgia Bureau of Investigation to make any possible enhancements to the service.

We appreciate the feedback, however, Georgia Technology Authority does not have authorization to provide criminal history information from other states.

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.

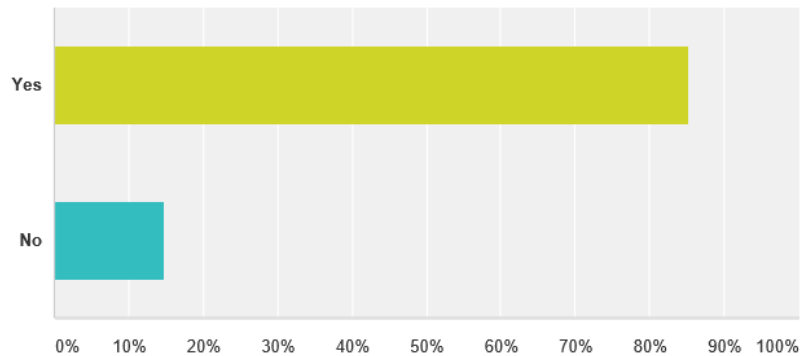
Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals and elevate the level of satisfaction experienced by Georgians when interacting with their state government.

The results of the FY'17 Survey 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

Did the Georgia Felon Search service meet your expectations?

Answered: 129 Skipped: 0

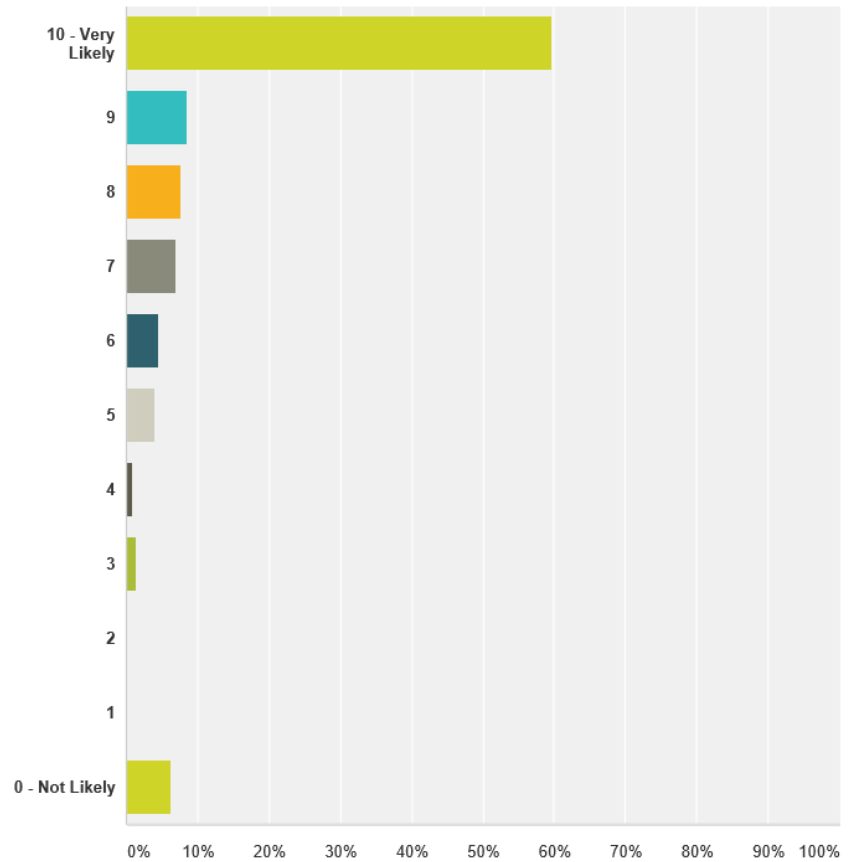


Answer Choices	Responses	
Yes	85.27%	110
No	14.73%	19
Total		129

Appendix

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

Answered: 129 Skipped: 0

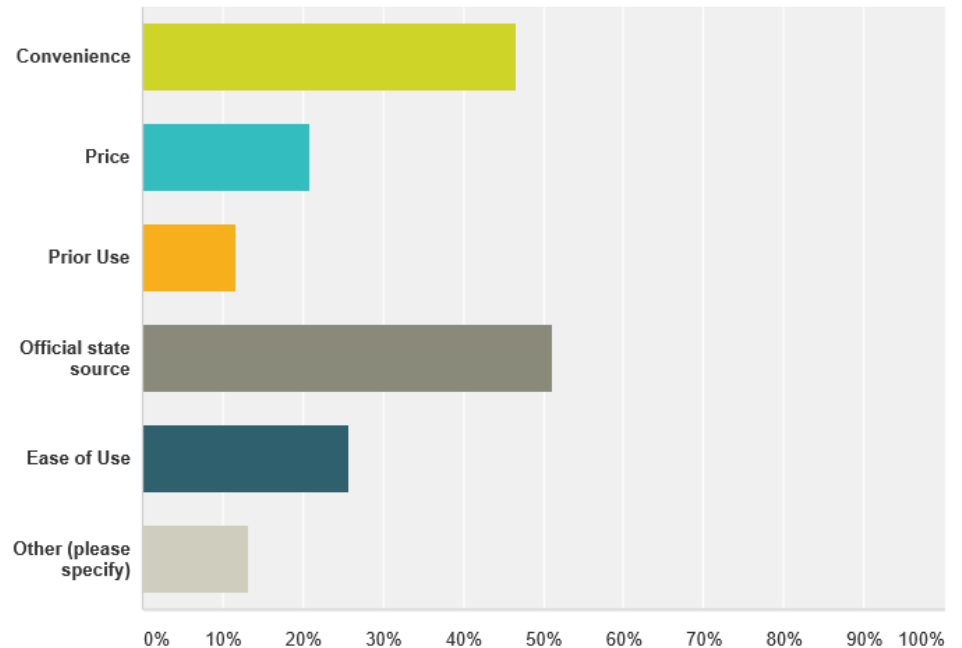


Answer Choices	Responses	
10 - Very Likely	59.69%	77
9	8.53%	11
8	7.75%	10
7	6.98%	9
6	4.65%	6
5	3.88%	5
4	0.78%	1
3	1.55%	2
2	0.00%	0
1	0.00%	0
0 - Not Likely	6.20%	8
Total		129

