



Georgia Technology Authority

---

FY'17 Annual  
MVR  
Survey Report

---

# FY'17 Annual MVR Survey

## TABLE OF CONTENTS

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

**Office of Data Sales**

47 Trinity Ave. Suite 600, Atlanta, GA 30334  
Tel: 404 463 2300 / Fax: 404 463 2390  
datasales@gta.ga.gov - <http://gta.ga.gov/>

# Executive Summary

The FY'17 annual survey for the motor vehicle report (MVR) service offering was conducted in January, 2017. The survey results indicate a customer satisfaction rating of 99.5% overall.

This was the twelfth annual survey conducted for the purpose of measuring and improving customer satisfaction of the online MVR service.

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 online MVR service was +76.

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

In addition, the Office of Data Sales has communicated with MVR customers who provided their optional contact information, in order to provide timely feedback to their suggestions.

These annual surveys have continued to help the Office of Data Sales maintain a 90+% customer satisfaction rating every year.

# Background & Objective

## Background:

The Georgia Technology Authority, in partnership with the Georgia Department of Driver Services, offers individual Driving History / Motor Vehicle Report (MVR) via the Internet to all certified customers.

MVR is the applicable abstract of an individual Driver's Record licensed to the customer. The contents of the abstract will vary according to the purpose for which the abstract is requested.

There are five purposes for requesting an MVR: insurance, employment, credit, rental car agency, and limited rating information:

1. Insurance companies and/or insurance support organizations (ISOs) may ascertain MVR.
2. A customer may ascertain copies of driver records for employment purposes. (Each company must have written consent on file from the individual to request the driver record).
3. A customer may ascertain MVR for credit purposes in accordance with the Fair Credit Reporting Act.
4. Car agencies that maintain their own insurance division may ascertain MVR for insurance purposes. (These insurance divisions are certified by the Insurance Commissioner to insure their vehicles and handle their own claims).
5. Only insurance agents and ISOs may request the limited rating report.

## Objective:

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

# 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 online MVR 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.”

The Office of Data Sales designed questions with the intention of measuring various aspects of the online MVR service, as well as give customers an opportunity to share ideas on how this service could be improved.

The respondents’ open-ended responses were categorized into concerns and suggestions. The results were analyzed, and standard responses were formulated. The Office of Data Sales contacted customers to thank them for providing their feedback and to personally discuss their suggestions.

Details of these discussions were recorded and will be considered as the basis for future enhancements.

# Survey Results

The survey included the entire MVR customer base who had performed transactions in the past year. The customers were separated into two groups. The first survey was sent to customers generating more than \$500 in revenue. Another survey was sent to customers generating \$499 or less in revenue.

The responses totaled to 66 for the customers with less than or equal to \$499 in transactions, resulting in about a 27% response rate. The satisfaction rating for this group was 99%. The Net Promoter Score for this group was +68.

The responses totaled to 23 for the customers with greater than \$500 in transactions, resulting in about a 28% response rate. The satisfaction rating for this group was 100%. The Net Promoter Score for this group was +83.

The details of the survey are listed in the Appendix.

# Survey Results

The survey results were categorized into the following customer comments:

## Customer Concern:

- A few customers requested password expiration policy change.

## Customer Suggestions:

- Several customers suggested having the ability to pay bills online.
- A more detailed explanation of citations and withdrawals was requested as an enhancement.
- Having the ability to upload a copy of commercial driver's license medical certificate information was suggested.
- Some customers suggested being able to view a list of names for MVR's that were searched, and / or having details in the bills, listing the names of individuals searched.

# Survey Results

## Customer Concern

- A few customers requested password expiration policy change.

## GTA Response

Security is always a priority, and password expirations are required to adhere to the Georgia state security policies.

## Customer Suggestion

- Several customers suggested having the ability to pay bills online.
- A more detailed explanation of citations and withdrawals was requested as an enhancement.
- Having the ability to upload a copy of a commercial driver's licensee's medical certificate was suggested.

## GTA Response

Thank you for the suggestion. The GPS billing system is not currently designed to accept online payments at this time. Improvements are always being considered, however, and we appreciate the feedback.

For reference, the MVR code definition list can be found on the Department of Driver Services website at: <https://onlinemvr.dds.ga.gov/mvr/codes.aspx>

Please contact DDS for any issues related to formatting of the MVR. The contact email is [gaddsproudsupport@dds.ga.gov](mailto:gaddsproudsupport@dds.ga.gov).

We appreciate the suggestion. Georgia Technology Authority, in partnership with the Georgia Department of Driver Services, will investigate this option, as well as any other possible enhancements.

- Some customers suggested being able to view a list of names for MVR's that were searched, and / or having details in the bills, listing the names of individuals searched.

The State of Georgia does not provide lists of driver license information searched within the state's database due to system regulations and privacy policies. The Driver's Privacy Protection Act prevents the release of name listings with driver information under 40-5-2 OCGA state law.



# Conclusion

The Office of Data Sales concludes that these surveys have been 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.

