



Georgia Technology Authority

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FY'18  
ROVER  
Survey Report

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# FY'18 Annual ROVER 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@gtga.gov - <http://gtga.gov/>

# Executive Summary

The FY'18 annual survey for the ROVER service was conducted in January, 2018. The survey results indicate a customer satisfaction rating of 83% overall.

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

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

These annual surveys have helped the Office of Data Sales maintain an 80+% customer satisfaction rating 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'18 and maintain a customer satisfaction rating of 80+% for the ROVER offering.

# Methodology

Based upon the methodology established in previous years for customer service improvement, Office of Data Sales 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 ROVER 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.”

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.

Respondents' open-ended responses were analyzed, and standard responses to the customer suggestions were formulated.

# Survey Results

The survey included ROVER customers who had placed an order in the months of August, September, and October, 2017.

A total of 193 surveys were completed, resulting in about a 5% response rate. The survey results indicate a customer satisfaction rating of 83% overall. The Net Promoter Score (NPS) was +35.

The details of the survey are listed in the Appendix.

The survey feedback, along with Georgia Technology Authority's official responses are listed below.

## Customer Concerns:

- One customer responded that the name "ROVER" was not indicative of the service offered.
- Some reported that the site's functionality could be improved, to allow for faster typing.
- Some customers stated that they have not received a copy of the certificate they ordered.

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

### Customer Concerns

- One customer responded that the name “ROVER” was not indicative of the service offered.
- Some reported that the site’s functionality could be improved, to allow for faster typing.
- Some customers stated that they have not received a copy of the certificate they ordered.

### GTA Response

Thank you for the feedback. We understand your concern, and we will take this comment into consideration.

Thank you for the suggestion. We will make a note of this comment as we improve the service to allow for faster, easier navigation on mobile devices, as well as enhanced usability.

For customers who provided their contact information, the State Office of Vital Records will follow up on your request in a timely manner. The contact number for inquiring on your request is 404-679-4702.

# 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 ideas for online services 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 constituents when interacting with their state government.

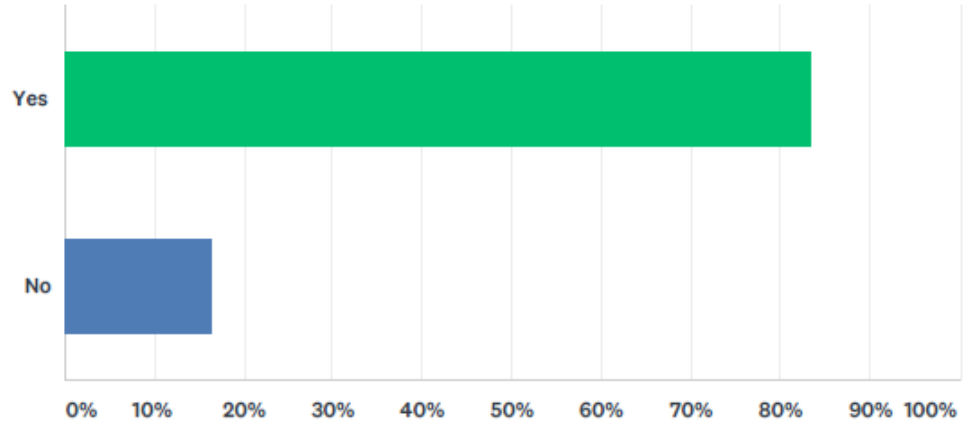
The results of FY'18 ROVER Survey indicate that satisfaction levels remain steady. Office of Data Sales will continue to solicit feedback and work to improve ROVER, based on customer-focused enhancements.



