



FY'17 Annual LicenseMatch Survey Report

FY'17 Annual LicenseMatch Survey

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Executive Summary

The FY'17 annual survey for the LicenseMatch service was conducted in January, 2017. 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 LicenseMatch customer satisfaction.

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 LicenseMatch service was +100.

The survey results were categorized into key concerns to be addressed. The Georgia Technology Authority responses have been documented. Office of Data Sales has contacted each of the customers who provided their optional contact information, in order to provide timely feedback to their comments.

These annual surveys have helped the Office of Data Sales work to maintain a customer satisfaction rating of 90+% each year.

Background & Objective

Background:

The Georgia Technology Authority, in cooperation with the Georgia Department of Driver Services, and the Georgia Department of Banking and Finance, offers the LicenseMatch service to industries such as banks, financial institutions, and auto dealerships.

LicenseMatch is an online tool used to verify Georgia driver's license and State ID information.

The tool may be used to prevent fraud and minimize losses during transactions such as cashing a check, opening an account, or obtaining account information. Other uses of LicenseMatch include usage by real estate attorneys to verify identification on the date of a closing, and usage by auto rental / sales companies to verify status codes on licenses.

Objective:

Assess customer satisfaction for FY'17 and maintain a customer satisfaction rating of 90+% for the LicenseMatch offering.

Methodology

Based upon the methodology established in previous years for customer service improvement, Office of Data Sales followed the same steps in conducting the FY' 17 LicenseMatch survey, with the addition of a new question to determine 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 LicenseMatch to a friend or colleague. Customers with a rating of 9 or 10 are considered “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 purpose of the FY'17 LicenseMatch survey was to measure customer perception of the service, and to determine what improvements, if any, should be made.

Respondents' open-ended responses were categorized and documented. The results were analyzed, and standard responses to the customer concerns were formulated. The Office of Data Sales then contacted customers to thank them for their feedback and to personally discuss their concerns.

Survey Results

The survey included all of the LicenseMatch customers who had performed transactions in the past year.

A total of 14 surveys were completed, resulting in about a 67% response rate. The survey results indicate a customer satisfaction rating of 100% overall.

The details of the survey are listed in the Appendix.

The survey results were categorized into the following customer concerns to be addressed:

Concerns:

- Some customers were concerned that typing the license information into the fields for verification takes too much time.
- A few customers were concerned that certain licenses, especially those with suffixes, Jr. or Sr., return a “Match Not Found” response.
- Other customers reported that they have recently begun to use other methods of verifying driver’s licenses, such as Chex, and the Department of Driver Services’ website, which requires less data entry for validation.

Survey Results

Standard responses to customer concerns, plus feedback to these are listed below:

Customer Concern:

- Some customers were concerned that typing the license information into the fields for verification takes too much time.
- A few customers were concerned that certain licenses, especially those with suffixes, Jr. or Sr., return a “Match Not Found” response.
- Customers reported that they have recently begun to use other methods of verifying drivers’ licenses, such as Chex, and the Department of Driver Services’ website, which requires less data entry for validation.

GTA Response

We understand your concern, however, in order to have a more accurate validation, Department of Driver Services requires the mandatory fields be entered. Georgia Technology Authority offers the option of scanners to make the process of validation faster, without the need to manually key the information into the system.

If you are interested in the option of using a scanner with the LicenseMatch service, please contact Georgia Technology Authority at 404-463-2300.

In 2015, the LicenseMatch system was updated to allow the suffix to be entered in either the middle or last name fields.

In addition to this, if a “Match Not Found” response is returned for a certain driver’s license, please understand that this is a red flag, and you should refer to your established procedures for further verification.

We appreciate the feedback, and we will continue to work to improve the LicenseMatch service to meet customers’ needs in a rapidly evolving technological environment.

Department of Driver Services offers the online driver’s license number verification, however, LicenseMatch is an online tool which validates additional fields on the license in order to provide a more accurate and thorough verification. Additionally, LicenseMatch provides the license status information in the case of LicenseMatch Gold.

