



Customer Satisfaction 2013

Research Report

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Executive Board

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Executive Summary

- The overall customer satisfaction rating was **87%** this is **6%** lower than 2012.
- Customer satisfaction for Drivers is **82%** and for Vehicles it averages at **88%**. The lowest satisfaction result was for personalised registrations at **62%**
- The majority of respondents who carried out a drivers or vehicles transaction stated that they were mainly satisfied with how quick and easy the process was
- Personalised registration is not as clear. Respondents appear to be fairly satisfied with the process however the length of time it takes to complete the process seems to be an issue
- **3%** of customers were dissatisfied with the service they received in their most recent contact with DVLA and **2%** very dissatisfied
- Depending on how they contacted DVLA, the highest satisfaction was with customers who had used the Internet to do so at **91%** (of 146 customers)
- **87%** (of 831 customers) were satisfied with the time taken to process their most recent application. This is **1%** lower than in 2012
- The most popular method of obtaining information about DVLA with **43%** (of 587 customers) is using the Internet, with the Post Office® being the second most popular with **32%** (of 573 customers)
- The majority of customers that accessed services/information using the DVLA websites, did so to tax a vehicle (342 customers) or declare SORN (113 customers)
- Overall, **87%** of customers were satisfied with the printed documentation they received from DVLA
- **91%** (of 835 customers) thought the DVLA is effective at delivering its services to customers
- **44%** of customers used the Internet when they last purchased vehicle road tax, or declared SORN. Only **15%** did so at the Post Office®
- The gender split of respondents was **63%** male and **37%** female
- **40%** of respondents (349) were aged 71 or over whereas only **15%** (135) were under 45 years old. This could be the reason for the decline in satisfaction
- Only **2%** of respondents were unemployed however 54% were retired
- A total of 895 responses were received from the 8000 surveys that were sent out. This translates to an **11%** response rate

Background

The DVLA Customer Satisfaction Survey 2013 is one element of the Agency's continuous measure of customer service satisfaction. This measure covers services received at DVLA Swansea, the Local Service Network (LSN) and the Post Office® as agents for DVLA.

The Secretary of State (SoS) target for customer satisfaction at DVLA in 2013 is "to maintain or improve customer satisfaction at 85%". Many of the questions asked in this survey repeat the questions set in the previous year. This lets us compare how we are doing (benchmark) against the previous result.

Aims and Objectives

- To measure the satisfaction level of customers against the Secretary of State target for 2013 of 85%
- To measure satisfaction levels for private motorists and commercial drivers against each transaction thread
- To find out where private motorists and commercial drivers are dissatisfied and identify areas for improvement

Methodology

To ensure that the results are comparable with those of previous research, we used the same methodology in terms of sample structure, questionnaire design and the way that the survey was conducted.

The Customer Experience and Research Unit (CERU) designed the questionnaire with the client. Previous questionnaires issued in 2007, 2009, 2010 and 2012 were used as a template, with minor additions/amendments made where necessary, as dictated by business/process changes within DVLA. Internal business stakeholders were consulted on the content of the survey.

A postal survey was again deemed the most suitable methodology to reflect the process used in 2012.

Sample Definition

The survey was based on a cross-section of DVLA customers (vehicles and drivers) who had transacted with the Agency over a recent 3 month period. This was to ensure that the transaction would still be memorable to the customer.

The number of survey questionnaires issued was proportionate to those issued in the previous 2012 Customer Satisfaction survey.

The sample was representative of DVLA business. Initial calculations were made to assess the transaction volumes of the Agency business over a 12- month period, with a

proportionate number of records selected to take part. The following tables show the sample size of both vehicles and drivers transactions.

Vehicles Sample for 2013 Road Tax and SORN		
V10 Local Office		101
V10 Post Office		748
V11 Post Office		1559
V10 EVL Application		159
V11 EVL Licence Renewal Reminder		2409
V11 SORN Local Office		3
V11 SORN EVL		309
V11 SORN Post Office		48
Total for Road Tax and SORN = 5337		

Vehicles Sample for 2013 Vehicle Registration		
First Registration		16
First Registration AFRL		282
First Registration (DVLC Used)		13
V62 Application for a Registration Certificate		98
Duplicate V5 Application (Push Button Facility)		26
Changes on a Registration Document (ITT 750)		1371
Cherished Transfer		0
Retention Assignments		29
Retention Applications		38
Total for Vehicle Registration = 1874		

Total Vehicles Sample 5337+1874 = 7211

Drivers Sample for 2013		
Manual Renewals		32
Renewal After Disqualification		3
Turnaround Renewals		121
Medical Renewals (D42 & D46)		28

VOC Renewal After Disqualification		0
VOC Manual Renewal (ODL/VOC)		1
VOC Manual Renewal VOC Entitlement		17
First Application Provisional		110
First Application Substantive		10
Exchange		25
VOC Exchange		2
Replacement Licences (REP 1)		279
Replacement Licences Internal		16
Replacement Licences Photo Invitation		3
Replacement Licences Scanned		4
Duplicate Licences		138
Total for Drivers Sample = 789		

Percentages were applied against the main transactions in order to provide a frame to apply to the sample of 8000 customers. The overall sample size was 8000, of which 7211 were vehicles based transactions and 789 drivers based transactions.

Demographics

The demographics used were:

- Gender
- Age
- Disability
- Ethnicity
- Geographical Location
- Occupation

Questionnaire

As in 2012, the questionnaire and sampling methodology was designed to ensure an accurate measure of private motorists 'satisfaction with the service received'. Questions included how we contact customers, specific transactions and various types of customer service. Responsibility for the question setting was with the Customer Experience and Research Unit (CERU) in conjunction with the client. The Executive Board and relevant stakeholders throughout the Agency were consulted on the document, to ensure that the questions fully covered business needs.

The client was responsible for providing CERU with the covering letter, which outlined the purpose of the survey. As advised by the DVLA Welsh Language Unit (WLU), all Welsh customer addresses within the sample frame received bilingual copies of the covering letter and questionnaire.

