



FY'16 Annual
ROVER
Survey Report

FY'16 Annual ROVER Survey

TABLE OF CONTENTS

- *Executive Summary*
- *Background & Objective*
- *Methodology*
- *Survey Results*
- *Conclusion*
- *Appendix*

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Executive Summary

The FY'16 annual survey for the ROVER service was conducted in January, 2016. The survey results indicate a customer satisfaction rating of 81% overall.

This was the third 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 positive customer experience 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 and maintain a rating of 80+% for the ROVER offering for FY'16.

Methodology

Referencing the methodology established in previous years for customer service improvement, Office of Data Sales followed similar processes in conducting the FY'16 ROVER survey.

Office of Data Sales formulated questions to measure satisfaction with basic principles of the service. Some of the features being evaluated were the ease of use during the ordering process, as well as the timeliness of receiving the records. Customers were 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.

Suggestions were placed into categories, which were researched for customer service improvement. GTA has provided standard responses to these customer suggestions and concerns.

Survey Results

The survey included ROVER customers who had placed an order in the months of August, September, and October, 2015. The reasons for choosing this timeframe were that customers should have received their certificates if they completed the full process, and their orders were placed recently enough that they would be more likely to remember their experience.

A total of 116 surveys were completed, resulting in about a 6% response rate. The survey results indicate a customer satisfaction rating of 81% overall.

The details of the survey are listed in the Appendix.

The survey results were categorized into the following customer suggestions:

- To provide tracking information on the status of ROVER orders.
- To enhance the ROVER application to provide a more intuitive experience.
- A faster turn-around time on orders was suggested.
- Some customers were concerned because they did not receive their birth or death certificate.

Survey Results

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

Customer Suggestion

GTA Response

- | | |
|--|--|
| <ul style="list-style-type: none">- To provide tracking information on the status of ROVER orders. | <p>Thank you for the suggestion, however only expedited orders are currently tracked.</p> |
| <ul style="list-style-type: none">- To enhance the ROVER application to provide a more intuitive experience. | <p>Georgia Technology Authority, in partnership with the Division of Vital Records, is currently in the process of enhancing ROVER. All suggestions will be considered as we improve the process of ordering.</p> |
| <ul style="list-style-type: none">- A faster turn-around time on orders was suggested. | <p>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.</p> |
| <ul style="list-style-type: none">- Some customers were concerned because they did not receive their birth or death certificate. | <p>Please contact the Vital Records Call Center at 404.679.4702 if you have additional concerns. As a reminder, customers are required to email identification paperwork. If 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.</p> |

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.

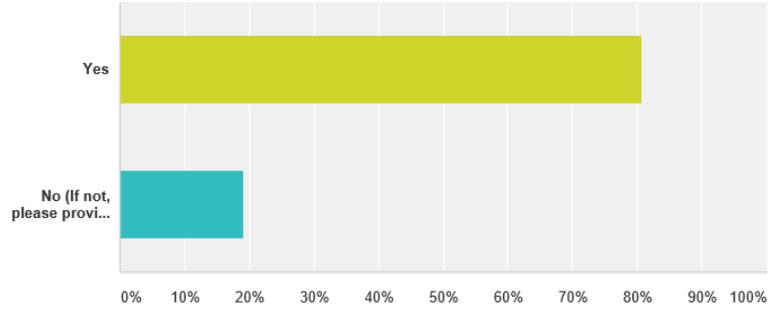
Finally, the Office of Data Sales annual surveys help Georgia Technology Authority achieve its customer satisfaction goals, which elevates the level of satisfaction experienced by Georgians when interacting with their state government.

The results of FY'16 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?