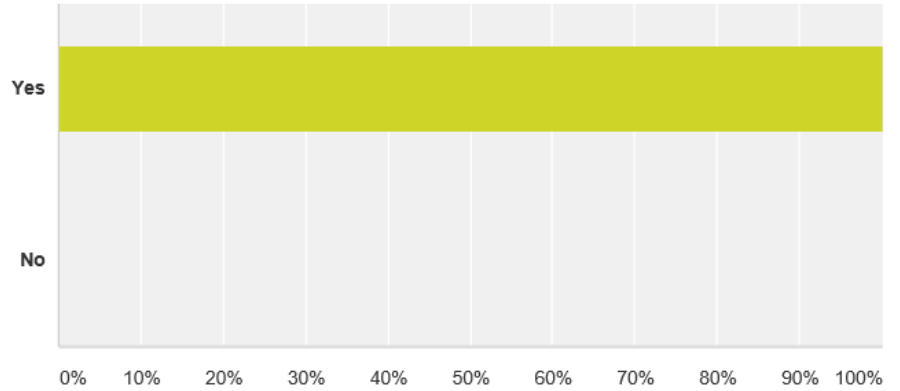
The results of FY'17 Survey again indicate that there is a high satisfaction associated with this offering. Office of Data Sales will continue to solicit feedback from customers and work to improve the service based on customer-focused enhancements.

# Appendix

Details of survey for first group (MVR customer base generating more than \$500 in revenue per customer):