Analysis & Reporting

This is a high level report of findings and is accompanied by tabular and graphical analysis, together with reference to some of the comments analysis. The findings have been analysed and interpreted. Where percentages add to more or less than 100%, this is due to 'rounding' of figures. Percentages quoted throughout this report are 'adjusted percentages' unless otherwise stated. **

The analysis brief that was used in 2012 for the survey will be used as a template for the 2013 research, due to the minimal change in the questionnaire, with additional areas either being covered in the overall or segmented analysis.

Response Rate

There was an **11%** response rate, or **895** responses, from a possible target audience of 8000

**Adjusted percentages are based on the number of respondents to each question as opposed to the number of respondents to the whole questionnaire.

High Level Findings

Section 1 – Background Information

Which of the following vehicles do you MAINLY drive?

Base = 889

- Car – **92%** (817)
- Light Van up to 3,500kg – **4%** (33)
- Other – **2%** (19)

“Others” included 4x4's, taxis and mobility scooters

Less than 1%~ drove Medium sized (3,501kg – 7500kg) vehicles, HGV's, Motorcycles or PSV's.

Do you drive this vehicle as part of your job?

Base = 876

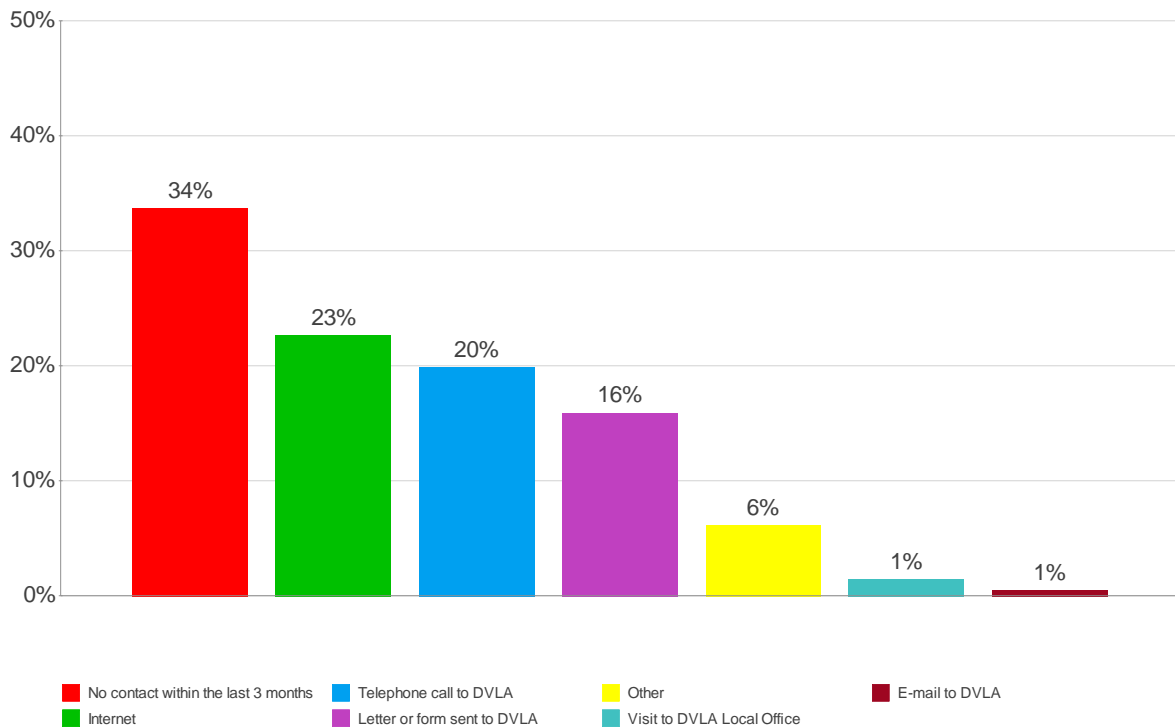
- Yes – **15%** (131)
- No – **85%** (745)

Section 2 – Recent Contact with DVLA

Within the last 3 months, which of the following methods have you used to contact DVLA?

Base = 738

- No contact within the last 3 months – **34%** (249)
- Internet – **23%** (167)
- Telephone call to DVLA – **20%** (146)
- Letter or form sent to DVLA – **16%** (117)
- Other – **6%** (45)
- Visit to DVLA Local Office – **1%** (10)
- E-mail to DVLA – **1%** (4)



The following questions are based only on the 489 respondents that contacted DVLA within the last 3 months.

In the last 3 months, what was the reason for your most recent contact?