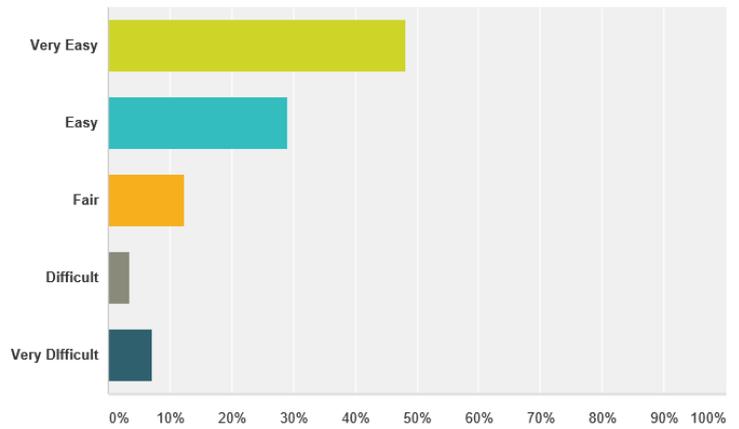
Answered: 115 Skipped: 1



Answer Choices	Responses	Count
Yes	80.87%	93
No (If not, please provide your comments below.)	19.13%	22
Total		115

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

Answered: 114 Skipped: 2

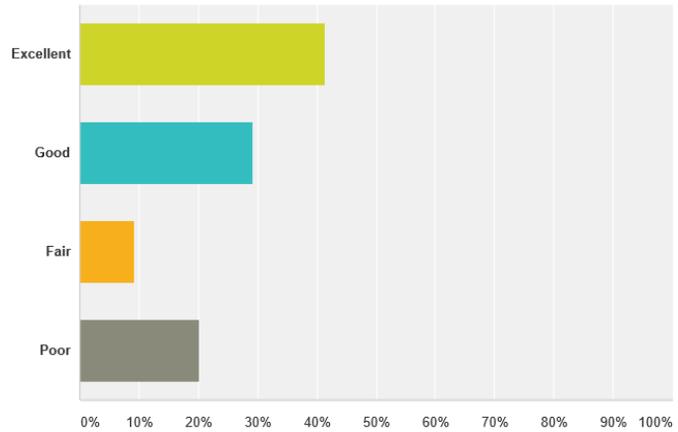


Answer Choices	Responses	Count
Very Easy	48.25%	55
Easy	28.95%	33
Fair	12.28%	14
Difficult	3.51%	4
Very Difficult	7.02%	8
Total		114

Appendix

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

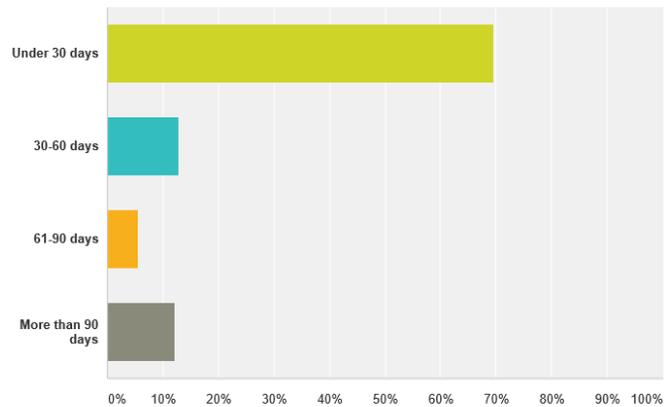
Answered: 99 Skipped: 17



Answer Choices	Responses
Excellent	41.41% 41
Good	29.29% 29
Fair	9.09% 9
Poor	20.20% 20
Total	99

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.

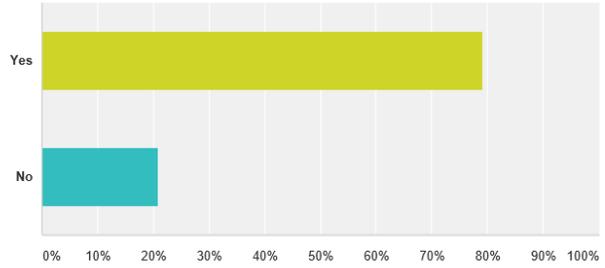
Answered: 108 Skipped: 8



Answer Choices	Responses
Under 30 days	69.44% 75
30-60 days	12.96% 14
61-90 days	5.56% 6
More than 90 days	12.04% 13
Total	108

Would you recommend ROVER to others?

Answered: 115 Skipped: 1



Answer Choices	Responses	
Yes	79.13%	91
No	20.87%	24
Total		115

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