



Georgia Technology Authority

FY'18
MVR
Survey Report

FY'18 Annual MVR Survey

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Executive Summary

The FY'18 annual survey for the motor vehicle report (MVR) service offering was conducted in January, 2018. The survey results indicate a customer satisfaction rating of 99% overall.

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

As with last year, the Net Promoter Score (NPS) was used 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 +63.

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

Based upon the methodology established in previous years for customer service improvement, Office of Data Sales has followed similar methodology for 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 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.

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 \$500 or more in revenue. Another survey was sent to customers generating \$499 or less in revenue.

The responses totaled to 92 for the customers with less than or equal to \$499 in transactions, resulting in about a 35% response rate. The satisfaction rating for this group was 98%. The Net Promoter Score for this group was +49.

The responses totaled to 30 for the customers with \$500 or more in transactions, resulting in about a 37% response rate. The satisfaction rating for this group was 100%. The Net Promoter Score for this group was +77.

The details of the survey are listed in the Appendix.

Survey Results

The survey results were categorized into the following customer comments:

Customer Concern:

- Some customers expressed concerns regarding the new policy implemented by Georgia Department of Driver Services, requiring customers to conduct a minimum of fifty searches.
- Some customers expressed concern that the system's requirement for a name in the search field could lead to no-hits, as hyphenated, foreign, and dual names create a difference between the way the names are displayed on licenses and what is contained in the DDS system.

Customer Suggestions:

- A few customers suggested including details on the invoices, such as the person's name that was searched, etc.
- It was requested to allow for searching via license plate information.

Survey Results

Customer Concern

GTA Response

- Some customers expressed concerns regarding the new policy implemented by Georgia Department of Driver Services, requiring customers to conduct a minimum of fifty searches.

We understand your concern and apologize for any inconveniences. The new policy requires a minimum of fifty drivers due to the costs of providing the MVR service through the state.

If you are a business that conducts less than fifty searches annually, you have the option to go through private vendors for the service. The reason for this is cost reduction, as well as increased security measures being implemented by the Georgia Department of Driver Services.

Other vendors you may consider for less than fifty searches per year are listed below.

Hire Right

800.400.2761

Samba Safety

888.847.2622 Option 4

sales@sambasafety.com

- Some customers expressed concern that the system's requirement for a name in the search field could lead to no-hits, as hyphenated, foreign, and dual names create a difference between the way the names are displayed on licenses and what is contained in the DDS system.

We understand your concern, and we appreciate you bringing this issue to our attention. Going forward, Georgia Technology Authority will work alongside the Georgia Department of Driver Services to implement any possible changes that may reduce the possibility of no-hit charges.

Currently, DDS requires the name to be entered exactly as it appears on the driver's license in order to receive a valid response, due to system security concerns.

Survey Results

Customer Suggestion

GTA Response

– A few customers suggested including details on the invoices, such as the person’s name that was searched, etc.

The Georgia Driver’s Privacy Protection Act prevents the sharing of data on drivers, including personal information. Georgia Technology Authority does not keep a record of drivers searched in the online MVR system.

– It was requested to allow for searching via license plate information.

Tag information is not available due to the Georgia Driver’s Privacy Protection Act.

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.

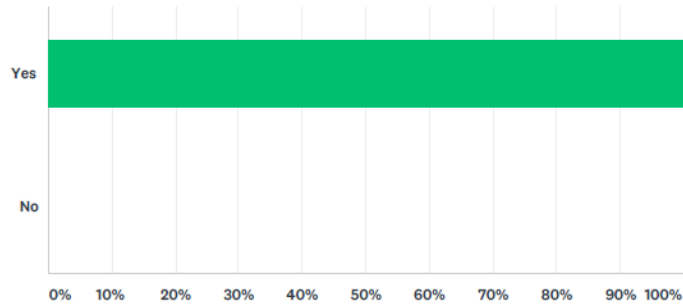
The results of FY'18 Survey again indicate that there is a high satisfaction associated with this offering. Office of Data Sales will continue to solicit feedback from customers and work to improve the service based on customer-focused enhancements.

Appendix

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

Did the MVR service meet your expectations?