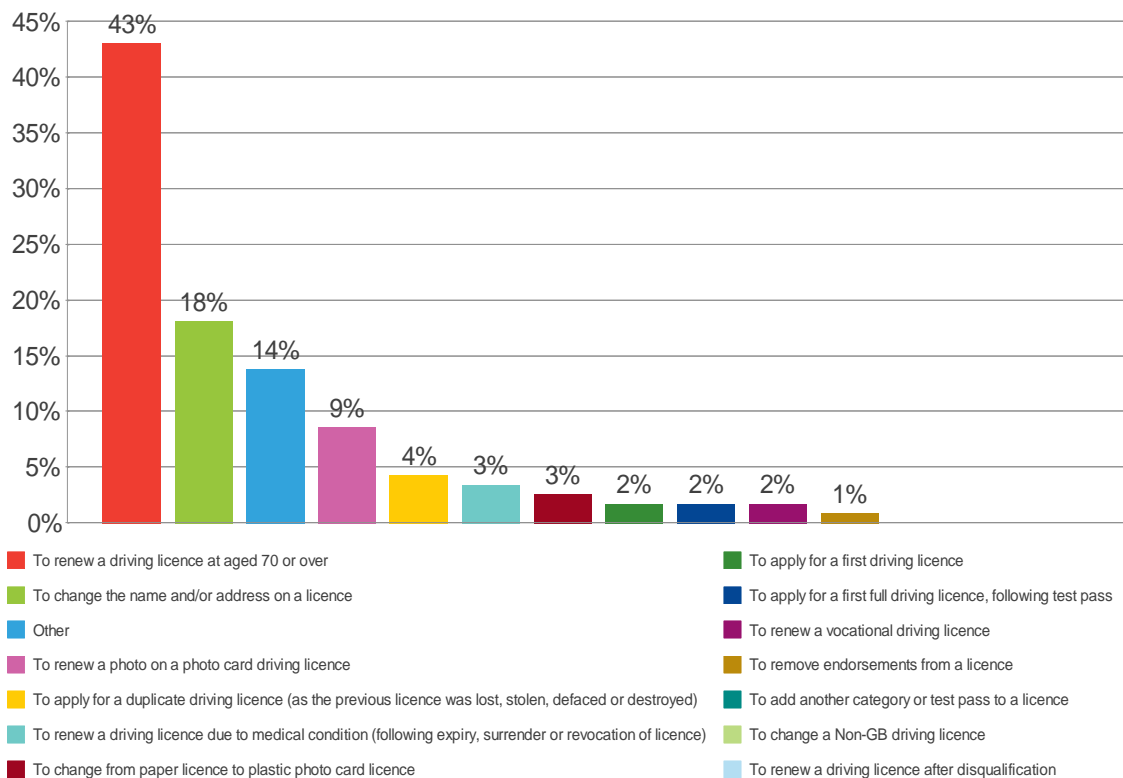
Base = 484

- Driver Licensing – 21% (100)
- Vehicle Licensing – 62% (302)
- Vehicle Registration certificate – 11% (51)
- Personalised Registration Number – 3% (13)
- Other – 4% (18)

Driver Licensing

Which of the following did you most recently contact the DVLA about?

Base = 116



“Others” included adding or removing endorsements and renewing expired and about to expire licence

Vehicle Licensing

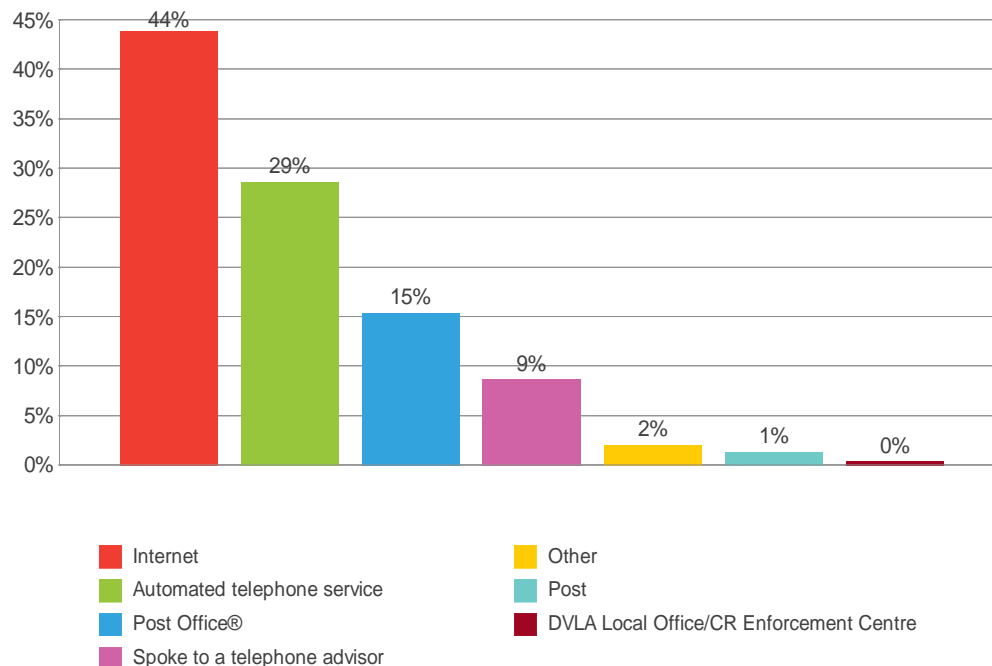
Which of the following did you most recently contact the DVLA about?

Base = 311

- To purchase vehicle tax – 90% (279)
- To apply for a tax refund – 5% (14)
- To declare a vehicle as off the road (or Statutory Off Road Notification - SORN) – 4% (12)
- Other – 2% (6)

When you last purchased tax or declared SORN, which of the following methods did you use?

Base = 301



Vehicle Registration

Which of the following did you most recently contact the DVLA about?

Base = 47

- To notify change of vehicle keeper (following the sale of a vehicle) – **57%** (27)

- To apply for a Vehicle Registration Certificate (V5) to register a brand new vehicle – **13%** (6)
- To apply for a duplicate or replacement Vehicle Registration Certificate (V5) as previous was lost, stolen, defaced or destroyed – **9%** (4)
- Other – **9%** (4)
- To notify a change of address or name of vehicle keeper (e.g. following house move, marriage) – **6%** (3)
- To notify a change of vehicle details on a Vehicle Registration Certificate (V5) e.g. following modifications to the vehicle – **6%** (3)
- Other -9% (4)

Personalised Registration

Which of the following did you most recently contact the DVLA about?

Base = 15

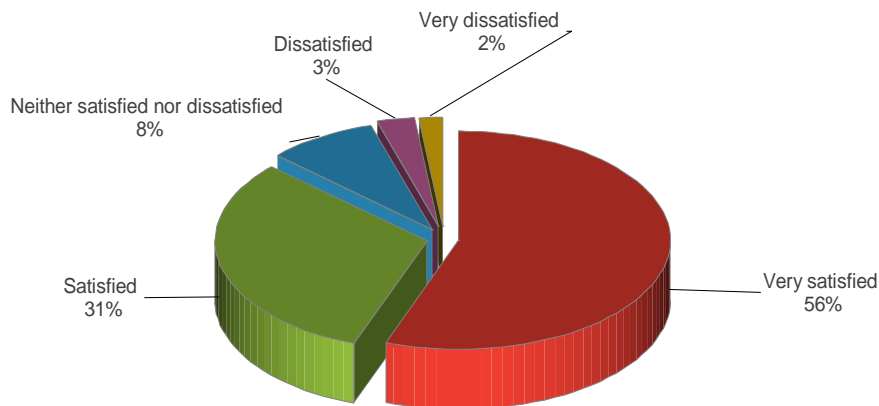
- To transfer a private registration plate from one vehicle to another – 60% (9)
- To assign a newly purchased personalised registration number to a vehicle (e.g. getting a certificate of entitlement) – 20% (3)
- To extend or exchange details on a certificate of entitlement (regarding a vehicle with a personalised number plate) – 7% (1)
- To assign a personalised registration number to a vehicle after a period of time when it was not assigned (changing a certificate of retention) – 7% (1)
- Other – 7% (1)
- To place a personalised registration number on retention – 0% (0)

Overall Satisfaction

Regarding your most recent contact with DVLA, how satisfied or dissatisfied were you with the overall service you received?

