



Georgia Technology Authority

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FY'15 Annual  
ROVER  
Survey Report

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# FY'15 Annual ROVER Survey

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# Executive Summary

The FY'15 annual survey for the ROVER service was conducted in January, 2015. The survey results indicate a customer satisfaction rating of 83% overall.

This was the second annual survey conducted for the purpose of measuring and improving ROVER customer satisfaction.

The survey results were categorized into key requests to be addressed. The Georgia Technology Authority responses have been documented.

These annual surveys have helped the Office of Data Sales maintain a “world class” customer satisfaction rating on other products every year.

# Background & Objective

## Background:

The Georgia Technology Authority, in cooperation with the Georgia Department of Public Health, offers the ROVER service to the public.

ROVER is an online service which allows individuals to order certified copies of Georgia birth or death records.

Georgia is one of only a few states to offer the online service. The quick and easy process eliminates the need to mail a request or make a trip to a government office for birth and death certificates.

## Objective:

Assess customer satisfaction for FY'15 and pursue a “world class” customer satisfaction rating of 95+% for the ROVER 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 first annual FY' 15 ROVER survey.

Office of Data Sales formulated questions to measure satisfaction associated with basic principles of the service. The specific features evaluated were the ease of use and the timeliness of the service. Customers were also asked to rate their customer service experience, if applicable.

Similar to other products' surveys from previous years, customers were asked what specific improvements would have enhanced their experience with the ROVER service.

Some additional questions that were included in the FY' 15 survey were asking users to explain their reason for ordering a birth or death certificate, as well as asking whether they would recommend ROVER to others.

Respondents' open-ended responses were categorized and documented as suggestions. The results were analyzed, and standard responses to the customer suggestions 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 ROVER customers who had placed an order in the months of August, September, and October, 2014.

A total of 117 surveys were completed, resulting in about a 6% response rate. The survey results indicate a customer satisfaction rating of 83% overall.

The details of the survey are listed in the Appendix.

The survey results were categorized into the following customer suggestions:

- One suggestion was text updates for the status of orders.
- Some asked that the order be made completely online, without a need for faxing in identification documents.
- Another suggestion was to remove the fee in cases where the certificate is not found.
- It was suggested to improve the appearance of the site to make contact information easier to find.
- A faster turn-around time on orders was suggested.
- Others requested a follow-up because they believed they were charged for a certificate, but did not receive their order.

# Survey Results

Standard responses to customer suggestions plus feedback to these are listed below:

<b>Customer Suggestion</b>	<b>GTA Response</b>
– One suggestion was text updates for the status of orders.	Thank you for the suggestion.
– Some asked that the order be made completely online, without a need for faxing in identification documents.	We are constantly looking for feedback on enhancements to the service, and this is being considered as an option for a second phase.
– Another suggestion was to remove the fee in cases where the certificate is not found.	Thank you for the suggestion. We understand your concern, however, it is necessary to charge for all orders in order to cover the cost of offering the service. If you have a question about a specific certificate, please contact the Vital Records Call Center at 404.679.4702.
– It was suggested to improve the appearance of the site to make contact information easier to find.	We appreciate your suggestion. The ROVER contact information can be found on the home page <a href="http://www.ROVER.ga.gov">www.ROVER.ga.gov</a>
– A faster turn-around time on orders was suggested.	ROVER was developed in part to reduce additional fees to constituents, as well as for convenience of ordering online. We hope that you enjoyed your experience with ROVER. We will continue to make any improvements that will make the service faster, and easier to use.
– Others requested a follow-up because they believed they were charged for a certificate, but did not receive their order.	Please contact the Vital Records Call Center at 404.679.4702. As a reminder, customers are required to fax identification paperwork. If you have faxed your identification paperwork, but your certificate is still not found, an official letter will be mailed to you indicating that there was no record on file. The fees are non-refundable.

# 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 ROVER Survey indicate that satisfaction levels remain steady. Office of Data Sales will continue to solicit feedback and work to improve ROVER, based on customer-focused enhancements.

# Appendix

## Did the ROVER service meet your needs?

		Response Percent	Response Count
Yes		82.6%	95
No (If not, please provide your comments below.)		17.4%	20
Comments			24
answered question			115
skipped question			2

## How easy was it to use the ROVER service? Please rate your ability to complete your order below.

		Response Percent	Response Count
Very Easy		51.3%	59
Easy		22.6%	26
Fair		14.8%	17
Difficult		3.5%	4
Very Difficult		7.8%	9
Comments			17
answered question			115
skipped question			2

# Appendix

## How would you rate the Customer Service for ROVER? (If Applicable)

		Response Percent	Response Count
Excellent		48.5%	47
Good		26.8%	26
Fair		8.2%	8
Poor		16.5%	16
Comments			19
answered question			97
skipped question			20

## Did you receive your certificate in a timely manner? Please select from the following options how long it took to receive your certificate from the time you completed your order.

		Response Percent	Response Count
Under 30 days		74.3%	81
30-60 days		6.4%	7
61-90 days		6.4%	7
More than 90 days		12.8%	14
Comments			33
answered question			109
skipped question			8

## Would you recommend ROVER to others?

		Response Percent	Response Count
Yes		78.9%	90
No		21.1%	24
Comments			12
answered question			114
skipped question			3

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