FY'15 Annual MVR Survey Report

GTA Georgia Technology Authority

FY'15 Annual MVR Survey

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Executive Summary

The FY'15 annual survey for the motor vehicle report (MVR) service offering was conducted in January, 2015. 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 customer satisfaction of the online MVR service. This survey has allowed the Office of Data Sales to continue to build upon information that was obtained in previous years, as well as gather valuable new data to improve the service for our customers.

The survey results were categorized into key requests and concerns to be addressed. The Georgia Technology Authority responses 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 concerns and suggestions.

These annual surveys have continued to help the Office of Data Sales maintain a "world class" 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'15 and maintain a "world class" customer satisfaction rating of 95+% 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'15 survey.

Office of Data Sales formulated questions to measure satisfaction with the MVR service, as well as collect data on any new service ideas that would be applicable to this customer base. Similar to previous years, customers were again asked whether they have used or would be interested in using the Georgia Felon Search service, as well as ROVER. Several customers indicated they were interested in these services, and they also commented on other potential services currently being investigated by the Office of Data Sales.

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.

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 $499 in revenue (approximately 100 customers), and another was sent to customers generating less than $500 in revenue (approximately 249 customers).

The responses totaled to 92 for the less than $500 in revenue customers, resulting in about a 37% response rate. The satisfaction rating for this group was 100%.

The responses totaled to 26 for the greater than $500 in revenue customers, resulting in about a 26% response rate. The satisfaction rating for this group was 100%.

The details of the survey are listed in the Appendix.

The survey results were categorized into the following customer concerns and suggestions:

Concerns:

– Renewal process: Some customers were concerned by having to renew their account every two years.

– A few customers requested a change in the data required to search for an MVR, in order to avoid no-hit fees.

– A few customers requested password expiration policy change.

Suggestions:

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

- Customers suggested changes to the formatting of the MVR, such as having the option to print the MVR on one page, to download as a pdf, and re-print after a few days.

- Another suggestion was to offer a "one-year" search option.

Standard responses to customer concerns and suggestions are listed below:

Customer Concern	GTA Response
– Renewal process: Some customers were concerned by having to renew their certification every two years.	Recertification is required by the Department of Driver Services for system security. Also, GTA now obtains account expiration information from the DDS in order to send notifications to customers 60 days prior to expiration. Additionally, a change has been made to allow renewal every two years instead of annually. This change was made in response to survey suggestions, and the period was extended to two years to maintain system security.
– A few customers requested a change in the data required to search for an MVR, in order to avoid no-hit fees.	The matching criteria has been relaxed to using the licensee's driver's license number and Social Security Number OR any two of the following: First Name, Last Name, or Date of Birth. Also, to provide online MVR's, it is necessary to charge in order to cover the cost of offering the service. Georgia's pricing is moderate in comparison to other states. Further, the MVR system is an inquiry-based system. Customers are charged per inquiry.
– A few customers requested password expiration policy change.	Password expirations are required to adhere to the Georgia state security policies.

Customer Suggestion   **GTA Response**

– Some customers suggested being able to view a list of names for MVR's that were run 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.

– Customers suggested changes to the formatting of the MVR, such as having the option to print the MVR on one page and a re-print option.

Thank you for the suggestions. We are working with Department of Driver Services to implement any possible enhancements to the MVR service, such as the addition of a "printer-friendly" report and allowing for a re-print option.

Please contact DDS for any issues related to formatting of the MVR. The contact email is gaddsprodsupport@dds.ga.gov.

– Another suggestion was to offer a "one-year" search option.

Thank you for this suggestion. We will keep customers informed of any progress we make regarding online MVR enhancements

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'15 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.

Details of survey for first group (MVR customer base generating more than $499 in revenue per customer):

Select the products / services you currently use or have used in the past:

	Response Percent	Response Count
MVR (online motor vehicle records)	88.5%	23
Bulk MVR (batch motor vehicle records)	15.4%	4
Dealer Internet Inquiry (online VIN Checks)	0.0%	0
Corporate Records	0.0%	0
LicenseMatch	0.0%	0
Georgia Felon Search	7.7%	2
ROVER (Request Official Vital Event Record)	0.0%	0
answered question		26
skipped question		0

Do these products / services meet your expectations?