This question was asked of all respondents.

Base - 833



Driver Licensing

Very satisfied or satisfied comments – (28 Comments)- including:

- 13 Comments regarding a quick service
- 5 Comments regarding the service being good
- 4 Comments regarding friendly staff

Dissatisfied or Very dissatisfied comments – (6 Comments)

- 3 Comments regarding the length of time to go through was too long
- Other comments regarding Unhelpful Staff, difficult online process and not receiving a refund

Vehicle Licensing

Very satisfied or satisfied comments – (130 Comments)- including:

- 48 Comments regarding an easy service to use
- 43 Comments regarding the service being quick
- Other comments were mainly around a good service, friendly staff and efficient

Dissatisfied or Very dissatisfied comments – (15 Comments) – including:

- 5 comments system issues
- 3 Comments process too long

2 Comments unable to tax online due to disabled tax class

Vehicle Registration

Very satisfied or satisfied comments – (17 Comments) - including:

11 Comments regarding quick

3 Comments experienced no problems

2 Comments Process was easy

Dissatisfied or Very dissatisfied comments – (3 Comments)

Comments regarded lost documentation, the length of time taken and the fact that the issue could not be communicated to staff and the problem remains unresolved

Personalised Registration

Very satisfied or satisfied comments – (2 Comments)

Comments were regarding the service being quick, simple and efficient

Dissatisfied or Very dissatisfied comments – (3 Comments)

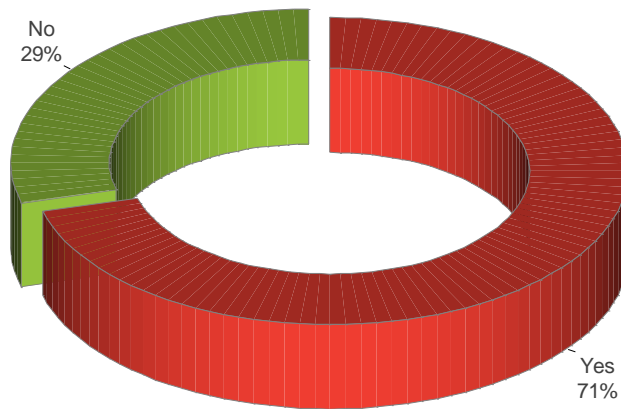
2 comments on the length of time taken

1 comment regarding the process being too complicated and being provided with different information over the phone

Section 3 – Communication

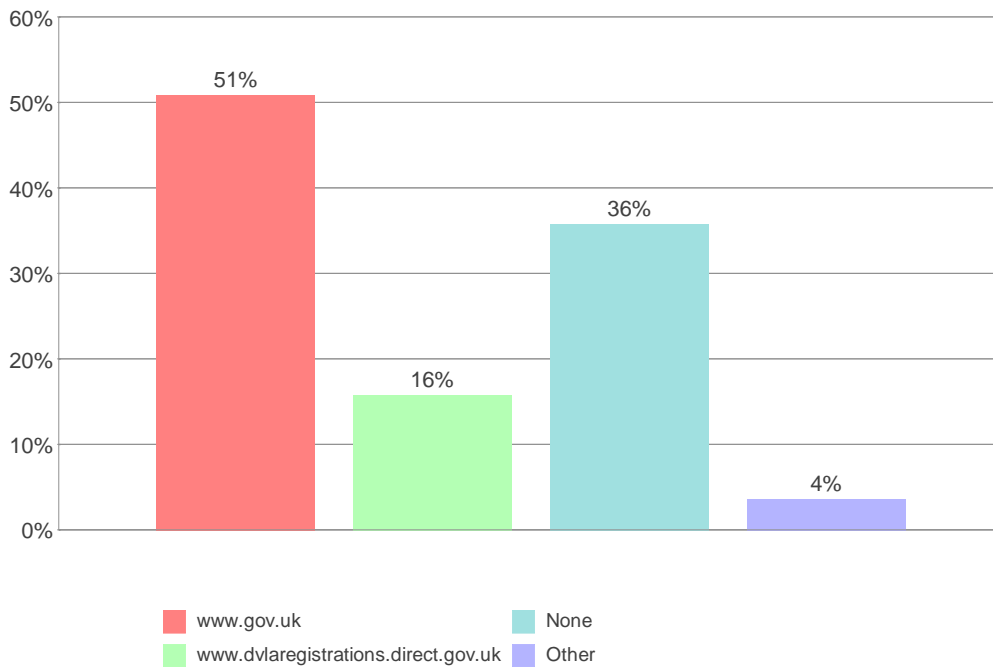
Do you have access to the internet?

Base = 854



What, if any, DVLA channels have you used via the internet?

Base = 615



What is the main reason that you have not used the internet to access DVLA services/information?

Base = 217

- Preferred to use the phone – **34%** (73)
- It is important to support the post office – **24%** (53)
- Preferred to do it in person – **13%** (28)
- Other – **13%** (28)
- The internet service is too complicated – **5%** (11)
- Not aware of the internet service – **4%** (9)
- Security concerns – **4%** (9)
- Face to face is quicker – **3%** (6)

“Other” comments included not having a computer, having no need to go online and also being unable due to a new photo, disabled tax class or a new vehicle

Depending on your reason(s) for accessing the website(s), how satisfied or dissatisfied were you with the following?