Appendix

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

Answered: 129 Skipped: 0

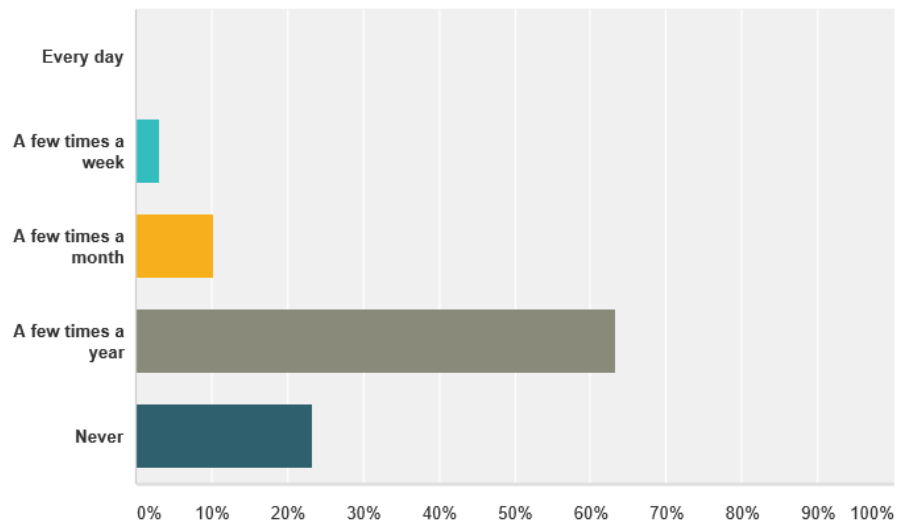


Answer Choices	Responses	
Convenience	46.51%	60
Price	20.93%	27
Prior Use	11.63%	15
Official state source	51.16%	66
Ease of Use	25.58%	33
Other (please specify)	13.18%	17
Total Respondents: 129		

Appendix

How often would you expect to use Georgia Felon Search?

Answered: 128 Skipped: 1

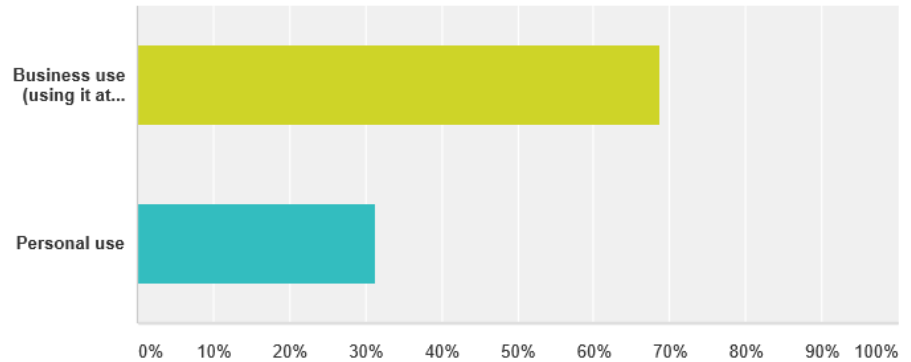


Answer Choices	Responses	
Every day	0.00%	0
A few times a week	3.13%	4
A few times a month	10.16%	13
A few times a year	63.28%	81
Never	23.44%	30
Total		128

Appendix

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

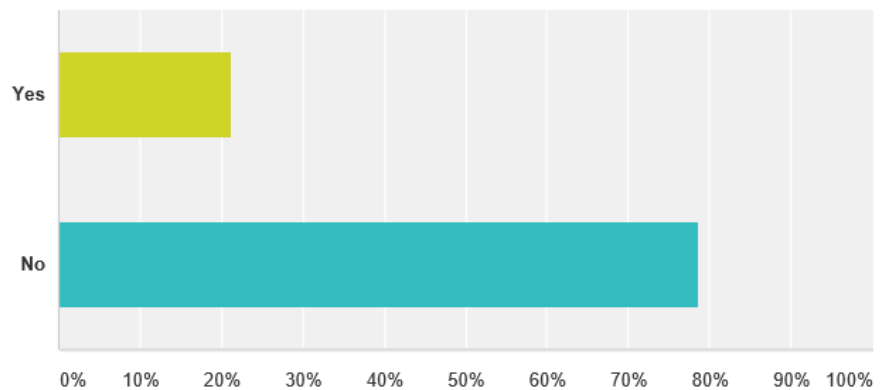
Answered: 128 Skipped: 1



Answer Choices	Responses	
Business use (using it at work)	68.75%	88
Personal use	31.25%	40
Total	128	

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

Answered: 127 Skipped: 2



Answer Choices	Responses	
Yes	21.26%	27
No	78.74%	100
Total	127	

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