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.

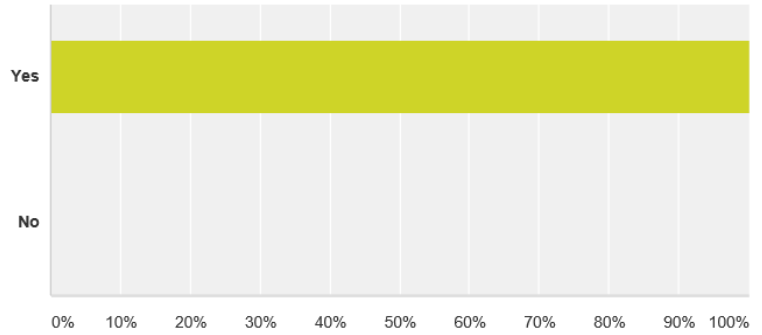
Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals, which elevates the level of satisfaction experienced by Georgians when interacting with their state government.

The results of FY'17 Survey indicate that satisfaction levels are high for the LicenseMatch service. Office of Data Sales will continue to solicit feedback and work to improve LicenseMatch, based on customer-focused enhancements.

Appendix

Did the LicenseMatch service meet your expectations?

Answered: 14 Skipped: 0

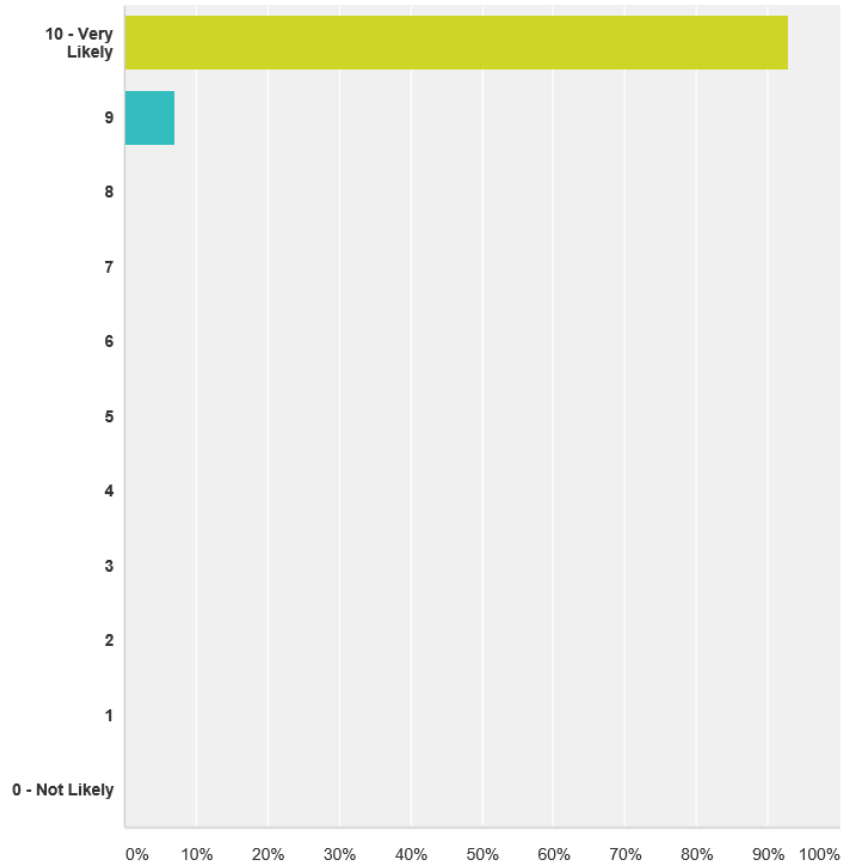


Answer Choices	Responses	
Yes	100.00%	14
No	0.00%	0
Total		14

Appendix

How likely is it that you would recommend LicenseMatch to a friend or colleague?

