



Survey Name: DVLA Reception Survey

Report Date: March 2015

Objectives: To gauge how many members of the public visit DVLA when they could use the online channel to complete their transaction.

To understand whether customers are aware certain transactions could be completed online and, if so, why they are choosing to visit DVLA Reception.

Executive Summary - Findings:

- 55% of 1178 participants visited the DVLA reception for the first time. 32% of 232 participants visiting DVLA Reception for the first time were completing a transaction that was not available online, and they wanted to speak to someone about their transaction.
- Of the 524 participants that had visited DVLA Reception previously, only 10 (2%) visited on a monthly basis or less.
- Just over a quarter of 1180 participants (26%) visited the DVLA reception to discuss a personalised registration transaction. Of these participants, 71% would be likely to use the online channel if it was available.
- 34% of 410 participants advised they visited the DVLA reception as they wanted to speak to someone in person; 21% did so as they needed to complete their transaction in a short space of time.
- For those services not available online, 141 participants visited the DVLA Reception as they wanted to speak to someone about their transaction. Of these, 70% advised they would be Very unlikely/Unlikely to use a booth or electronic device if it were available within the reception area.
- Of 560 participants that visited DVLA Reception to complete a transaction that is not currently available online, 67% advised they would be very likely/likely to complete the same transaction online if available.
- 59% of 1177 participants advised they would be Very unlikely/ unlikely to use a facility in DVLA Reception (booth or electronic device). 72% of 684 participants that would be Very unlikely/Unlikely to use a booth or electronic device in DVLA Reception advised that if they needed help when using DVLA online services, they would choose to phone DVLA.
- Of 480 participants that advised they would use a booth or electronic device at the DVLA Reception, if they required help in doing so, 76% of participants advised they prefer one-to-one advice by a member of staff.
- 81% of 479 participants interested in using a booth or electronic device at the DVLA Reception would be most comfortable using either a PC or laptop, while 55% would be comfortable using a smart phone or tablet.