Answered: 30 Skipped: 0

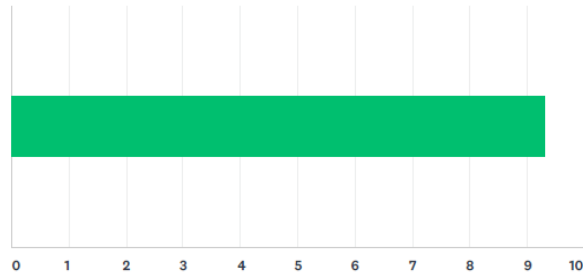


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 100.00% | 30 |
| No | 0.00% | 0 |
| TOTAL | | 30 |

Appendix

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

Answered: 30 Skipped: 0



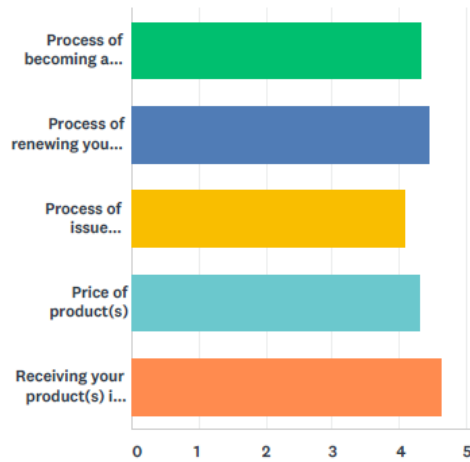
| ANSWER CHOICES | AVERAGE NUMBER | TOTAL NUMBER | RESPONSES |
|-----------------------|----------------|--------------|-----------|
| | 9 | 279 | 30 |
| Total Respondents: 30 | | | |

Net Promoter +77

Appendix

Please rate the following statements according to your satisfaction level:

Answered: 30 Skipped: 0

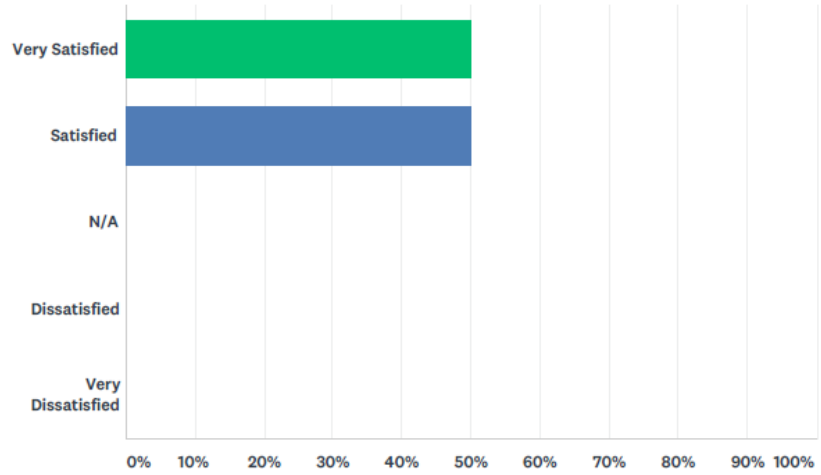


| | VERY SATISFIED | SATISFIED | N/A | DISSATISFIED | VERY DISSATISFIED | TOTAL | WEIGHTED AVERAGE |
|--|----------------|--------------|--------------|--------------|-------------------|-------|------------------|
| Process of becoming a customer | 40.00% 12 | 53.33% 16 | 6.67% 2 | 0.00% 0 | 0.00% 0 | 30 | 4.33 |
| Process of renewing your account | 46.67% 14 | 50.00% 15 | 3.33% 1 | 0.00% 0 | 0.00% 0 | 30 | 4.43 |
| Process of issue resolution | 40.00% 12 | 26.67% 8 | 33.33% 10 | 0.00% 0 | 0.00% 0 | 30 | 4.07 |
| Price of product(s) | 43.33% 13 | 46.67% 14 | 6.67% 2 | 3.33% 1 | 0.00% 0 | 30 | 4.30 |
| Receiving your product(s) in a timely manner | 66.67% 20 | 30.00% 9 | 3.33% 1 | 0.00% 0 | 0.00% 0 | 30 | 4.63 |