Answered: 14 Skipped: 0

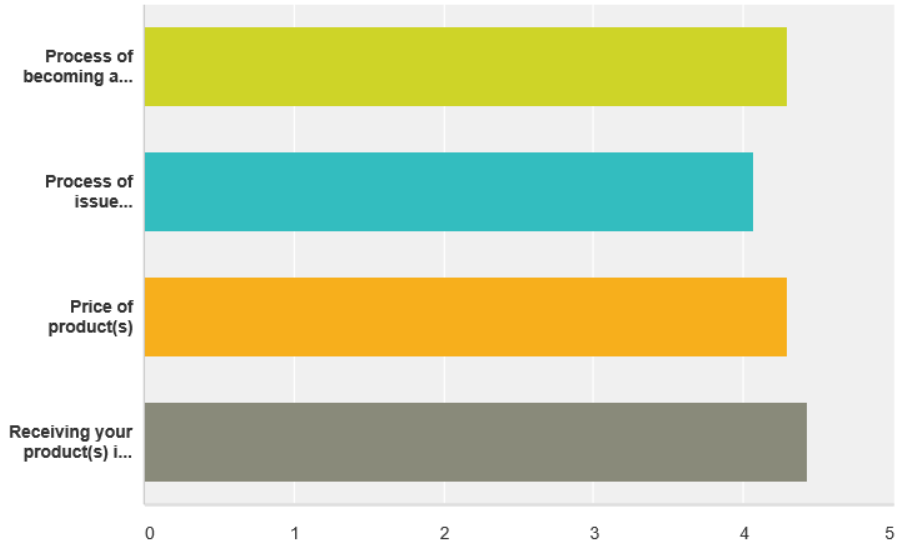


Answer Choices	Responses	Count
10 - Very Likely	92.86%	13
9	7.14%	1
8	0.00%	0
7	0.00%	0
6	0.00%	0
5	0.00%	0
4	0.00%	0
3	0.00%	0
2	0.00%	0
1	0.00%	0
0 - Not Likely	0.00%	0
Total		14

Appendix

Please rate the following statements according to your satisfaction level:

Answered: 14 Skipped: 0

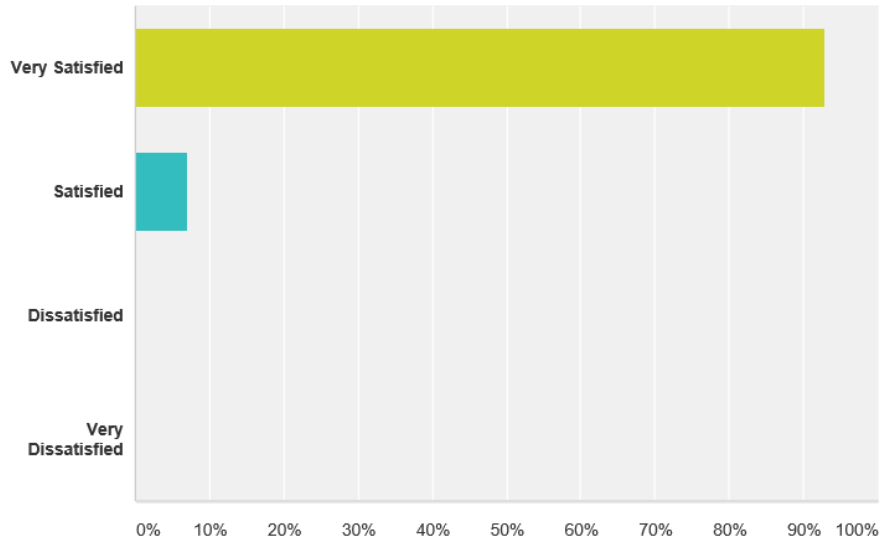


	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Total	Weighted Average
Process of becoming a customer	57.14% 8	14.29% 2	28.57% 4	0.00% 0	0.00% 0	14	4.29
Process of issue resolution	50.00% 7	14.29% 2	28.57% 4	7.14% 1	0.00% 0	14	4.07
Price of product (s)	57.14% 8	14.29% 2	28.57% 4	0.00% 0	0.00% 0	14	4.29
Receiving your product (s) in a timely manner	64.29% 9	14.29% 2	21.43% 3	0.00% 0	0.00% 0	14	4.43

Appendix

Please rate your satisfaction with the LicenseMatch system availability.