# Appendix

## Did the ROVER service meet your expectations?

Answered: 193 Skipped: 0

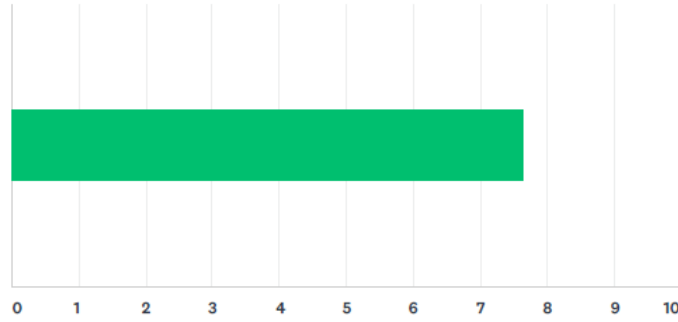


ANSWER CHOICES	RESPONSES	
Yes	83.42%	161
No	16.58%	32
TOTAL		193

# Appendix

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

Answered: 193 Skipped: 0



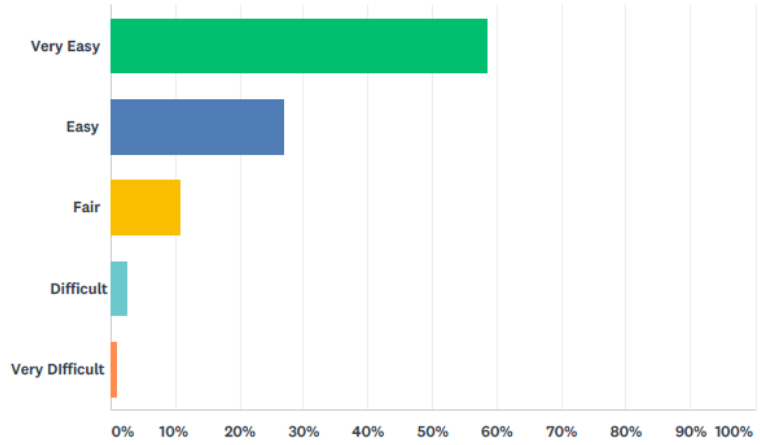
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
		8	1,475
Total Respondents: 193			193

Net Promoter +35

# Appendix

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

Answered: 193 Skipped: 0

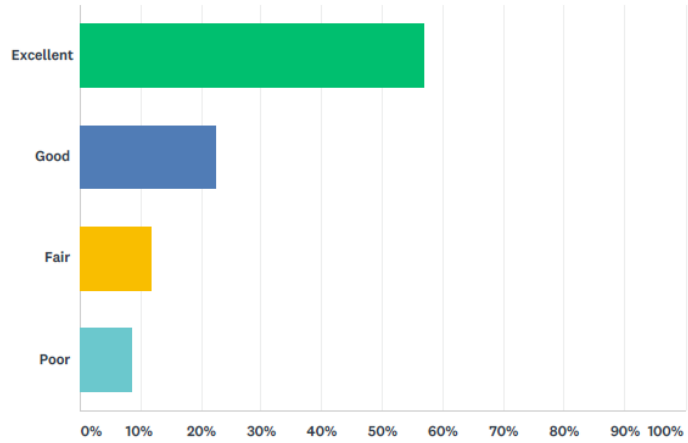


ANSWER CHOICES	RESPONSES	
Very Easy	58.55%	113
Easy	26.94%	52
Fair	10.88%	21
Difficult	2.59%	5
Very Difficult	1.04%	2
<b>TOTAL</b>		<b>193</b>

# Appendix

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

Answered: 151 Skipped: 42

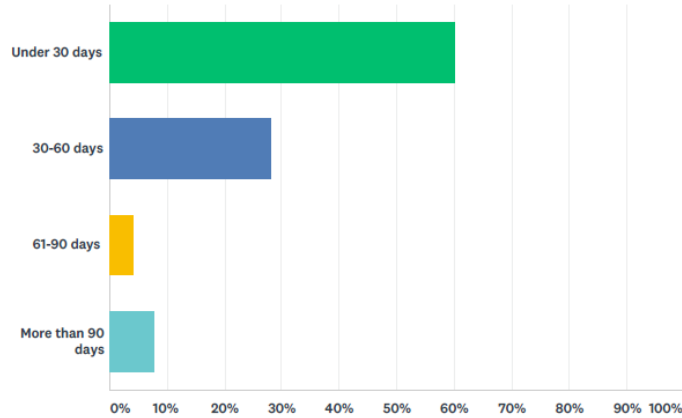


ANSWER CHOICES	RESPONSES	
Excellent	56.95%	86
Good	22.52%	34
Fair	11.92%	18
Poor	8.61%	13
<b>TOTAL</b>		<b>151</b>

# Appendix

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.

Answered: 193 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 30 days	60.10%	116
30-60 days	27.98%	54
61-90 days	4.15%	8
More than 90 days	7.77%	15
<b>TOTAL</b>		<b>193</b>

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