Appendix

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

Answered: 30 Skipped: 0

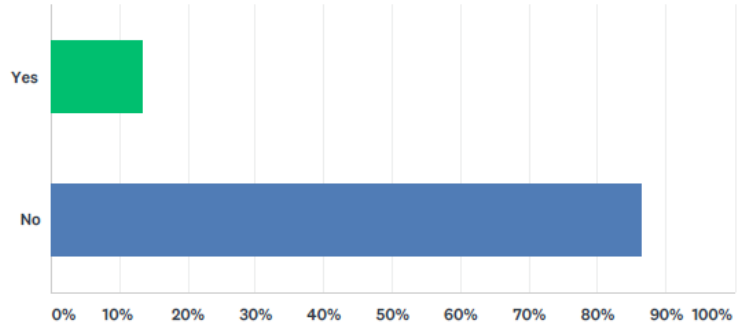


| ANSWER CHOICES | RESPONSES | |
|-------------------|-----------|-----------|
| Very Satisfied | 50.00% | 15 |
| Satisfied | 50.00% | 15 |
| N/A | 0.00% | 0 |
| Dissatisfied | 0.00% | 0 |
| Very Dissatisfied | 0.00% | 0 |
| TOTAL | | 30 |

Appendix

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

Answered: 30 Skipped: 0

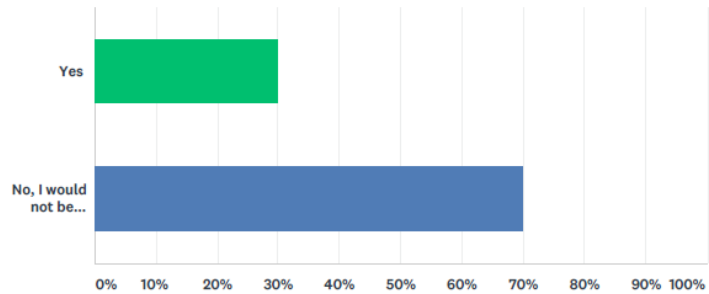


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 13.33% | 4 |
| No | 86.67% | 26 |
| TOTAL | | 30 |

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, in addition to online MVR's. Would either of these services be useful to you?

Answered: 30 Skipped: 0

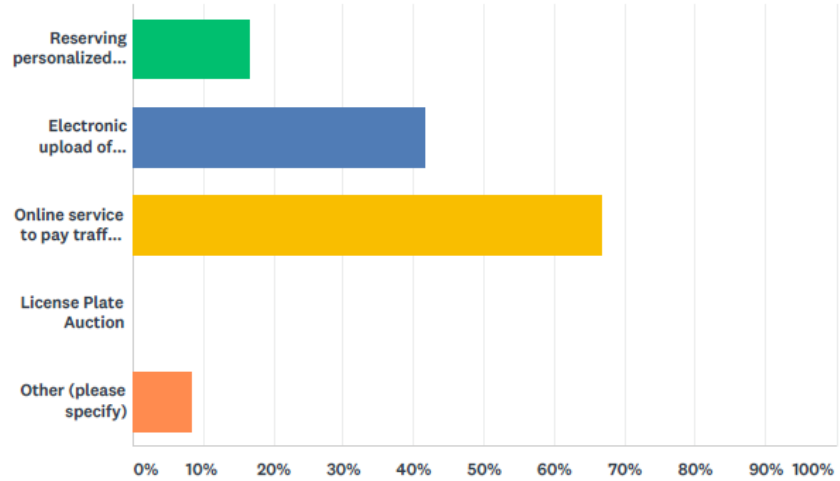


| ANSWER CHOICES | RESPONSES | |
|--------------------------------|-----------|----|
| Yes | 30.00% | 9 |
| No, I would not be interested. | 70.00% | 21 |
| TOTAL | | 30 |

Appendix

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

Answered: 12 Skipped: 18



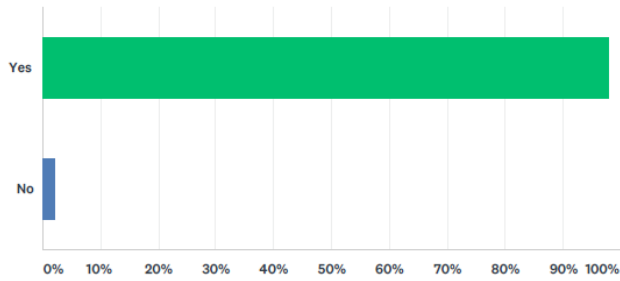
| ANSWER CHOICES | RESPONSES | |
|---|-----------|---|
| Reserving personalized license plates online | 16.67% | 2 |
| Electronic upload of Identification documents | 41.67% | 5 |
| Online service to pay traffic tickets | 66.67% | 8 |
| License Plate Auction | 0.00% | 0 |
| Other (please specify) | 8.33% | 1 |
| Total Respondents: 12 | | |