Answered: 14 Skipped: 0

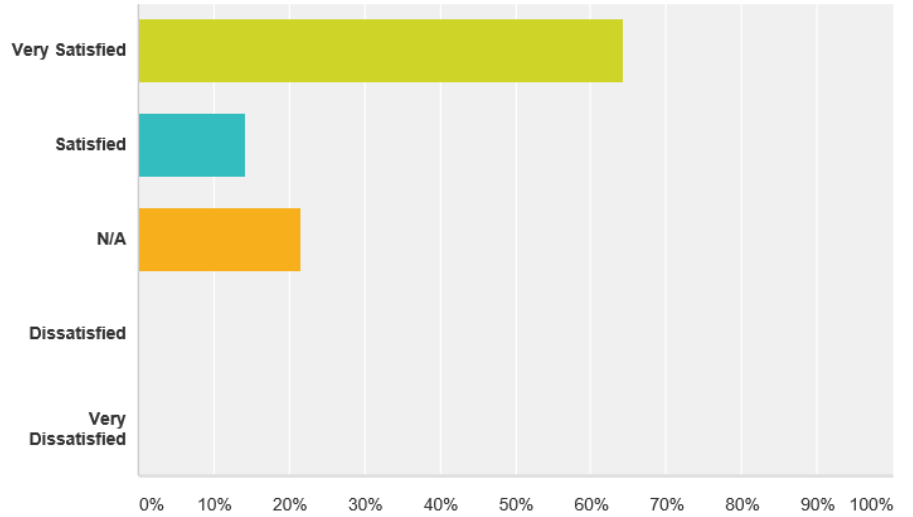


Answer Choices	Responses
Very Satisfied	92.86% 13
Satisfied	7.14% 1
Dissatisfied	0.00% 0
Very Dissatisfied	0.00% 0
Total	14

Appendix

Please rate your satisfaction level with the current billing process and method of making payment for services.

Answered: 14 Skipped: 0

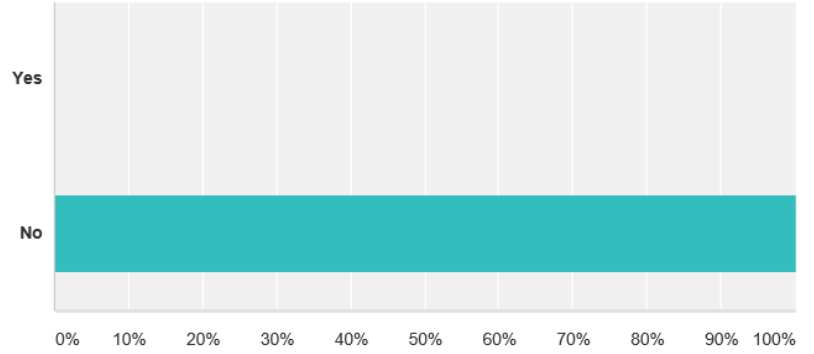


Answer Choices	Responses
Very Satisfied	64.29% 9
Satisfied	14.29% 2
N/A	21.43% 3
Dissatisfied	0.00% 0
Very Dissatisfied	0.00% 0
Total	14

Appendix

Would you be interested in accessing the LicenseMatch service from a mobile device?

