



Georgia Technology Authority

FY'18
Georgia Felon
Search Online
Survey Report

FY'18 Annual Georgia Felon Search Survey

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Executive Summary

The FY'18 annual survey for Georgia Felon Search was conducted in January, 2018. The survey results indicate a customer satisfaction rating of 88% overall. The Net Promoter Score for the Georgia Felon Search service was +46.

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

The open-ended survey responses were categorized into key concerns to be addressed. 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'18 survey. The measurement of 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.”

Survey responses for Georgia Felon Search were collected online, via email. 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 past twelve months.

A total of 67 survey responses were documented, which made up a 3% response rate among online customers who had conducted at least one transaction in Georgia Felon Search via credit card in the past year, with a response of “No Records Found.” The survey results indicate a customer satisfaction rating of 88% overall. The Net Promoter Score for online customers of Georgia Felon Search is +46.

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 expressed a concern that felonies were not returned in the Georgia Felon Search service.
- A few customers expressed concerns that the records returned were not applicable for the person searched.

Survey Results

Customer Concern

- Some customers expressed a concern that felonies were not returned in the Georgia Felon Search service.

A few customers expressed concerns that the records returned were not applicable for the person searched.

GTA Response

We understand your concern, however, 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.

The search returns the top five closest matches based on the criteria entered. There are several reasons why an exact match may not be in the results returned. The individual may not have a felony record on file. A false (alias) name, date of birth, SSN, etc. may have been provided. It is possible that the record(s) returned is for someone with a similar name and personal identifiers as the person whose record was requested. The probability of receiving accurate results increases when more accurate search criteria is provided. Without a fingerprint card, it is impossible to positively verify the identity of an individual.

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.

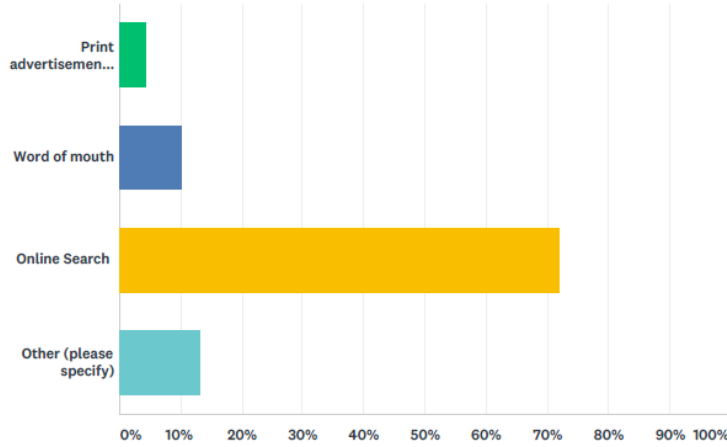
Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals and elevate the level of satisfaction experienced by Georgians when interacting with their state government.

The results of the FY' 18 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

How did you hear about us?

Answered: 68 Skipped: 0

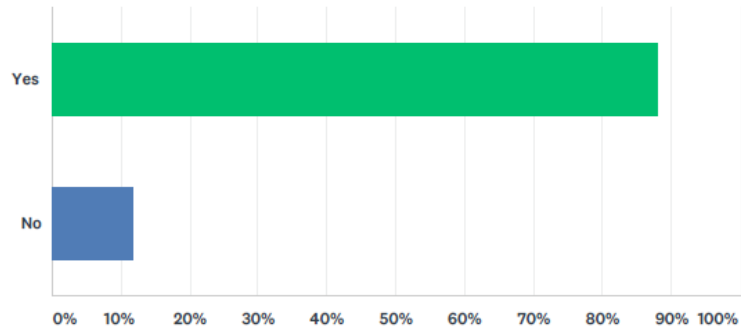


ANSWER CHOICES	RESPONSES	
Print advertisement / Association periodical	4.41%	3
Word of mouth	10.29%	7
Online Search	72.06%	49
Other (please specify)	13.24%	9
Total Respondents: 68		

Appendix

Did the Georgia Felon Search service meet your expectations?

