



Georgia Technology Authority

FY'15 Annual
Georgia Felon
Search
(Online)
Survey Report



FY'15 Annual Georgia Felon Search Survey

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Executive Summary

The FY'15 annual survey for Georgia Felon Search was conducted in January, 2015. The survey results indicate a customer satisfaction rating of 83% overall.

This was the first survey conducted for the purpose of measuring and improving customer satisfaction of the Georgia Felon Search service, targeted to online searching. This survey allowed the Office of Data Sales to investigate what factors influence usage of the service, from an online customers' perspective.

The survey results were categorized into key requests and suggestions. 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 pursue a "world class" 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'15 and work to attain a "world class" customer satisfaction rating of 95+% 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'15 survey.

The purpose was to gain insight from the customers' perspective on where improvements can be made, as well as uncover any additional ideas for services they would like to see added to our offerings.

Survey responses for Georgia Felon Search were collected online, via email. The comments were categorized into major requests 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 received by all of the Georgia Felon Search customers who completed an online credit card transaction in the previous eight months.

A total of 36 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, 2014 until January, 2015, and received a results of “No Records Found.” The survey results indicate a customer satisfaction rating of 83% overall.

The details of the survey are listed in the Appendix.

The results were categorized into the following key customer requests and suggestions:

Key Requests / Suggestions:

- Some customers reported that the results were not what was expected, in receiving a “No Records Found” response.
- Some customers suggested offering Georgia Felon Search for “free,” instead of charging per search.
- A few customers suggested enhancing the service by providing a more “official” document from the system for a “No Records Found” response, as well as making the service more prominent by using search engine optimization techniques to allow the service to be found in “top results.”

Survey Results

Standard responses to customer suggestions plus feedback to these are listed below:

Customer Request

- Some customers reported that the results were not what was expected, in receiving a “No Records Found” response.

GTA Response

We appreciate your feedback and will work to improve understanding of the service for our customers. Georgia Felon Search results are based upon an algorithm to locate the “top closest matches” to the information you provided in your search. 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.

- Some customers suggested offering Georgia Felon Search for “free,” instead of charging per search.

Georgia Felon Search is a premium online service offering. It is necessary to charge in order to cover the costs associated with offering the service.

Survey Results

Standard responses to customer suggestions plus feedback to these are listed below:

Customer Request

- A few customers suggested enhancing the service by providing a more “official” document from the system for a “No Records Found” response, as well as making the service more prominent by using search engine optimization techniques to allow the service to be found in “top results.”

GTA Response

We value your feedback and will continue to work with GBI to make any possible enhancements to the Georgia Felon Search service. In the past, we have enhanced the “No Records Found” result to include a state seal to signify an official response from the Georgia Bureau of Investigation. We will also continue to work on marketing the service to the public so it becomes more widely used, and the public can become more aware of its availability as an option for criminal background histories.

Conclusion

The Office of Data Sales concludes that these surveys are an effective means to obtain customer feedback and measure the satisfaction level with 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'15 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 needs?

		Response Percent	Response Count
Yes		83.3%	30
No (If not, please provide your comments below)		16.7%	6
		answered question	36
		skipped question	0

How would you rate the service?

		Response Percent	Response Count
Very helpful, has everything I need		63.9%	23
Somewhat helpful		25.0%	9
Not helpful at all		11.1%	4
		answered question	36
		skipped question	0

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

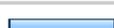
		Response Percent	Response Count
Yes		28.6%	10
No		71.4%	25
		answered question	35
		skipped question	1

Appendix

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

		Response Percent	Response Count
Convenience		44.4%	16
Price		30.6%	11
Prior Use		22.2%	8
Official state source		66.7%	24
Ease of Use		25.0%	9
Other (please specify)		11.1%	4
		answered question	36
		skipped question	0

How often would you expect to use Georgia Felon Search?

		Response Percent	Response Count
Every day		0.0%	0
A few times a week		2.9%	1
A few times a month		14.3%	5
A few times a year		60.0%	21
Never		22.9%	8
		answered question	35
		skipped question	1

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

		Response Percent	Response Count
Business use (using it at work)		69.4%	25
Personal use		30.6%	11
		answered question	36
		skipped question	0

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