## Did the MVR service meet your expectations?

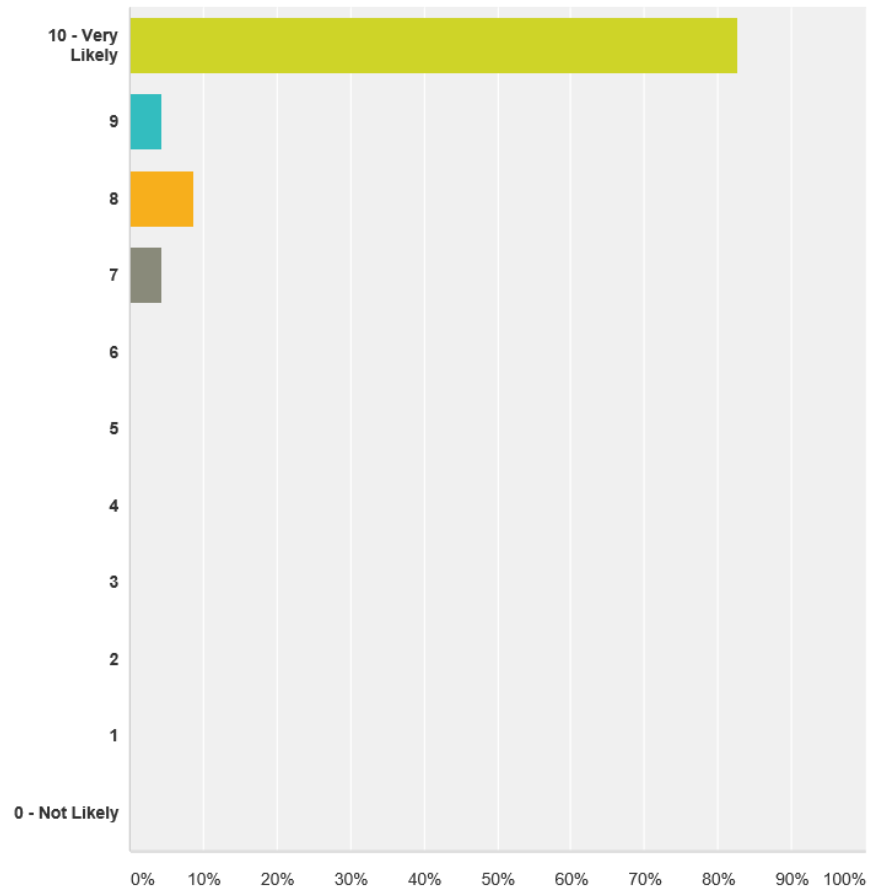
Answered: 23 Skipped: 0



Answer Choices	Responses
Yes	100.00% 23
No	0.00% 0
Total	23

# Appendix

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

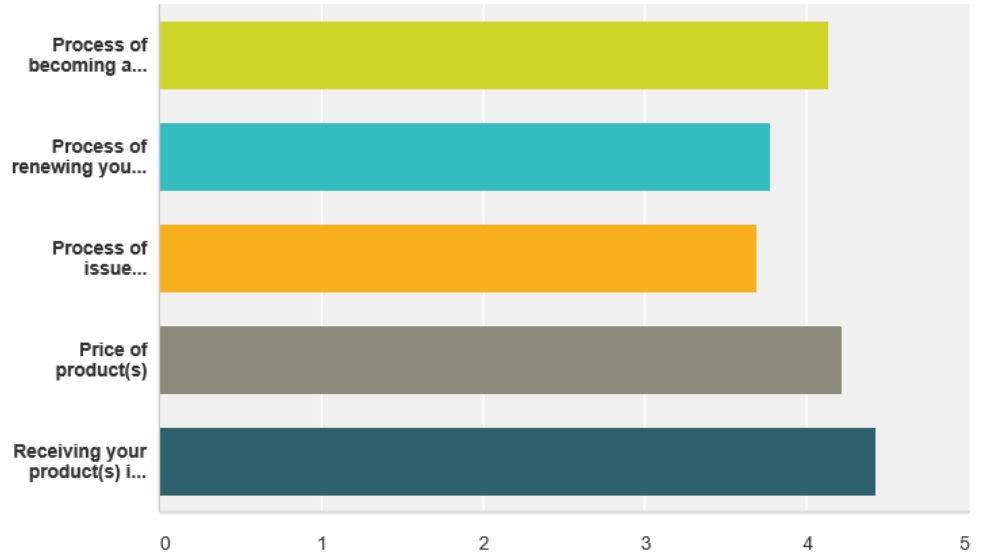


Answer Choices	Responses	
10 - Very Likely	82.61%	19
9	4.35%	1
8	8.70%	2
7	4.35%	1
6	0.00%	0
5	0.00%	0
4	0.00%	0
3	0.00%	0
2	0.00%	0
1	0.00%	0
0 - Not Likely	0.00%	0
<b>Total</b>		<b>23</b>

# Appendix

Please rate the following statements according to your satisfaction level:

Answered: 23 Skipped: 0

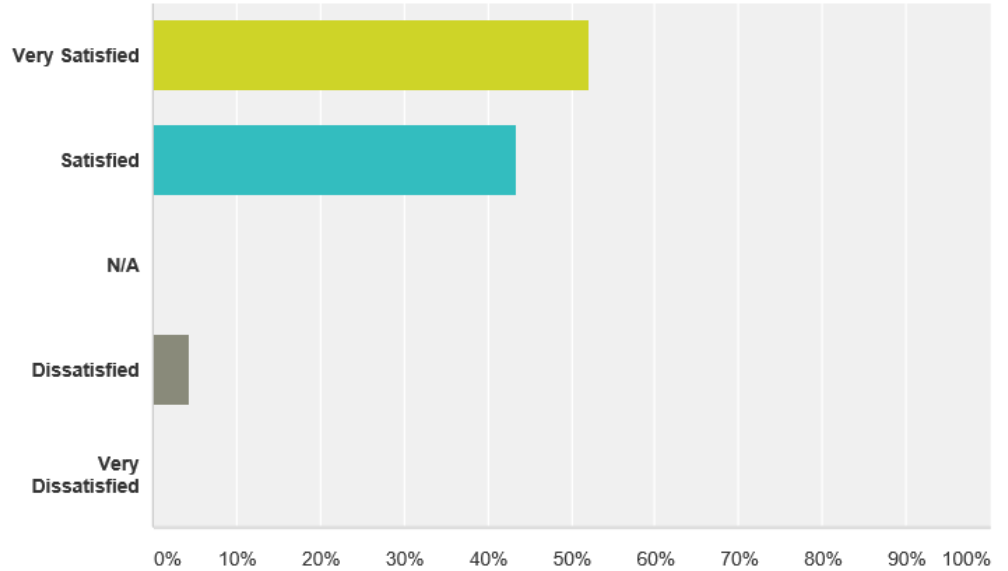


	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Total	Weighted Average
Process of becoming a customer	47.83% 11	34.78% 8	8.70% 2	0.00% 0	8.70% 2	23	4.13
Process of renewing your account	39.13% 9	39.13% 9	0.00% 0	4.35% 1	17.39% 4	23	3.78
Process of issue resolution	30.43% 7	30.43% 7	26.09% 6	4.35% 1	8.70% 2	23	3.70
Price of product (s)	39.13% 9	52.17% 12	4.35% 1	0.00% 0	4.35% 1	23	4.22
Receiving your product (s) in a timely manner	69.57% 16	21.74% 5	0.00% 0	0.00% 0	8.70% 2	23	4.43

# Appendix

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

Answered: 23 Skipped: 0

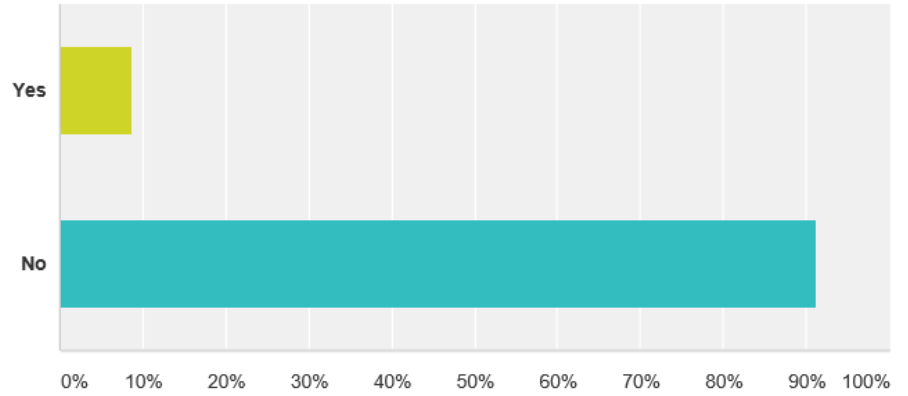


Answer Choices	Responses
Very Satisfied	52.17% 12
Satisfied	43.48% 10
N/A	0.00% 0
Dissatisfied	4.35% 1
Very Dissatisfied	0.00% 0
Total	23