“N/A” answers have been removed from the table below

	Base	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Overall Satisfaction
Base	1080						
Applying for vehicle tax	342	242 71%	79 23%	12 4%	4 1%	5 1%	94%
Declaring SORN (Statutory Off Road Notification)	113	73 65%	29 26%	10 9%	0 0%	1 1%	91%
Applying for a driving licence	74	44 59%	22 30%	6 8%	1 1%	1 1%	89%
Getting driver information	63	26 41%	25 40%	10 16%	1 2%	1 2%	81%
Getting vehicle information	75	31 41%	30 40%	11 15%	2 3%	1 1%	81%

Getting Personalised Registration information	54	19 35%	21 39%	10 19%	1 2%	3 6%	84%
Downloading forms	96	42 44%	40 42%	12 13%	1 1%	1 1%	86%
Downloading leaflets	52	21 40%	23 44%	8 15%	0 0%	0 0%	84%
Getting motorbike rider information	25	12 48%	8 32%	5 20%	0 0%	0 0%	80%
Getting fitness to drive information	25	9 36%	9 36%	7 28%	0 0%	0 0%	72%
Finding directions to a Local Office	27	9 33%	11 41%	5 19%	1 4%	1 4%	74%
Getting contact information (e.g. e-mail address, telephone number)	67	22 33%	29 43%	9 13%	3 4%	4 6%	76%
Finding links to other websites	52	17 33%	20 38%	14 27%	0 0%	1 2%	71%
Other	15	4 27%	7 47%	4 27%	0 0%	0 0%	74%

If very satisfied or satisfied please state your reason(s) why – (116 Comments)- including:

42 comments stating the process was easy

36 comments that the processes were quick to carry out

19 that the service is good

If dissatisfied or very dissatisfied please state your reason(s) why – (14 Comments) – including:

5 comments were made regarding the difficulty in carrying out the process, other comments related to inability to complete the process, no easy to find contact numbers and the process being unclear

Section 4 – General Contact

Regarding your most recent contact with DVLA, which channel did you use?

Base = 829

- DVLA Swansea – **43%** (354)
- DVLA Local Office/CR Enforcement Centre – **1%** (7)
- Internet – **24%** (198)
- DVLA Contact Centre – **5%** (44)
- Post Office® - **23%** (187)
- Third Party (e.g. Motor Dealer) – **1%** (9)
- Other – **4%** (30)

During your most recent contact, depending on your method of communication, how satisfied or dissatisfied were you with the following?

	Base	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Overall Satisfaction
Base	5388						
Ease of access to our services/information	648	324 50%	253 39%	52 8%	12 2%	7 1%	89%
Ease of finding the information you required	561	257 46%	230 41%	46 8%	18 3%	10 2%	87%
Time taken to obtain a response	535	226 42%	227 42%	53 10%	18 3%	11 2%	84%
Finding the appropriate person to speak to	313	99 32%	130 42%	54 17%	15 5%	15 5%	74%
Knowledge and expertise of staff	333	138 41%	149 45%	31 9%	11 3%	4 1%	86%
Professionalism of staff	338	152 45%	138 41%	38 11%	8 2%	2 1%	86%
Helpfulness of staff	354	166	142	35	6	5	87%

		47%	40%	10%	2%	1%	
Clarity of information provided	461	209 45%	190 41%	42 9%	14 3%	6 1%	86%
Speed at which your query/application was resolved	479	232 48%	177 37%	49 10%	11 2%	10 2%	85%
Quality of the website	320	145 45%	133 42%	35 11%	1 0%	6 2%	87%
Opening hours at DVLA Local Office/DVLA Swansea	244	78 32%	108 44%	49 20%	7 3%	2 1%	76%
Disabled access to premises	67	24 36%	20 30%	22 33%	0 0%	1 1%	66%
Facilities available to customers at DVLA premises (e.g. waiting area, car parking etc)	75	24 32%	21 28%	26 35%	3 4%	1 1%	60%
Time spent queuing at the Post Office®	260	62 24%	116 45%	58 22%	13 5%	11 4%	69%
Overall way in which your query/application was handled	400	181 45%	168 42%	39 10%	3 1%	9 2%	87%

If very satisfied or satisfied please state your reason(s) why – (35 Comments)- including:

10 Comments stating how easy the process was

8 Comments regarding how quick the process was

3 Comments on how helpful the electronic system or staff were

If dissatisfied or very dissatisfied please state your reason(s) why – (31 Comments) – including:

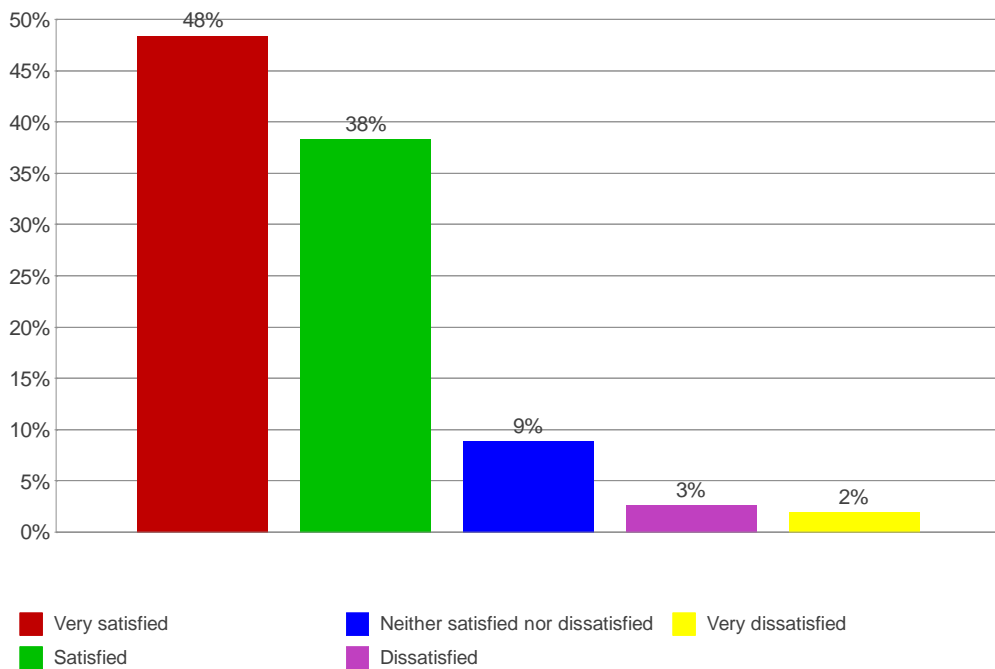
11 comments on the time taken to respond or process queries