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: 92 Skipped: 0

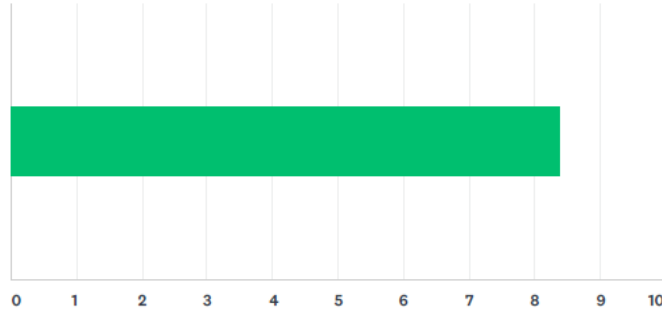


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 97.83% | 90 |
| No | 2.17% | 2 |
| TOTAL | | 92 |

Appendix

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

Answered: 92 Skipped: 0



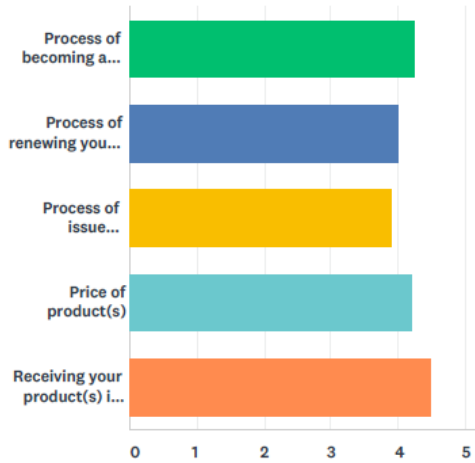
| ANSWER CHOICES | AVERAGE NUMBER | TOTAL NUMBER | RESPONSES |
|-----------------------|----------------|--------------|-----------|
| | 8 | 772 | 92 |
| Total Respondents: 92 | | | |

Net Promoter +49

Appendix

Please rate the following statements according to your satisfaction level:

Answered: 92 Skipped: 0

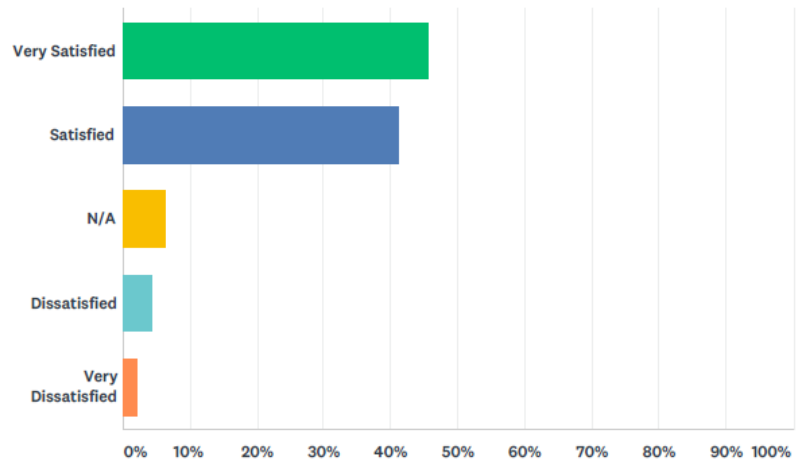


| | VERY SATISFIED | SATISFIED | N/A | DISSATISFIED | VERY DISSATISFIED | TOTAL | WEIGHTED AVERAGE |
|--|----------------|--------------|--------------|--------------|-------------------|-------|------------------|
| Process of becoming a customer | 38.04% 35 | 52.17% 48 | 6.52% 6 | 2.17% 2 | 1.09% 1 | 92 | 4.24 |
| Process of renewing your account | 33.70% 31 | 42.39% 39 | 14.13% 13 | 8.70% 8 | 1.09% 1 | 92 | 3.99 |
| Process of issue resolution | 30.43% 28 | 35.87% 33 | 28.26% 26 | 4.35% 4 | 1.09% 1 | 92 | 3.90 |
| Price of product(s) | 34.78% 32 | 52.17% 48 | 10.87% 10 | 2.17% 2 | 0.00% 0 | 92 | 4.20 |
| Receiving your product(s) in a timely manner | 52.17% 48 | 43.48% 40 | 3.26% 3 | 1.09% 1 | 0.00% 0 | 92 | 4.47 |