# Appendix

## Would you be interested in accessing the Online MVR service from a mobile device?

Answered: 23 Skipped: 0

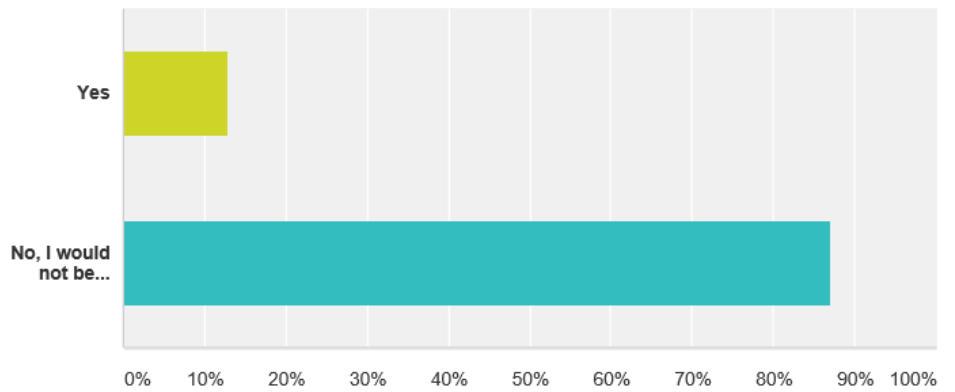


Answer Choices	Responses	
▼ Yes	8.70%	2
▼ No	91.30%	21
Total		23

# 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](http://felonsearch.ga.gov), as well as ROVER, an online system to order birth / death records at [rover.ga.gov](http://rover.ga.gov), in addition to online MVR's. Would either of these services be useful to you?

Answered: 23 Skipped: 0

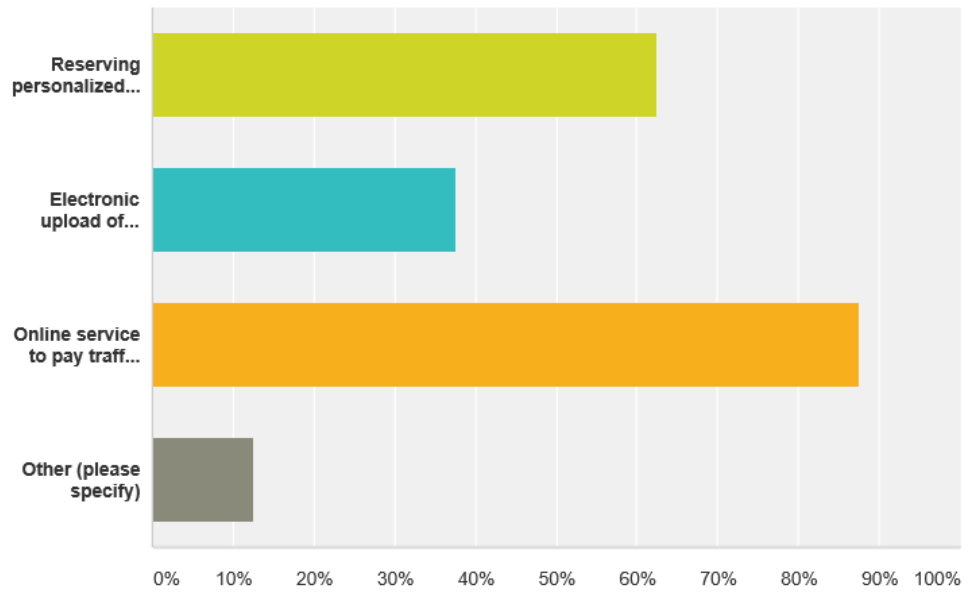


Answer Choices	Responses
Yes	13.04% 3
No, I would not be interested.	86.96% 20
Total	23

# Appendix

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

Answered: 8 Skipped: 15



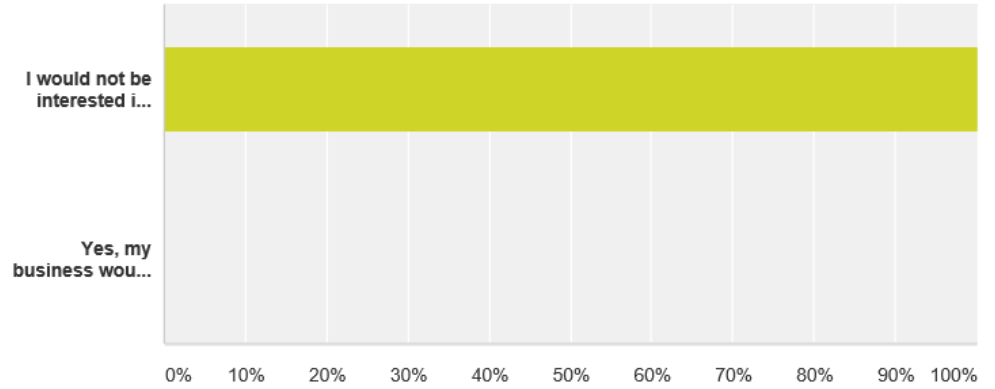
Answer Choices	Responses
Reserving personalized license plates online	62.50% 5
Electronic upload of Identification documents	37.50% 3
Online service to pay traffic tickets	87.50% 7
Other (please specify)	12.50% 1
Total Respondents: 8	