11 comment on the inconvenience of the IVR service

3 comments regarding the difficulty for some transactions e.g. Disabled or tax class change online

How satisfied or dissatisfied were you with the overall time taken to process your most recent application/request from start to finish?

Base = 831



If very satisfied or satisfied please state your reason(s) why – (275 Comments)- including

The majority of comments regarding satisfaction (161) were in relation to how quick the process was

If dissatisfied or very dissatisfied please state your reason(s) why – (33 Comments) - including

On the other hand, the majority of the dissatisfied comments (26) stated that the process took too long

Regarding your most recent contact, how many repeat enquiries have you needed to make?

Base = 821

- None – **54%** (446)
- One – **33%** (270)
- Two – **8%** (68)
- More than Two – **5%** (37)

Regarding the most recent printed documentation you received from DVLA, how satisfied or dissatisfied were you with the following?

	Base	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Overall satisfaction
Base	2996	1255 42%	1324 44%	388 13%	22 1%	7 0%	86%
Ease of understanding	700	308 44%	303 43%	82 12%	6 1%	1 0%	87%
Relevance of information provided	573	236 41%	254 44%	78 14%	4 1%	1 0%	85%
Ease of completion	571	226 40%	261 46%	79 14%	3 1%	2 0%	86%
Accuracy of the information provided	567	237 42%	251 44%	74 13%	4 1%	1 0%	86%
Overall quality of printed information received from DVLA	585	248 42%	255 44%	75 13%	5 1%	2 0%	86%

If very satisfied or satisfied please state your reason(s) why – (210 Comments) – including:

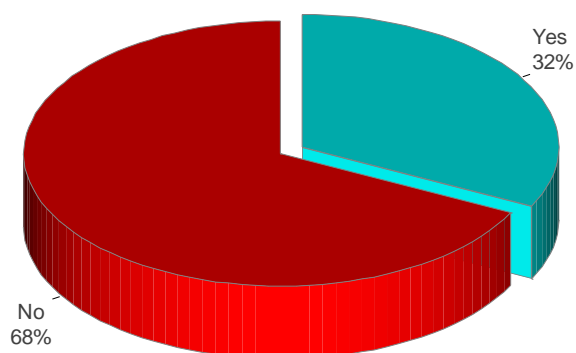
56 comments were made regarding the documentation being easy to understand and 46 comments stating that the documentation was clear

If dissatisfied or very dissatisfied please state your reason(s) why – (10 Comments)

The majority of comments were regarding the documentation being unclear

If the content of your documentation you received was incorrect did you return it to be amended?

Base = 176



Section 5 - Improving DVLA Services

Which of the following do you think DVLA is involved in?

	Base	Yes	No	Don't know
Base	7484	5680 75.90%	412 5.50%	1392 18.60%
Helping to keep disqualified drivers off the road	761	549 72.10%	57 7.50%	155 20.40%
Helping to ensure drivers only drive vehicles covered by their driving licence	747	561 75.10%	55 7.40%	131 17.50%
Ensuring that drivers are medically fit to drive	743	568 76.40%	41 5.50%	134 18.00%

Checking drivers are insured and that a vehicle has an MOT when people buy vehicle tax	774	710 91.70%	23 3.00%	41 5.30%
Providing police with accurate information from the driver and vehicle record so that they can enforce the law (e.g. preventing the cloning of vehicle identities)	754	688 91.20%	11 1.50%	55 7.30%
Registering number plate suppliers	736	476 64.70%	36 4.90%	224 30.40%
Working with Local Authorities, Police and the Fire Service to clear the streets of abandoned vehicles and untaxed vehicles	743	496 66.80%	65 8.70%	182 24.50%
Collection of Vehicle Excise Duty (vehicle tax) on behalf of HM Treasury	734	633 86.20%	19 2.60%	82 11.20%
Investigating reports of untaxed vehicles	749	540 72.10%	51 6.80%	158 21.10%
Helping to fight Identity fraud	743	459 61.80%	54 7.30%	230 31.00%

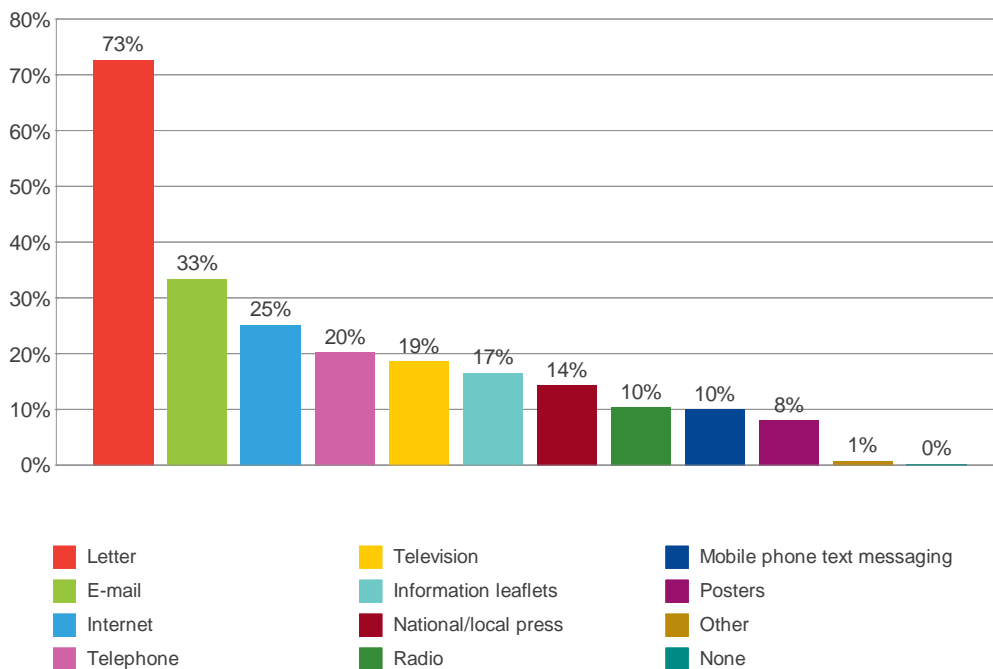
Within the last 12 months have you obtained information about DVLA from any of the following?

