



FY'19
MVR
Survey Report

FY'19 Annual MVR Survey

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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'19 annual survey for the motor vehicle report (MVR) service offering was conducted in January, 2019. The survey results indicate a customer satisfaction rating of 96% overall.

This was the fourteenth 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 +55.

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'19 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 similar methodology for 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 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 85 for the customers with less than or equal to \$499 in transactions, resulting in about a 39% response rate. The satisfaction rating for this group was 91%. The Net Promoter Score for this group was +50.

The responses totaled to 37 for the customers with \$500 or more in transactions, resulting in about a 46% response rate. The satisfaction rating for this group was 100%. The Net Promoter Score for this group was +59.

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 to renew the account every two years with Department of Driver Services, as well as the requirement to change the password every thirty days is inconvenient.

Customer Suggestions:

- A few customers suggested including details on the invoices, such as the person's name that was searched, etc.
- Some customers suggested alternate payment methods, such as credit cards.

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 to renew the account every two years with Department of Driver Services, as well as the requirement to change the password every thirty days is inconvenient.

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 streamline the process to renew your account. Additionally, Georgia Technology Authority sends email notifications to customers sixty days in advance to your account expiring. These notifications are meant to provide a courtesy alert to begin the process of renewal, and avoid any inconvenience that a disruption in service may cause.

The requirement to update the password is mandatory due to state security standards.

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.

- Some customers suggested alternate payment methods, such as credit cards.

Thank you for the suggestion, however credit card payments are not an option in the current billing system. We will continue to gather feedback on suggested payment methods to determine if alternatives may be a possibility in the future. For your convenience, Georgia Technology Authority offers ACH automatic payment as an option to pay invoices.

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.

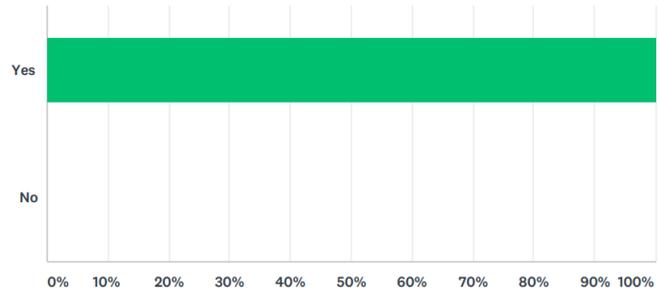
The results of FY'19 Survey again indicate that there is a high satisfaction associated with this offering. Office of Data Sales will continue to solicit feedback from customers and work to improve the service based on customer-focused enhancements.

Appendix

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

Q1 Did the MVR service meet your expectations?

Answered: 37 Skipped: 0

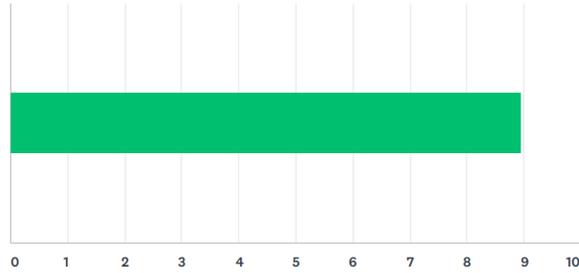


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Yes | 100.00% | 37 |
| No | 0.00% | 0 |
| TOTAL | | 37 |

Appendix

Q2 How likely is it that you would recommend online MVR to a friend or colleague?

Answered: 37 Skipped: 0



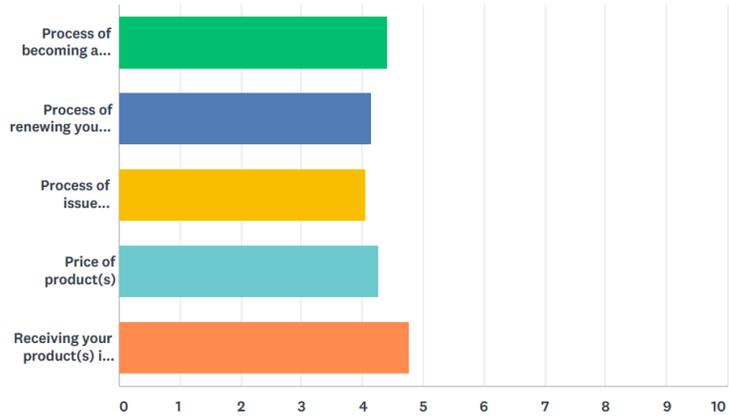
| ANSWER CHOICES | AVERAGE NUMBER | TOTAL NUMBER | RESPONSES |
|-----------------------|----------------|--------------|-----------|
| | 9 | 331 | 37 |
| Total Respondents: 37 | | | |