# Appendix

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

Answered: 22 Skipped: 1

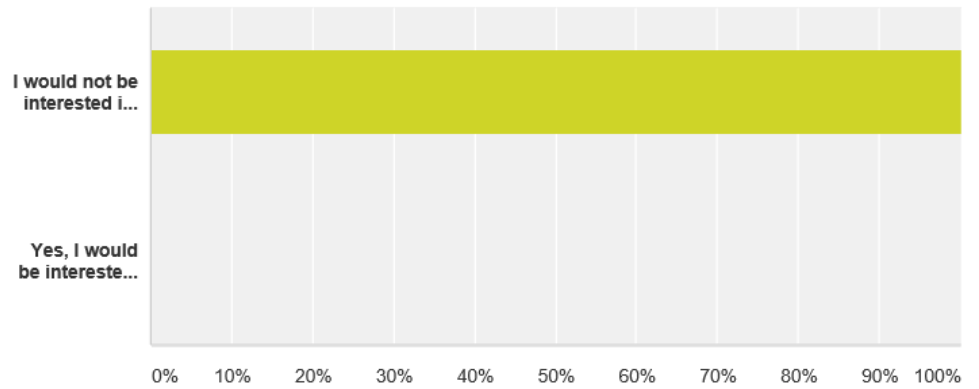


Answer Choices	Responses
<ul style="list-style-type: none"> <li>▼ I would not be interested in the discount program.</li> </ul>	<b>100.00%</b> 22
<ul style="list-style-type: none"> <li>▼ Yes, my business would be interested in offering discounts (Please provide your contact information below.)</li> </ul>	<b>0.00%</b> 0
Total	22

# Appendix

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

Answered: 22 Skipped: 1



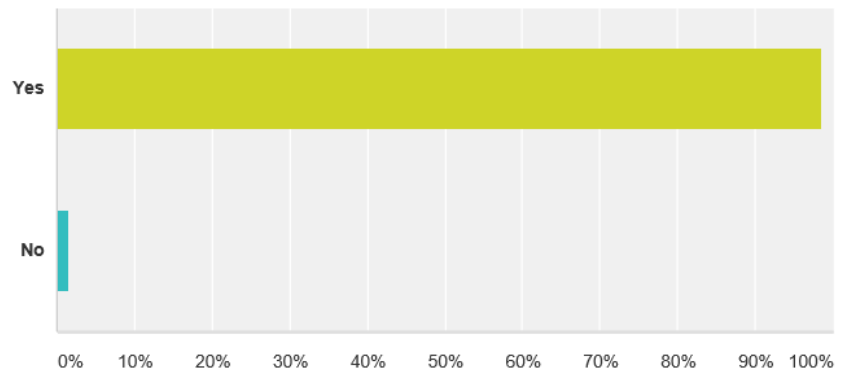
Answer Choices	Responses
<ul style="list-style-type: none"> <li>I would not be interested in participating in a new product idea session.</li> </ul>	<b>100.00%</b> 22
<ul style="list-style-type: none"> <li>Yes, I would be interested in participating in a new product idea session. (Please provide your contact information below.)</li> </ul>	<b>0.00%</b> 0
Total	22

# Appendix

Details of survey for second group (MVR customer base generating equal or less than \$499 in revenue per customer):