		Yes	No
Base	4589	773 16.80%	3816 83.20%
DVLA Contact Centre	578	151 26.10%	427 73.90%
DVLA Local Office	508	52 10.20%	456 89.80%
Post Office®	573	185 32.30%	388 67.70%
Newspapers	490	33 6.70%	457 93.30%
Internet	587	253 43.10%	334 56.90%

Social Media (Facebook, Twitter etc)	478	10 2.10%	468 97.90%
Posters	477	17 3.60%	460 96.40%
Leaflets	501	60 12.00%	441 88.00%
Other	397	12 3.00%	385 97.00%

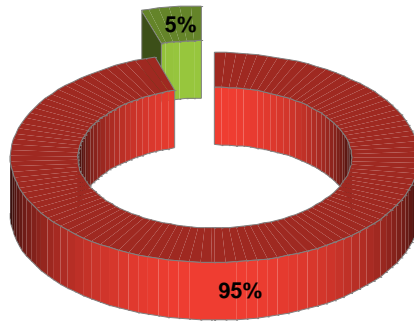
As a driver or vehicle keeper, which of the following method(s) would you prefer DVLA to use when providing information?

Base = 872



Are you aware that you need to notify DVLA if you currently have, or develop, a medical condition that might affect your fitness to drive?

Base = 857



■ Yes ■ No

Where would you go to seek advice about your fitness to drive?

Base = 845

- Doctor – **93%** (786)
- Consultant – **19%** (164)
- Optician – **49%** (414)
- DVLA Contact Centre – **22%** (185)
- GOV.UK Website – **20%** (169)
- Don't Know – **1%** (7)
- Other – **2%** (13)

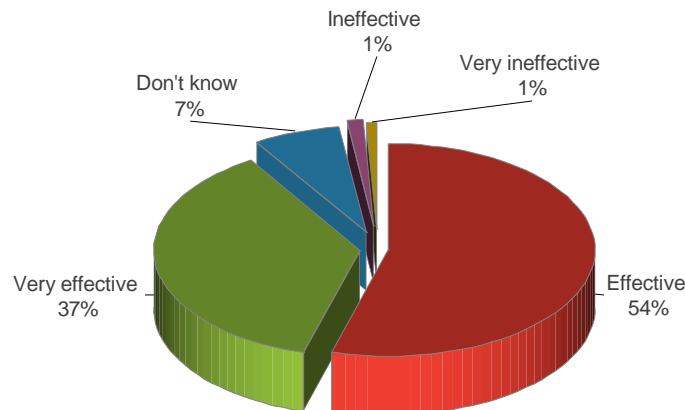
Do you have any suggestions as to how DVLA can improve the way in which it communicates with its customers? (81 Comments) – including:

13 comments suggesting that no changes were needed and current communication methods work, 9 comments around improving the automated phone service so that customers could talk to a human and 6 comments requesting face to face communication by re-opening the local offices.

Section 6 - Overall Satisfaction

What is your overall impression of DVLA?

Base = 835



If very effective/effective, please state your reason(s) why (322 Comments)- including:

Quick (52), Good Service (43), No problems (43)

If ineffective/very ineffective, please state your reason(s) why (12 Comments)- including:

The main reason for ineffectiveness was processes taking too long (3 comments), other reasons included processes and services being too confusing and errors or mistakes being made by DVLA

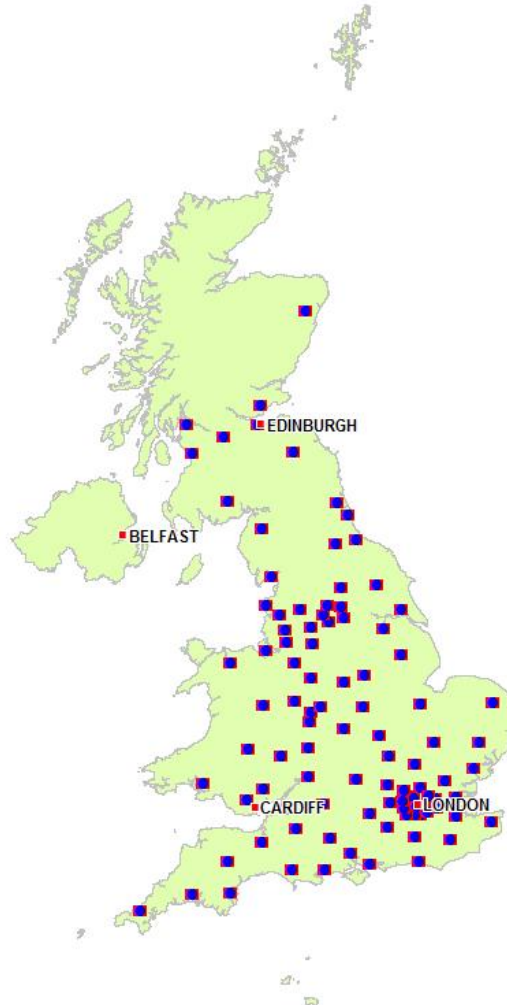
Please use this space if you have any other comments or suggestions about DVLA services (80 Comments)