Net Promoter +59

Appendix

Q3 Please rate the following statements according to your satisfaction level:

Answered: 37 Skipped: 0

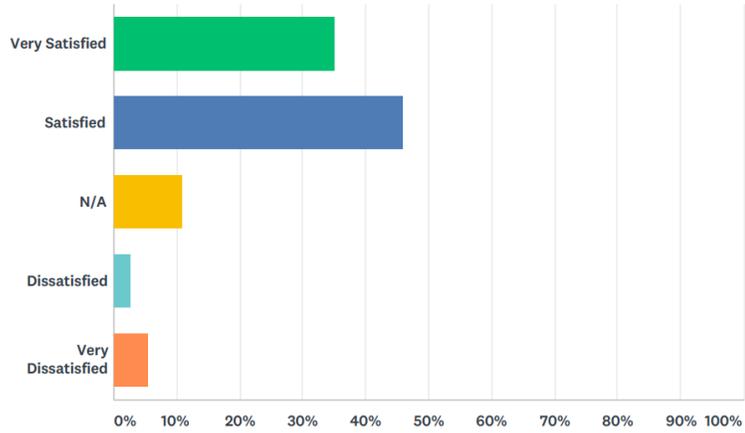


| | VERY SATISFIED | SATISFIED | N/A | DISSATISFIED | VERY DISSATISFIED | TOTAL | WEIGHTED AVERAGE |
|----------------------------------------------|----------------|--------------|--------------|--------------|-------------------|-------|------------------|
| Process of becoming a customer | 45.95% 17 | 48.65% 18 | 5.41% 2 | 0.00% 0 | 0.00% 0 | 37 | 4.41 |
| Process of renewing your account | 37.84% 14 | 40.54% 15 | 18.92% 7 | 2.70% 1 | 0.00% 0 | 37 | 4.14 |
| Process of issue resolution | 37.84% 14 | 32.43% 12 | 27.03% 10 | 2.70% 1 | 0.00% 0 | 37 | 4.05 |
| Price of product(s) | 32.43% 12 | 62.16% 23 | 5.41% 2 | 0.00% 0 | 0.00% 0 | 37 | 4.27 |
| Receiving your product(s) in a timely manner | 75.68% 28 | 24.32% 9 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 37 | 4.76 |

Appendix

Q4 Please rate your satisfaction level with the current billing process and method of making payment for services.

Answered: 37 Skipped: 0

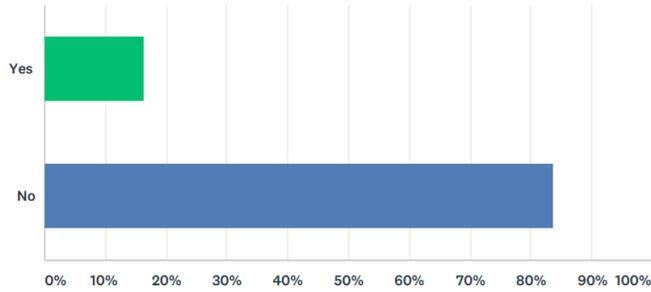


| ANSWER CHOICES | RESPONSES | |
|-------------------|-----------|----|
| Very Satisfied | 35.14% | 13 |
| Satisfied | 45.95% | 17 |
| N/A | 10.81% | 4 |
| Dissatisfied | 2.70% | 1 |
| Very Dissatisfied | 5.41% | 2 |
| TOTAL | | 37 |

Appendix

Q5 Would you be interested in accessing the Online MVR service from a mobile device?

Answered: 37 Skipped: 0

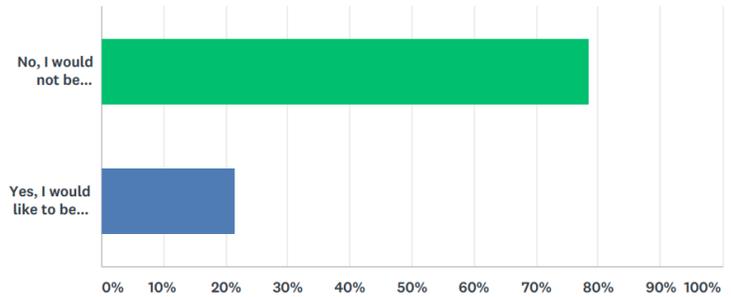


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 16.22% | 6 |
| No | 83.78% | 31 |
| TOTAL | | 37 |