## Did the MVR service meet your expectations?

Answered: 66 Skipped: 0

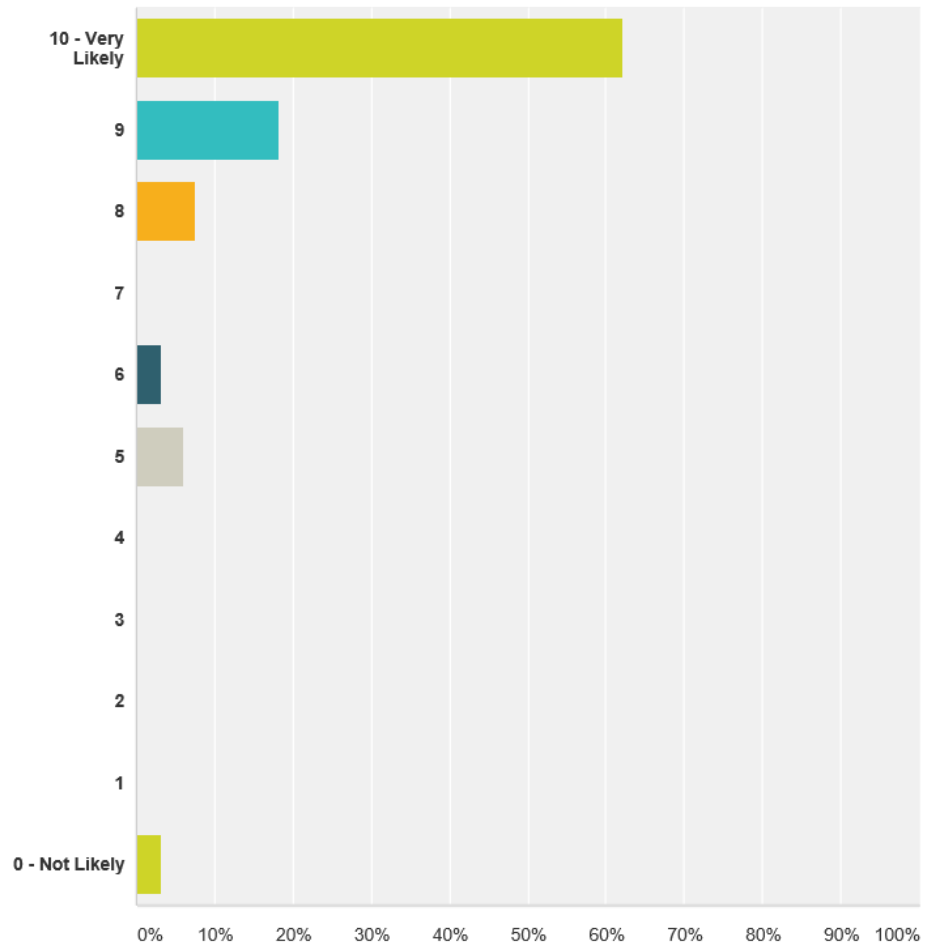


Answer Choices	Responses	
Yes	98.48%	65
No	1.52%	1
Total		66

# Appendix

## How likely is it that you would recommend online MVR to a friend or colleague?

Answered: 66 Skipped: 0

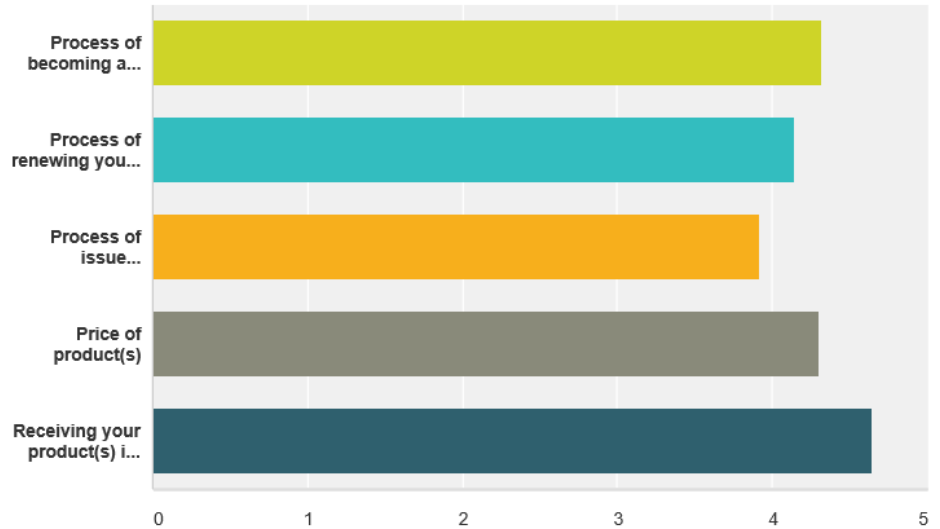


Answer Choices	Responses	Count
10 - Very Likely	62.12%	41
9	18.18%	12
8	7.58%	5
7	0.00%	0
6	3.03%	2
5	6.06%	4
4	0.00%	0
3	0.00%	0
2	0.00%	0
1	0.00%	0
0 - Not Likely	3.03%	2
<b>Total</b>		<b>66</b>

# Appendix

Please rate the following statements according to your satisfaction level:

Answered: 66 Skipped: 0

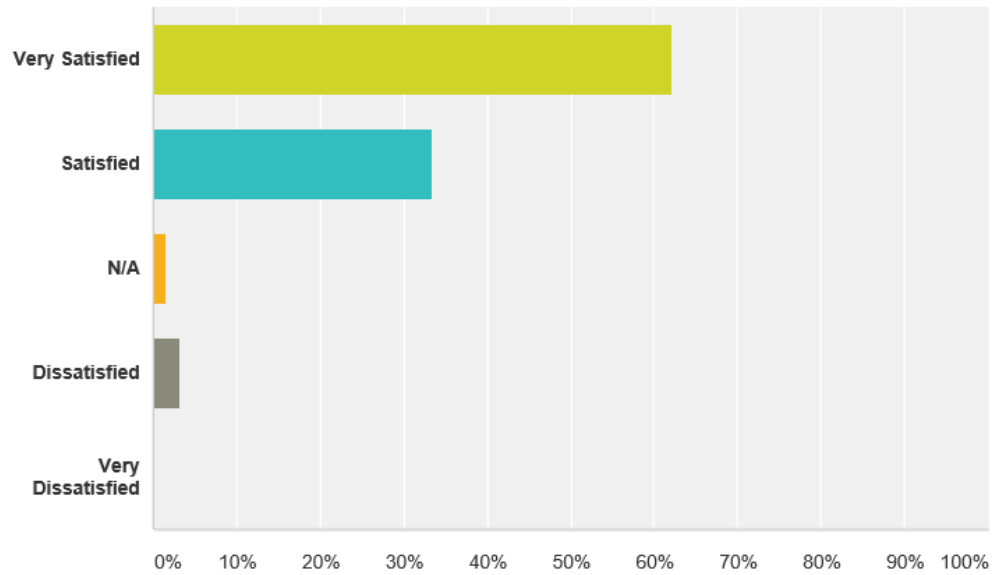


	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Total	Weighted Average
Process of becoming a customer	45.45% 30	43.94% 29	9.09% 6	0.00% 0	1.52% 1	66	4.32
Process of renewing your account	48.48% 32	27.27% 18	15.15% 10	7.58% 5	1.52% 1	66	4.14
Process of issue resolution	36.36% 24	24.24% 16	34.85% 23	3.03% 2	1.52% 1	66	3.91
Price of product (s)	45.45% 30	43.94% 29	6.06% 4	4.55% 3	0.00% 0	66	4.30
Receiving your product (s) in a timely manner	69.70% 46	25.76% 17	3.03% 2	1.52% 1	0.00% 0	66	4.64

# Appendix

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

Answered: 66 Skipped: 0

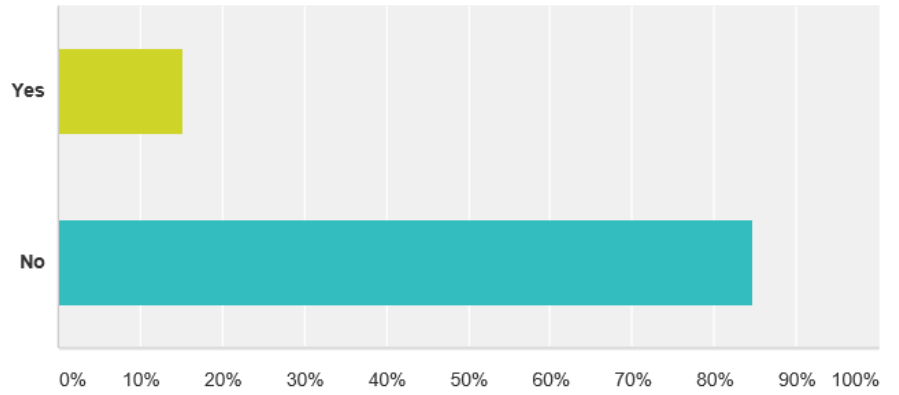


Answer Choices	Responses
Very Satisfied	62.12% 41
Satisfied	33.33% 22
N/A	1.52% 1
Dissatisfied	3.03% 2
Very Dissatisfied	0.00% 0
Total	66

# Appendix

## Would you be interested in accessing the Online MVR service from a mobile device?

Answered: 66 Skipped: 0

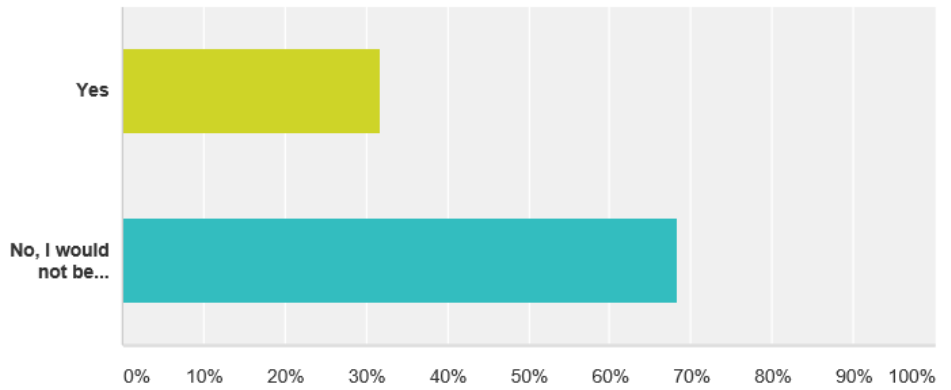


Answer Choices	Responses	
Yes	15.15%	10
No	84.85%	56
Total		66

# 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](http://felonsearch.ga.gov), as well as ROVER, an online system to order birth / death records at [rover.ga.gov](http://rover.ga.gov), in addition to online MVR's. Would either of these services be useful to you?