Answered: 67 Skipped: 1

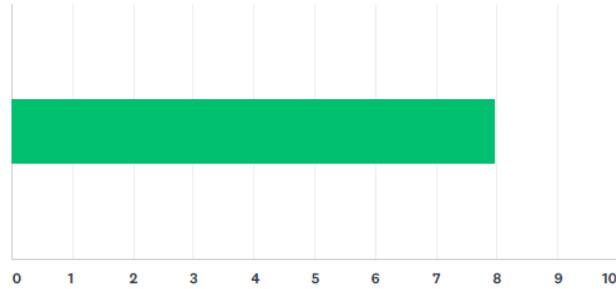


ANSWER CHOICES	RESPONSES	
Yes	88.06%	59
No	11.94%	8
TOTAL		67

Appendix

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

Answered: 65 Skipped: 3



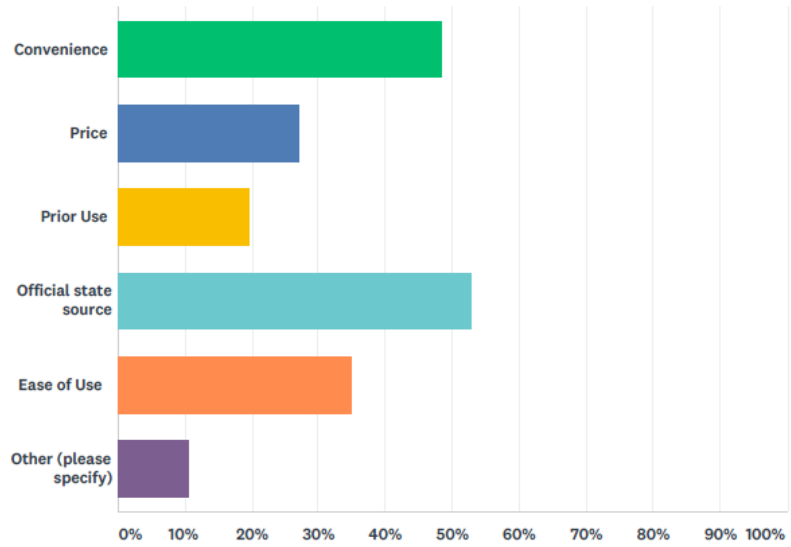
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	518	65
Total Respondents: 65			

Net Promoter +46

Appendix

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

Answered: 66 Skipped: 2

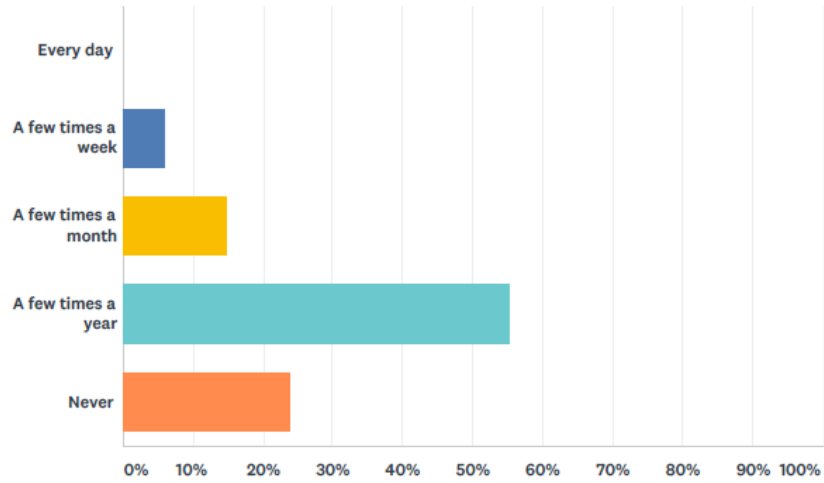


ANSWER CHOICES	RESPONSES	
Convenience	48.48%	32
Price	27.27%	18
Prior Use	19.70%	13
Official state source	53.03%	35
Ease of Use	34.85%	23
Other (please specify)	10.61%	7
Total Respondents: 66		

Appendix

How often would you expect to use Georgia Felon Search?

Answered: 67 Skipped: 1

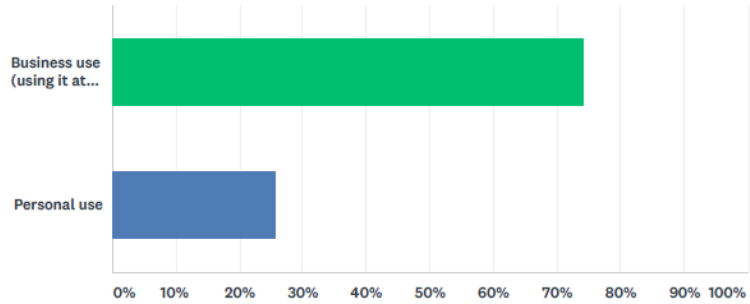


ANSWER CHOICES	RESPONSES	
Every day	0.00%	0
A few times a week	5.97%	4
A few times a month	14.93%	10
A few times a year	55.22%	37
Never	23.88%	16
TOTAL		67

Appendix

Please describe the reason for your search, and how can we make the service better for you?

Answered: 66 Skipped: 2



ANSWER CHOICES	RESPONSES	
Business use (using it at work)	74.24%	49
Personal use	25.76%	17
TOTAL		66

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