	Response Percent	Response Count
Yes	100.0%	26
No (if no, please comment)	0.0%	0
answered question		26
skipped question		0

Appendix

Details of survey for first group (MVR customer base generating more than $499 in revenue per customer): Continued

Please rate the following statements according to your satisfaction level:

	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Rating Average	Rating Count
Process of becoming a customer	50.0% (13)	46.2% (12)	3.8% (1)	0.0% (0)	0.0% (0)	1.54	26
Process of renewing your account	53.8% (14)	34.6% (9)	3.8% (1)	7.7% (2)	0.0% (0)	1.65	26
Process of issue resolution	50.0% (13)	26.9% (7)	23.1% (6)	0.0% (0)	0.0% (0)	1.73	26
Price of product(s)	42.3% (11)	50.0% (13)	3.8% (1)	3.8% (1)	0.0% (0)	1.69	26
Receiving your product(s) in a timely manner	84.6% (22)	15.4% (4)	0.0% (0)	0.0% (0)	0.0% (0)	1.15	26
					answered question		26
					skipped question		0

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

	Response Percent	Response Count
Very Satisfied	50.0%	13
Satisfied	38.5%	10
N/A	7.7%	2
Dissatisfied	3.8%	1
Very Dissatisfied	0.0%	0
answered question		26
skipped question		0

Appendix

Details of survey for first group (MVR customer base generating more than $499 in revenue per customer): Continued

Please select if you would like to see any of the following services be offered. (Check all that apply)		Response Percent	Response Count
Reserving personalized license plates online		50.0%	3
Service to search for the popularity of auto make / models by geographical areas		0.0%	0
Geospatial Information System (GIS) Data - (ai. aerospatial view of roads, etc.)		83.3%	5
Website to view a list of professional licensees in Georgia by industry		33.3%	2
Other (please specify)		0.0%	0
	answered question		6
	skipped question		20

Details of survey for first group (MVR customer base generating more than $499 in revenue per customer): Continued

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?

		Response Percent	Response Count
Yes		34.6%	9
No, I would not be interested.		65.4%	17
Enter contact information (optional) if you would like to learn more about Georgia Felon Search or ROVER			6
	answered question		26
	skipped question		0

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

		Response Percent	Response Count
Yes		24.0%	6
No		76.0%	19
	answered question		25
	skipped question		1

Details of survey for first group (MVR customer base generating more than $499 in revenue per customer): Continued

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

	Response Percent	Response Count
I would not be interested in participating in a new product idea session.	75.0%	18
Yes, I would be interested in participating in a new product idea session.(Please provide your contact information below.)	25.0%	6
answered question		24
skipped question		2

Would your business be interested in offering discounts to students, teachers, and Georgia state retirees?

	Response Percent	Response Count
I would not be interested in the discount program.	100.0%	24
Yes, my business would be interested in offering discounts (Please provide your contact information below.)	0.0%	0
answered question		24
skipped question		2

Georgia Technology Authority

Details of survey for second group (MVR customer base generating less than $500 in revenue per customer):

Select the products / services you currently use or have used in the past:

		Response Percent	Response Count
MVR (online motor vehicle records)		80.4%	74
Bulk MVR (batch motor vehicle records)		21.7%	20
Dealer Internet Inquiry (online VIN Checks)		1.1%	1
Corporate Records		0.0%	0
LicenseMatch		2.2%	2
Georgia Felon Search		7.6%	7
ROVER (Request Official Vital Event Record)		0.0%	0
	answered question		92
	skipped question		0

Do these products / services meet your expectations?

		Response Percent	Response Count
Yes		100.0%	92
No (if no, please comment)		0.0%	0
	answered question		92
	skipped question		0

Details of survey for second group (MVR customer base generating less than $500 in revenue per customer): Continued

Please rate the following statements according to your satisfaction level:

	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Rating Average	Rating Count
Process of becoming a customer	46.7% (43)	46.7% (43)	1.1% (1)	4.3% (4)	1.1% (1)	1.66	92
Process of renewing your account	35.9% (33)	39.1% (36)	18.5% (17)	6.5% (6)	0.0% (0)	1.96	92
Process of issue resolution	29.3% (27)	30.4% (28)	37.0% (34)	3.3% (3)	0.0% (0)	2.14	92
Price of product(s)	40.2% (37)	53.3% (49)	2.2% (2)	4.3% (4)	0.0% (0)	1.71	92
Receiving your product(s) in a timely manner	66.3% (61)	31.5% (29)	2.2% (2)	0.0% (0)	0.0% (0)	1.36	92
					answered question		92
					skipped question		0

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

		Response Percent	Response Count
Very Satisfied		48.9%	45
Satisfied		45.7%	42
N/A		4.3%	4
Dissatisfied		1.1%	1
Very Dissatisfied		0.0%	0
	answered question		92
	skipped question		0

Details of survey for second group (MVR customer base generating less than $500 in revenue per customer): Continued

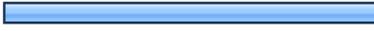| Please select if you would like to see any of the following services be offered. (Check all that apply)		
	Response Percent	Response Count
Reserving personalized license plates online	27.3%	9
Service to search for the popularity of auto make / models by geographical areas	6.1%	2
Geospatial Information System (GIS) Data - (ai. aerospatial view of roads, etc.)	30.3%	10
Website to view a list of professional licensees in Georgia by industry	72.7%	24
Other (please specify)	6.1%	2
	answered question	33
	skipped question	59