Answered: 66 Skipped: 0



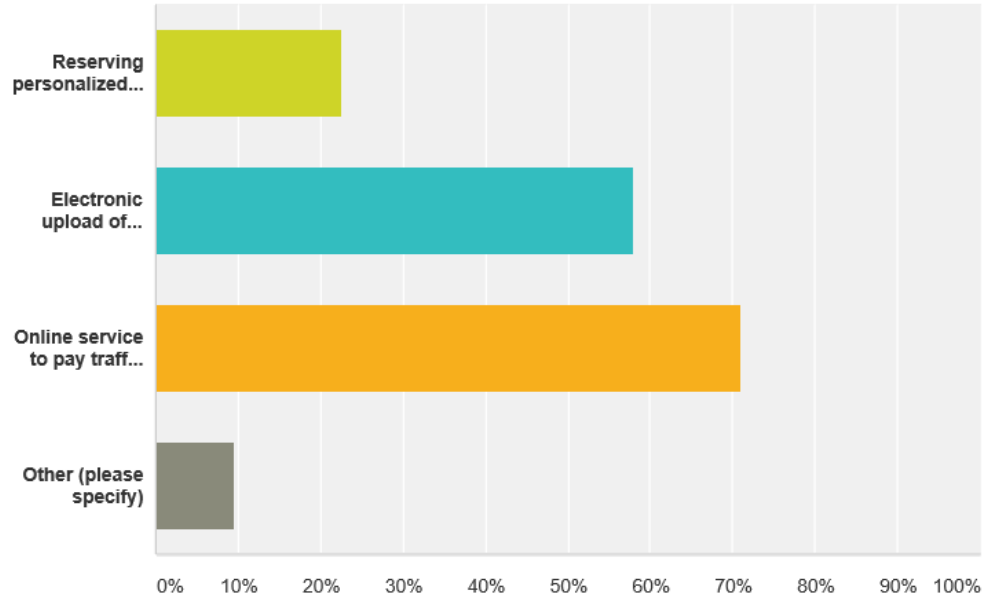
Answer Choices	Responses	
Yes	31.82%	21
No, I would not be interested.	68.18%	45
Total		66



# Appendix

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

Answered: 31 Skipped: 35

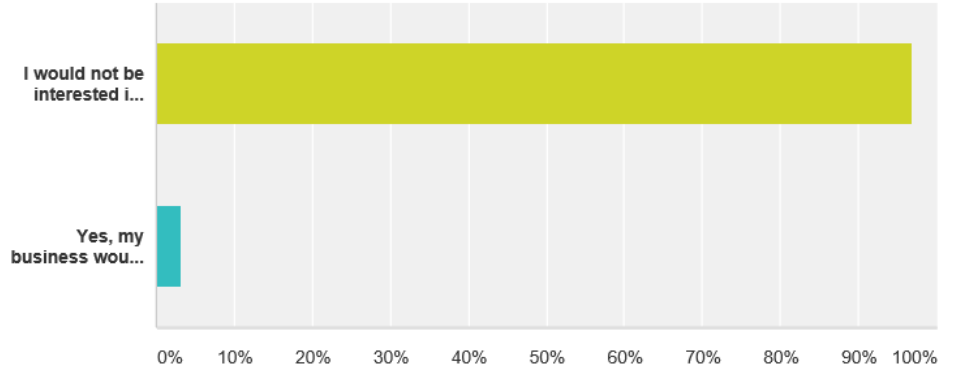


Answer Choices	Responses
Reserving personalized license plates online	22.58% 7
Electronic upload of Identification documents	58.06% 18
Online service to pay traffic tickets	70.97% 22
Other (please specify)	9.68% 3
Total Respondents: 31	

# Appendix

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

Answered: 63 Skipped: 3

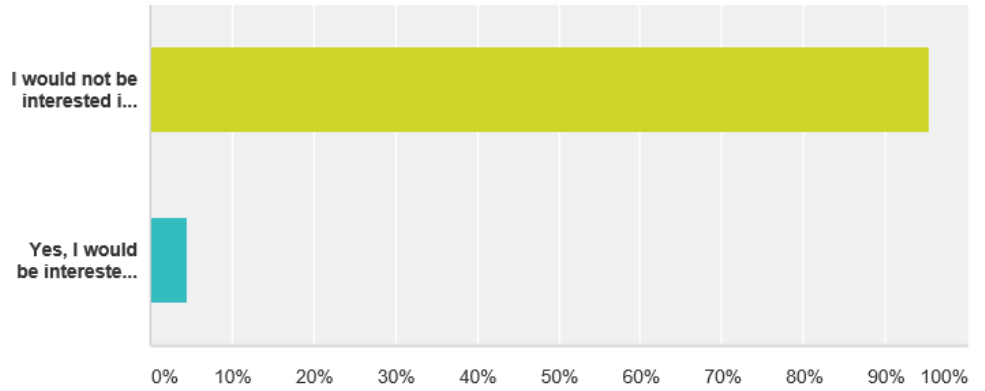


Answer Choices	Responses
<ul style="list-style-type: none"> <li>I would not be interested in the discount program.</li> </ul>	<b>96.83%</b> 61
<ul style="list-style-type: none"> <li>Yes, my business would be interested in offering discounts (Please provide your contact information below.)</li> </ul>	<b>3.17%</b> 2
Total	63

# Appendix

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

Answered: 64 Skipped: 2



Answer Choices	Responses
<ul style="list-style-type: none"> <li>I would not be interested in participating in a new product idea session.</li> </ul>	<b>95.31%</b> 61
<ul style="list-style-type: none"> <li>Yes, I would be interested in participating in an idea session. (Please provide your contact information below.)</li> </ul>	<b>4.69%</b> 3
Total	64

**Office of Data Sales**

47 Trinity Ave. Suite 600, Atlanta, GA 30334

Tel: 404 463 2300 / Fax: 404 463 2390

[datasales@gta.ga.gov](mailto:datasales@gta.ga.gov) - <http://gta.ga.gov/>