Appendix

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

Answered: 92 Skipped: 0

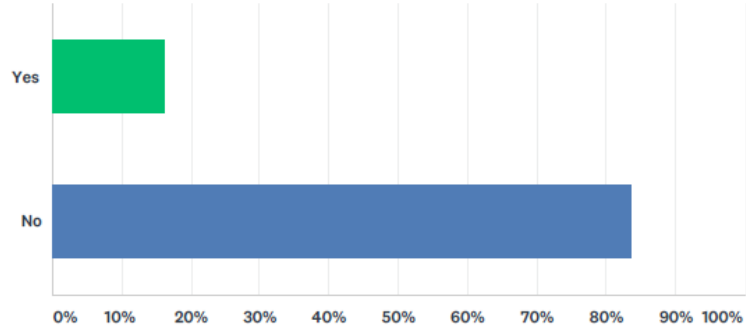


| ANSWER CHOICES | RESPONSES | |
|-------------------|-----------|----|
| Very Satisfied | 45.65% | 42 |
| Satisfied | 41.30% | 38 |
| N/A | 6.52% | 6 |
| Dissatisfied | 4.35% | 4 |
| Very Dissatisfied | 2.17% | 2 |
| TOTAL | | 92 |

Appendix

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

Answered: 92 Skipped: 0

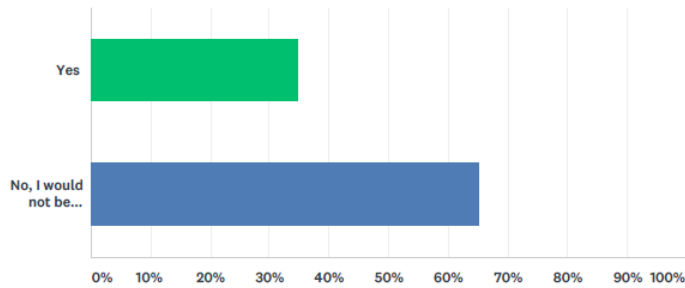


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 16.30% | 15 |
| No | 83.70% | 77 |
| TOTAL | | 92 |

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, in addition to online MVR's. Would either of these services be useful to you?

Answered: 92 Skipped: 0

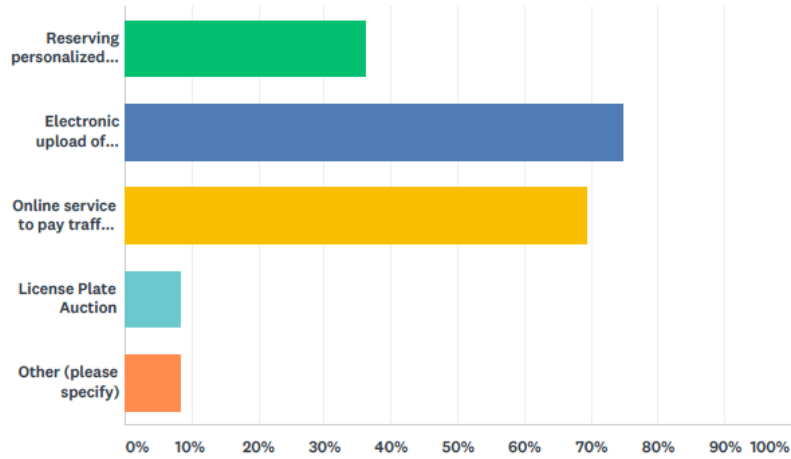


| ANSWER CHOICES | RESPONSES | |
|--------------------------------|-----------|----|
| Yes | 34.78% | 32 |
| No, I would not be interested. | 65.22% | 60 |
| TOTAL | | 92 |

Appendix

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

Answered: 36 Skipped: 56



| ANSWER CHOICES | RESPONSES |
|---|-----------|
| Reserving personalized license plates online | 36.11% 13 |
| Electronic upload of Identification documents | 75.00% 27 |
| Online service to pay traffic tickets | 69.44% 25 |
| License Plate Auction | 8.33% 3 |
| Other (please specify) | 8.33% 3 |
| Total Respondents: 36 | |

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