Answered: 11 Skipped: 3

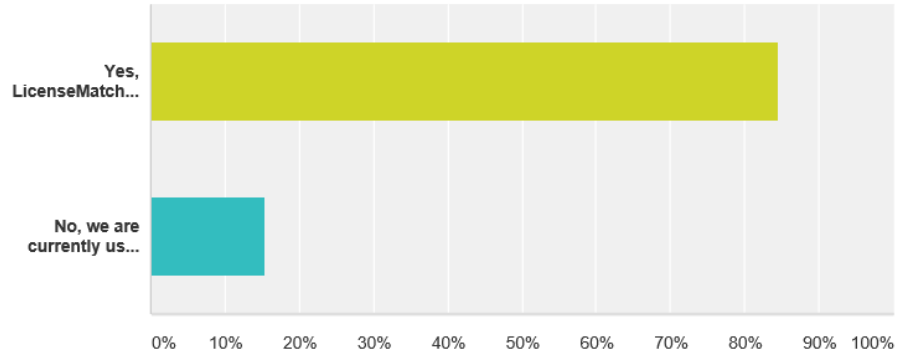


Answer Choices	Responses
Yes	0.00% 0
No	100.00% 11
Total	11

Appendix

Is LicenseMatch currently your only online option to verify Georgia license information?

Answered: 13 Skipped: 1

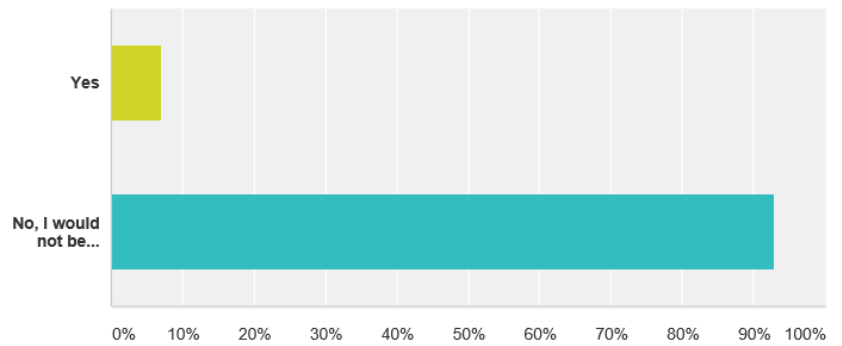


Answer Choices	Responses
<ul style="list-style-type: none"> Yes, LicenseMatch is currently the only online option to verify Georgia licenses. 	84.62% 11
<ul style="list-style-type: none"> No, we are currently using another online tool to verify Georgia licenses, or are considering using another tool (Please provide details below if you are using another online method of verification for Georgia licenses.) 	15.38% 2
Total	13

Appendix

In response to requests made in previous surveys, the state now offers Georgia Felon Search, an online Felony Records Search at felonsearch.ga.gov, as well as ROVER, an online system to order birth / death records at rover.ga.gov. Would either service be useful to you?

Answered: 14 Skipped: 0

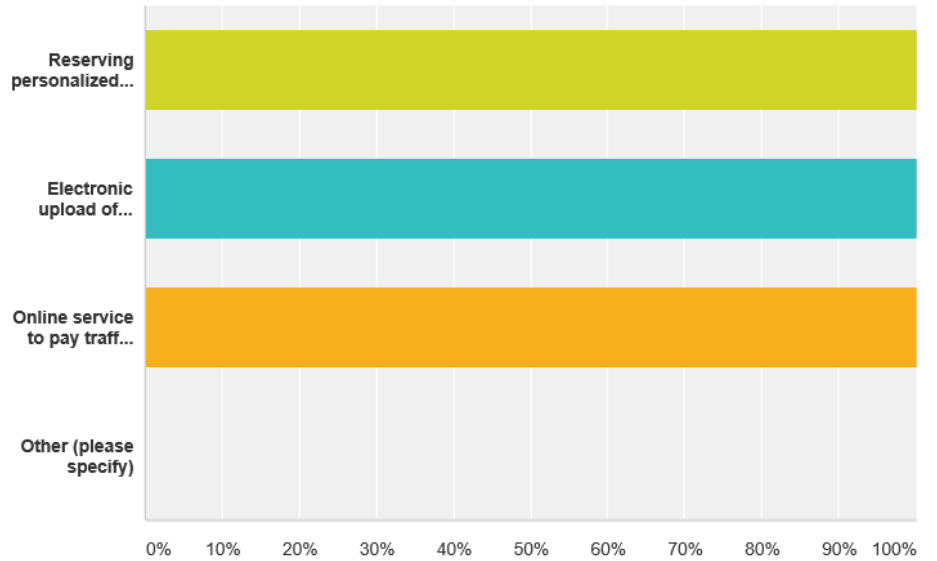


Answer Choices	Responses	
Yes	7.14%	1
No, I would not be interested	92.86%	13
Total		14