Over a quarter of these comments (22) were relating to the survey itself and not DVLA services, stating that the return envelope received with the survey was too small. 8 Comments were made regarding the closure of the Local Offices and 7 comments regarding the automated telephone system

Section 7 – About You

Please provide your postcode: -

Base = 505



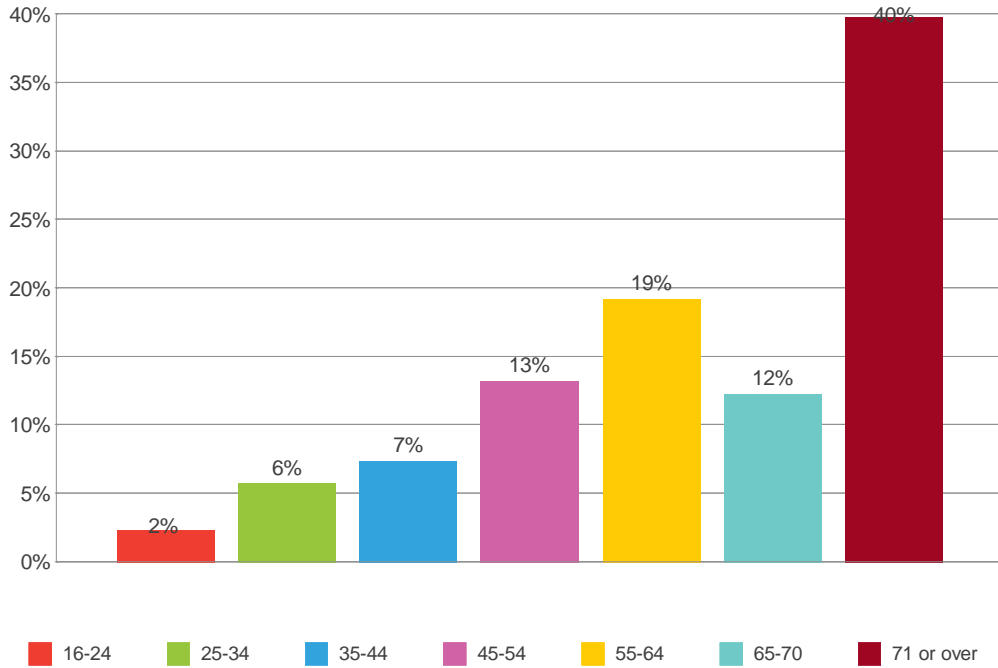
Are you?

Base = 844

- Male – **63%** (532)
- Female – **37%** (312)

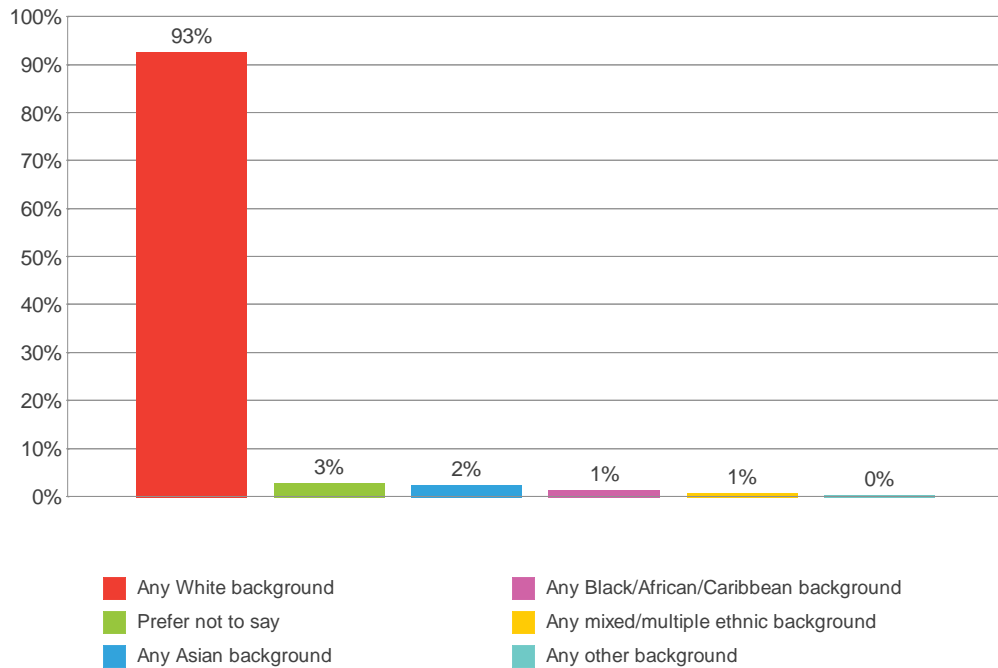
Which of the following age groups are you in?

Base = 876



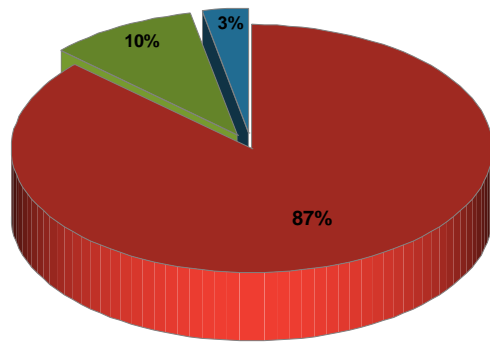
What is your ethnic group?

Base = 863



Do you consider yourself to be disabled?

Base = 867



■ No
 ■ Yes
 ■ Prefer not to say

Are you?

Base = 872

- Employed – **37%** (319)
- Unemployed – **2%** (18)
- Retired – **54%** (469)
- Other – **8%** (66)

Others included Self Employed (27), Student (8) and house wife /home maker (7)

What is your household annual income?

Base = 843

- Up to £10,000 – **15%** (122)
- £10,001 - £20,000 – **23%** (200)
- £20,001 - £30,000 – **14%** (114)
- £30,001 - £50,000 – **11%** (90)
- Over £50,000 – **7%** (62)
- Prefer not to say – **30%** (255)