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**Survey Name:** DVLA Customer Satisfaction 2018/19

**Report Date:** April 2019

**Objectives:**

- To measure current levels of satisfaction against a breakdown of DVLA drivers, vehicles and drivers medical services.
- To measure current levels of customer reputation against a breakdown of DVLA drivers, vehicles and drivers medical services.

**Methodology and target audience:** The survey was distributed monthly by post, to customers that had recently transacted with DVLA.

**Sample:** The sample was based on annual transactions across 16 different services for drivers, vehicles and drivers medical, which were weighted proportionately according to volumes.

**Response rates:** From 64,122 surveys sent out, the overall response rate was 13.47%. As with all surveys, there is a non-response bias accepted as part of the approach. This means that we are accepting the views of 8,637 customers that had chosen to complete the survey, and not the views of the entire outgoing sample of 64,122.

**Executive Summary - Findings:**

- The overall customer satisfaction score for 2018/19 was 92.83%
- Customers scored DVLA's reputation as 77 out of 100. The reputation score is based around customer views of how well DVLA understands and meets their needs, their trust in DVLA, whether they feel valued as a customer, how much they are an advocate of our services, and if they believe DVLA takes customer views seriously.

The customer satisfaction scores for the main services were:

- I want to tax my vehicle 93.8%
- I want to amend my vehicle registration details 89.57%
- I want to renew my driving licence 93.23%
- I want to notify DVLA of a medical condition 80.62%

## Drivers Services

- Overall, the service met the expectations of 61.1% (718 of 1,176).
- A further 36.3% (427 of 1,176) said the service they received exceeded their expectations.
- 91.8% (1,083 of 1,154 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 91.6% (1,029 of 1,123 respondents) were very satisfied/satisfied with the ease of access to information.
- 90.3% (939 of 1,140 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 73.9% (330 of 447 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 82.4% (342 of 415 respondents) were very satisfied/satisfied with the time taken to be seen by staff at the Post Office.
- 91.2% (910 of 997 respondents) were very satisfied/satisfied with the time taken to complete the service.
- 91.9% (492 of 535 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 91.8% (496 of 540 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 92.2% (493 of 535 respondents) were very satisfied/satisfied with the professionalism of staff.
- 89% (471 of 529 respondents) were very satisfied/satisfied with the knowledge of staff.
- 93.6% (1,137 of 1,214 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 88.4% (1,047 of 1,184 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 72.5% (840 of 1,158 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 80.2% (929 of 1,159 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 74.7% (866 of 1,159 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 77.4% (898 of 1,161 respondents) strongly agreed/agreed that they believe DVLA understands their needs.

## Vehicles Services

- Overall, the service met the expectations of 75.7% (3,517 of 4,648).
- A further 21.1% (981 of 4,648) said the service they received exceeded their expectations.
- 92.2% (3,728 of 4,379 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 90.6% (3,880 of 4,304 respondents) were very satisfied/satisfied with the ease of access to information.
- 89.2% (3,553 of 3,982 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 70% (1,244 of 1,777 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 79.6.% (1,170 of 1,471 respondents) were very satisfied/satisfied with the time taken to be seen by staff at the Post Office.
- 88.9% (3,509 of 3,901 respondents) were very satisfied/satisfied with the time taken to complete the service.
- 88.9% (1,746 of 1,965 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 88.4% (1,729 of 1,956 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 86.5% (1,733 of 1,959 respondents) were very satisfied/satisfied with the professionalism of staff.
- 86.6% (1,671 of 1,929 respondents) were very satisfied/satisfied with the knowledge of staff.
- 92% (4,313 of 4,687 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 87.7% (4,011 of 4,573 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 66.1% (2,981 of 4,507 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 77.8% (3,494 of 4,493 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 69.4% (3,136 of 4,517 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 72.7% (3,279 of 4,512 respondents) strongly agreed/agreed that they believe DVLA understands their needs.

## Drivers Medical

- Overall, the service met the expectations of 69.5% (1,446 of 2,081).
- A further 17.8% (370 of 2,081) said the service they received exceeded their expectations.
- 84.3% (1,724 of 2,044 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 78.1% (1,455 of 1,863 respondents) were very satisfied/satisfied with the ease of access to information.
- 78.7% (1,461 of 1,858 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 64.2% (664 of 1,033 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 77% (393 of 510 respondents) were very satisfied/satisfied with the time taken to be seen by staff at the Post Office.
- 74% (1,190 of 1,609 respondents) were very satisfied/satisfied with the time taken to complete the service.
- 87.2% (963 of 1,105 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 83.1% (912 of 1,098 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 83.2% (921 of 1,106 respondents) were very satisfied/satisfied with the professionalism of staff.
- 80.4% (859 of 1,069 respondents) were very satisfied/satisfied with the knowledge of staff.
- 82.7% (1,725 of 2,085 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 82.3% (1,652 of 2,008 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 65.5% (1,294 of 1,977 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 70.7% (1,395 of 1,974 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 70.2% (1,391 of 1,983 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 68.8% (1,383 of 1,982 respondents) strongly agreed/agreed that they believe DVLA understands their needs.