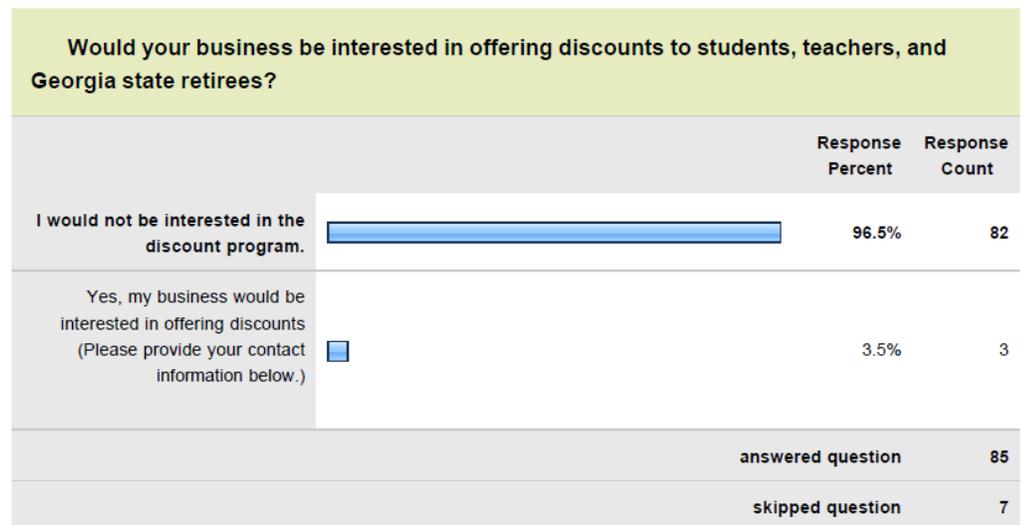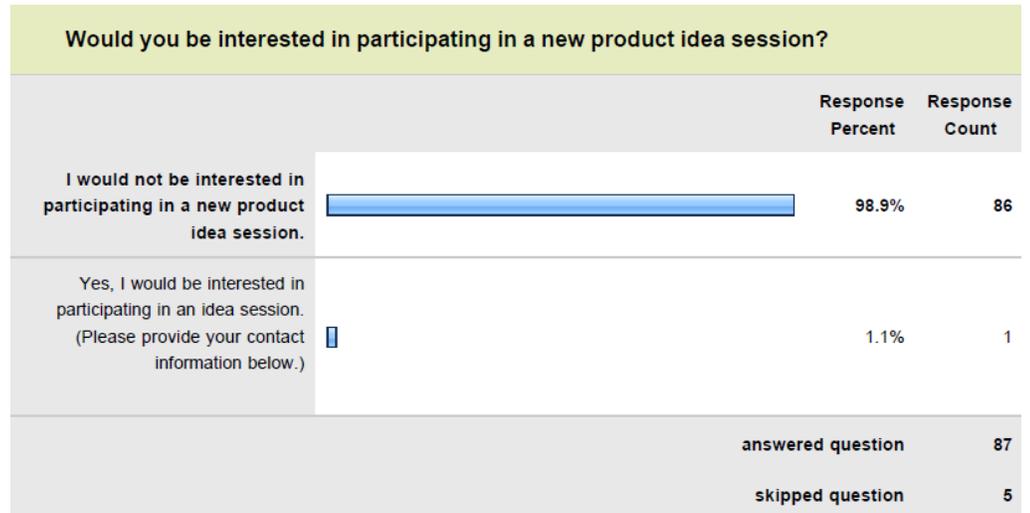Details of survey for second group (MVR customer base generating less than $500 in revenue per customer): Continued

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?	Response Percent	Response Count
Yes	42.4%	39
No, I would not be interested.	57.6%	53
Enter contact information (optional) if you would like to learn more about Georgia Felon Search or ROVER		14
answered question		92
skipped question		0

Would you be interested in accessing the Online MVR service from a mobile device?	Response Percent	Response Count
Yes	21.3%	19
No	78.7%	70
answered question		89
skipped question		3

Details of survey for second group (MVR customer base generating less than $500 in revenue per customer): Continued

Would you be interested in participating in a new product idea session?		Response Percent	Response Count
I would not be interested in participating in a new product idea session.		98.9%	86
Yes, I would be interested in participating in an idea session. (Please provide your contact information below.)		1.1%	1
	answered question		87
	skipped question		5

Would your business be interested in offering discounts to students, teachers, and Georgia state retirees?		Response Percent	Response Count
I would not be interested in the discount program.		96.5%	82
Yes, my business would be interested in offering discounts (Please provide your contact information below.)		3.5%	3
	answered question		85
	skipped question		7

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