Appendix

Q6 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: 37 Skipped: 0

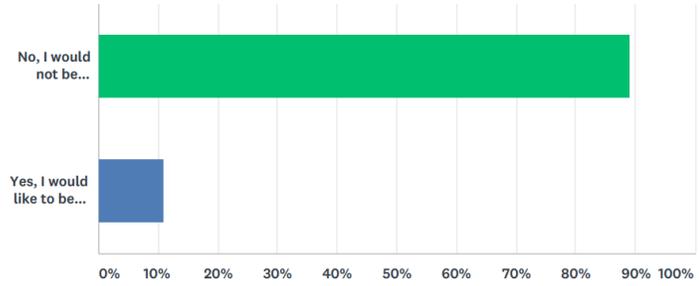


| ANSWER CHOICES | RESPONSES | |
|---------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| No, I would not be interested. | 78.38% | 29 |
| Yes, I would like to be contacted about Georgia Felon Search and / or ROVER. (Please provide your contact details below.) | 21.62% | 8 |
| TOTAL | | 37 |

Appendix

Q7 Would you have an interest in advertising to state of Georgia retirees, employees, teachers, or any other government audiences?

Answered: 37 Skipped: 0



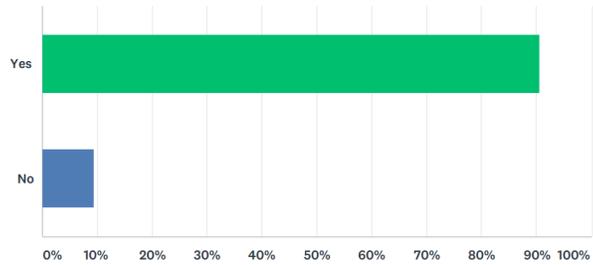
| ANSWER CHOICES | RESPONSES | |
|--------------------------------------------------------------------------------------------------------|-----------|-----------|
| No, I would not be interested. | 89.19% | 33 |
| Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.) | 10.81% | 4 |
| TOTAL | | 37 |

Appendix

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

Q1 Did the MVR service meet your expectations?

Answered: 85 Skipped: 0

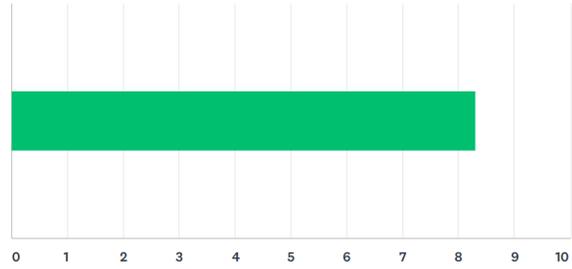


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 90.59% | 77 |
| No | 9.41% | 8 |
| TOTAL | | 85 |

Appendix

Q2 How likely is it that you would recommend online MVR to a friend or colleague?

Answered: 85 Skipped: 0



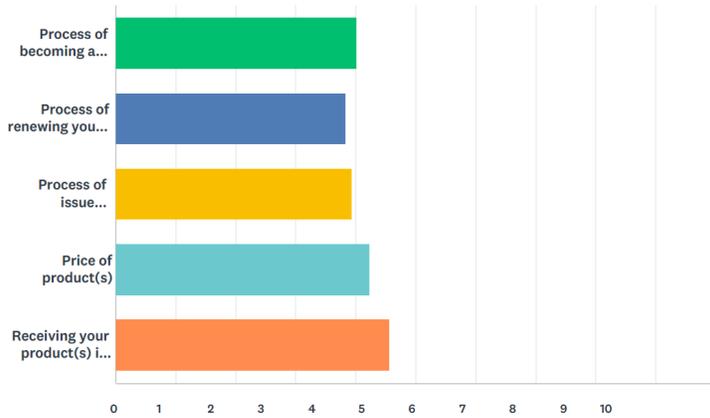
| ANSWER CHOICES | AVERAGE NUMBER | TOTAL NUMBER | RESPONSES |
|-----------------------|----------------|--------------|-----------|
| | 8 | 706 | 85 |
| Total Respondents: 85 | | | |

Net Promoter +50

Appendix

Q3 Please rate the following statements according to your satisfaction level:

Answered: 85 Skipped: 0

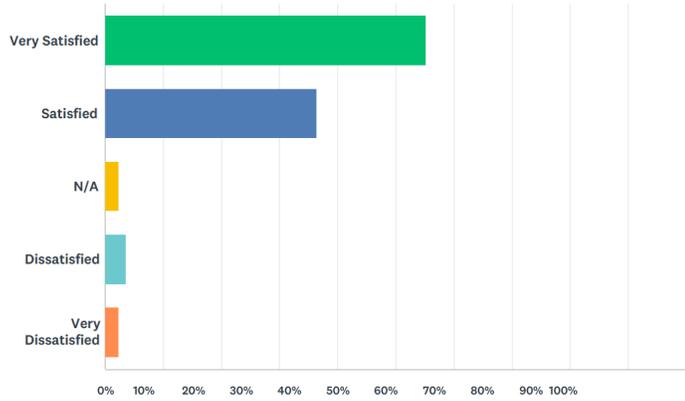


| | VERY SATISFIED | SATISFIED | N/A | DISSATISFIED | VERY DISSATISFIED | TOTAL | WEIGHTED AVERAGE |
|----------------------------------------------|----------------|--------------|--------------|--------------|-------------------|-------|------------------|
| Process of becoming a customer | 37.65% 32 | 42.35% 36 | 8.24% 7 | 8.24% 7 | 3.53% 3 | 85 | 4.02 |
| Process of renewing your account | 35.29% 30 | 35.29% 30 | 12.94% 11 | 9.41% 8 | 7.06% 6 | 85 | 3.82 |
| Process of issue resolution | 36.47% 31 | 28.24% 24 | 30.59% 26 | 2.35% 2 | 2.35% 2 | 85 | 3.94 |
| Price of product(s) | 43.53% 37 | 43.53% 37 | 7.06% 6 | 3.53% 3 | 2.35% 2 | 85 | 4.22 |
| Receiving your product(s) in a timely manner | 67.06% 57 | 27.06% 23 | 3.53% 3 | 0.00% 0 | 2.35% 2 | 85 | 4.56 |

Appendix

Q4 Please rate your satisfaction level with the current billing process and method of making payment for services.

Answered: 85 Skipped: 0

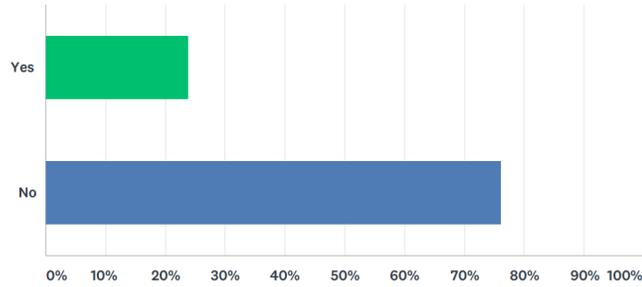


| ANSWER CHOICES | RESPONSES | |
|-------------------|-----------|-----------|
| Very Satisfied | 55.29% | 47 |
| Satisfied | 36.47% | 31 |
| N/A | 2.35% | 2 |
| Dissatisfied | 3.53% | 3 |
| Very Dissatisfied | 2.35% | 2 |
| TOTAL | | 85 |

Appendix

Q5 Would you be interested in accessing the Online MVR service from a mobile device?

Answered: 84 Skipped: 1

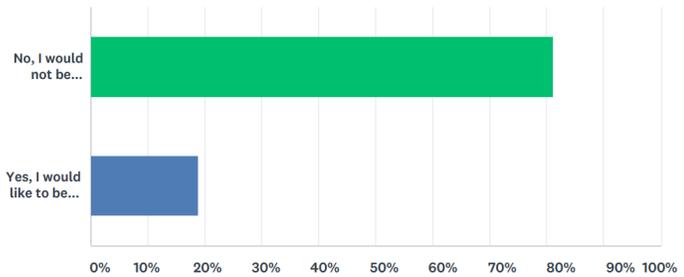


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 23.81% | 20 |
| No | 76.19% | 64 |
| TOTAL | | 84 |

Appendix

Q6 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: 85 Skipped: 0

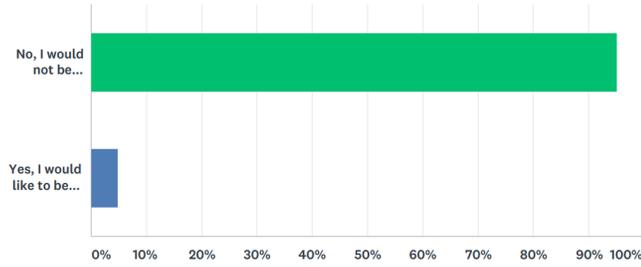


| ANSWER CHOICES | RESPONSES |
|---------------------------------------------------------------------------------------------------------------------------|-----------|
| No, I would not be interested. | 81.18% 69 |
| Yes, I would like to be contacted about Georgia Felon Search and / or ROVER. (Please provide your contact details below.) | 18.82% 16 |
| TOTAL | 85 |

Appendix

Q7 Would you have an interest in advertising to state of Georgia retirees, employees, teachers, or any other government audiences?

Answered: 84 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|--------------------------------------------------------------------------------------------------------|-----------|-----------|
| No, I would not be interested. | 95.24% | 80 |
| Yes, I would like to be contacted about this opportunity. (Please provide your contact details below.) | 4.76% | 4 |
| TOTAL | | 84 |

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