



Georgia Technology Authority

FY'19
Georgia Felon
Search Online
Survey Report

FY'19 Annual Georgia Felon Search Survey

TABLE OF CONTENTS

- *Executive Summary*
- *Background & Objective*
- *Methodology*
- *Survey Results*
- *Conclusion*
- *Appendix*

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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 68% overall. The Net Promoter Score for the Georgia Felon Search service was +20.

This was the fifth 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 achieve an 80+% customer satisfaction rating in past years.

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'19 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'19 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 six months.

A total of 41 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 six months, with a response of “No Records Found.” The survey results indicate a customer satisfaction rating of 68% overall. The Net Promoter Score for online customers of Georgia Felon Search is +20.

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 they were charged in the case of no records being found.
- A few customers expressed concerns that the records returned were not applicable for the person searched.
- It was suggested that the service provide all criminal records, not only felony records, and that the search cover all states.

Survey Results

Customer Concern

- Some customers expressed a concern that they were charged in the case of no records being found.

GTA Response

We understand your concern, however all searches are charged as inquiries. There will be a charge of \$15.00 for each individual search transaction on the Georgia Felon Search. After verifying your search criteria, your account will be charged \$15.00 when you select the "search" button. If your search returns -No Record Found- you will receive a \$15.00 charge for the search. Additionally, it is necessary to charge for a premium service in order to cover the costs associated with offering an online convenience.

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

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.

- It was suggested that the service provide all criminal records, not only felony records, and that the search cover all states.

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

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.

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.

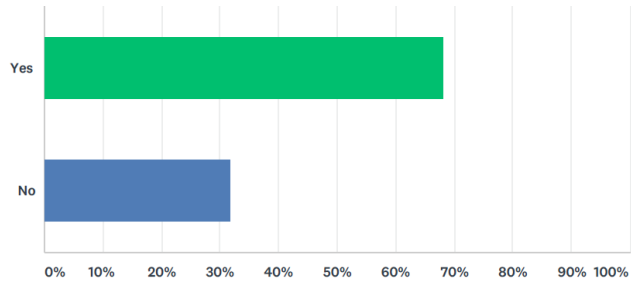
Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals on other services, and elevate the level of satisfaction experienced by Georgians when interacting with their state government.

The results of the FY'19 Survey indicate that there are some changes that need to be implemented into the system to continue to meet customer needs and maintain the satisfaction rating typically associated with this offering in previous years. Office of Data Sales has conducted a User Insight study on Georgia Felon Search last year, and will continue to solicit feedback from customers regarding enhancements that will improve user experience. Georgia Technology Authority will continue to work to improve the service using both customer feedback via surveys, as well as the results of the User Insight study, to modernize and improve the service based on customer-focused enhancements.

Appendix

Q2 Did the Georgia Felon Search service meet your expectations?

Answered: 41 Skipped: 0

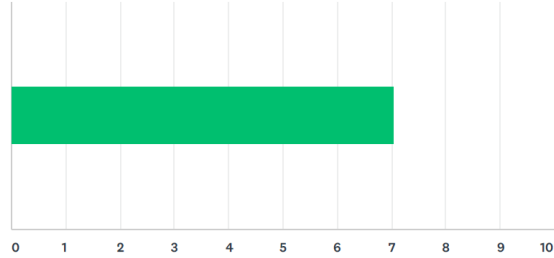


ANSWER CHOICES	RESPONSES	
Yes	68.29%	28
No	31.71%	13
TOTAL		41

Appendix

Q3 How likely is it that you would recommend Georgia Felon Search to a friend or colleague?

Answered: 40 Skipped: 1



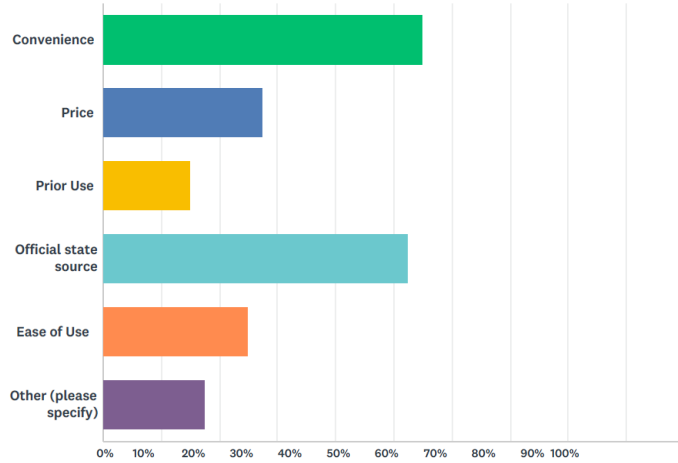
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	7	282	40
Total Respondents: 40			

Net Promoter +20

Appendix

Q4 What influenced your decision to use Georgia Felon Search? Check all that apply.

Answered: 40 Skipped: 1

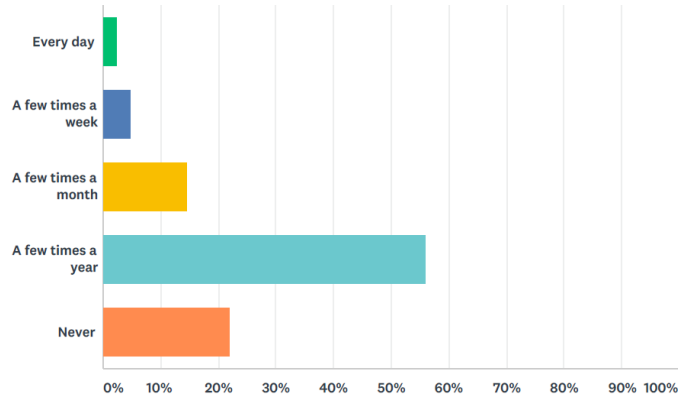


ANSWER CHOICES	RESPONSES	
Convenience	55.00%	22
Price	27.50%	11
Prior Use	15.00%	6
Official state source	52.50%	21
Ease of Use	25.00%	10
Other (please specify)	17.50%	7
Total Respondents: 40		

Appendix

Q5 How often would you expect to use Georgia Felon Search?

Answered: 41 Skipped: 0

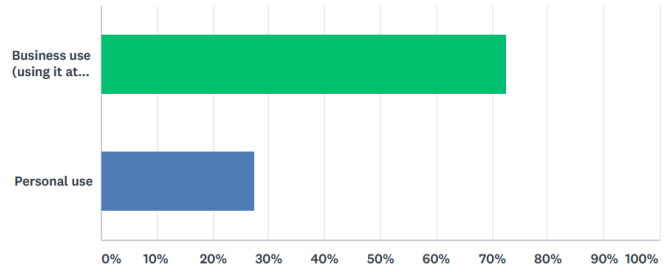


ANSWER CHOICES	RESPONSES	
Every day	2.44%	1
A few times a week	4.88%	2
A few times a month	14.63%	6
A few times a year	56.10%	23
Never	21.95%	9
TOTAL		41

Appendix

Q6 Please describe the reason for your search, and how can we make the service better for you?

Answered: 40 Skipped: 1



ANSWER CHOICES	RESPONSES	
Business use (using it at work)	72.50%	29
Personal use	27.50%	11
TOTAL		40

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