Appendix

Please select if you would like to see any of the following services offered. (Check all that apply)

Answered: 1 Skipped: 13

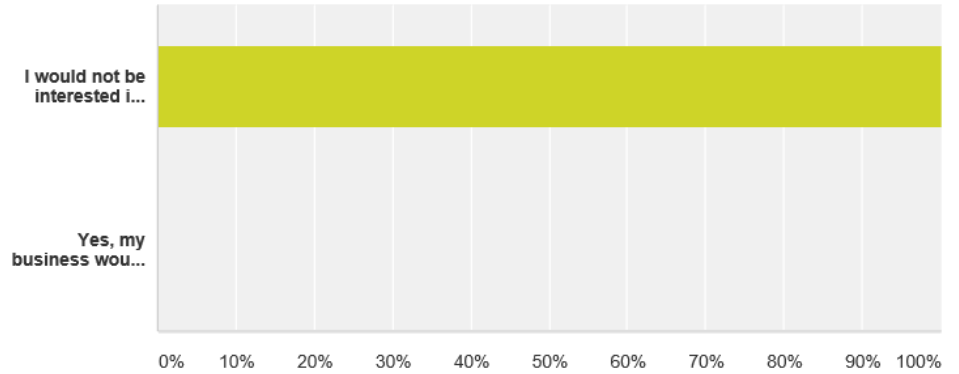


Answer Choices	Responses
Reserving personalized license plates online	100.00% 1
Electronic upload of Identification documents	100.00% 1
Online service to pay traffic tickets	100.00% 1
Other (please specify)	0.00% 0
Total Respondents: 1	

Appendix

Would your business be interested in offering discounts to Georgia state retirees?

Answered: 10 Skipped: 4

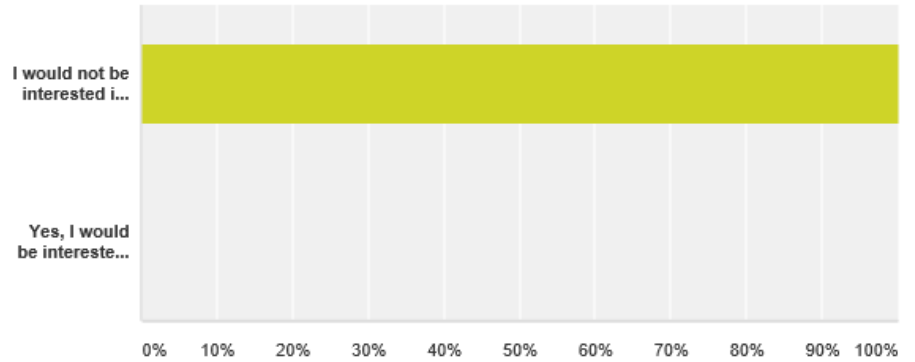


Answer Choices	Responses
<ul style="list-style-type: none"> I would not be interested in the discount program. 	100.00% 10
<ul style="list-style-type: none"> Yes, my business would be interested in offering discounts (Please provide your contact information below.) 	0.00% 0
Total	10

Appendix

Would you be interested in participating in a new product idea session?

Answered: 12 Skipped: 6



Answer Choices	Responses
<ul style="list-style-type: none"> I would not be interested in participating in a new product idea session. 	100.00% 12
<ul style="list-style-type: none"> Yes, I would be interested in participating in an idea session. (Please provide your contact information below.) 	0.00% 0
Total	12

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