



Survey Name: DVLA Customer Satisfaction 2019/20

Report Date: July 2020

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 the four main driver, vehicles and drivers medical services, which were weighted proportionately according to volumes.

Response rates: From 54,618 surveys sent out, the overall response rate was 16.87%. 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 9,215 customers that had chosen to complete the survey, and not the views of the entire outgoing sample of 54,618.

Executive Summary - Findings:

- The overall customer satisfaction score for 2019/20 was 94.02%
- 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, if they believe DVLA takes customer views seriously and if they believe they are treated fairly by DVLA.

The customer satisfaction scores for the main services were:

- I want to tax my vehicle 94.32%
- I want to amend my vehicle registration details 92.13%
- I want to renew my driving licence 94.92%
- I want to notify DVLA of a medical condition 81.92%

Drivers service – Renew my driving licence

- Overall, the service met the expectations of 70.3% (1,811 of 2,576).
- A further 28% (722 of 2,576) said the service they received exceeded their expectations.
- 94.7% (2,283 of 2,411 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 91.9% (2,125 of 2,313 respondents) were very satisfied/satisfied with the ease of access to information.
- 91.7% (2,032 of 2,217 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 75.2% (590 of 784 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 90.6% (1,849 of 2,040 respondents) were very satisfied/satisfied with the time taken to complete the service.
- 90.8% (795 of 875 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 89% (779 of 876 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 89.1% (788 of 884 respondents) were very satisfied/satisfied with the professionalism of staff.
- 87.1% (750 of 861 respondents) were very satisfied/satisfied with the knowledge of staff.
- 94.5% (2,341 of 2,478 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 89.8% (2,152 of 2,396 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 71.2% (1,676 of 2,352 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 78.5% (1,862 of 2,370 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 69.8% (1,646 of 2,355 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 74.3% (1,762 of 2,372 respondents) strongly agreed/agreed that they believe DVLA understands their needs.
- 86.6% (2,050 of 2,366 respondents) strongly agreed/agreed that they believe they are treated fairly by DVLA.

Drivers Medical service – Notify DVLA of a medical condition

- Overall, the service met the expectations of 73.5% (2,321 of 3,159).
- A further 16.9% (534 of 3,159) said the service they received exceeded their expectations.
- 85% (2,597 of 3,053 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 80.3% (2,322 of 2,890 respondents) were very satisfied/satisfied with the ease of access to information.
- 81.2% (2,367 of 2,915 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 73% (1,286 of 1,762 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 75.1% (2,070 of 2,755 respondents) were very satisfied/satisfied with the time taken to reach a decision.
- 89.7% (1,707 of 1,903 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 86.5% (1,644 of 1,901 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 87.3% (1,680 of 1,923 respondents) were very satisfied/satisfied with the professionalism of staff.
- 83.9% (1,597 of 1,903 respondents) were very satisfied/satisfied with the knowledge of staff.
- 85.1% (2,585 of 3,039 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 85.2% (2,564 of 3,007 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 68.9% (2,020 of 2,930 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 72.6% (2,143 of 2,952 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 70.2% (2,063 of 2,939 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 73.3% (2,172 of 2,963 respondents) strongly agreed/agreed that they believe DVLA understands their needs.
- 83.1% (2,482 of 2,986 respondents) strongly agreed/agreed that they believe they are treated fairly by DVLA.

Vehicles service – Tax my vehicle

- Overall, the service met the expectations of 86.1% (1,678 of 1,950).
- A further 12.5% (243 of 1,950) said the service they received exceeded their expectations.
- 92.7% (1,648 of 1,778 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 91.9% (1,597 of 1,738 respondents) were very satisfied/satisfied with the ease of access to information.
- 91.3% (1,530 of 1,676 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 73.4% (483 of 658 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 91.5% (1,451 of 1,585 respondents) were very satisfied/satisfied with the time taken to complete the service.
- 89.7% (656 of 731 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 88.5% (635 of 718 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 89.3% (648 of 726 respondents) were very satisfied/satisfied with the professionalism of staff.
- 87.8% (623 of 709 respondents) were very satisfied/satisfied with the knowledge of staff.
- 92.5% (1,750 of 1,891 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 85.6% (1,587 of 1,854 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 62.6% (1,130 of 1,807 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 73.2% (1,334 of 1,822 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 60.7% (1,098 of 1,809 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 66.1% (1,196 of 1,809 respondents) strongly agreed/agreed that they believe DVLA understands their needs.
- 76.6% (1,393 of 1,818 respondents) strongly agreed/agreed that they believe they are treated fairly by DVLA.

Vehicles service – Notify a change of details on your V5C

- Overall, the service met the expectations of 74.7% (1,052 of 1,409).
- A further 22.4% (316 of 1,409) said the service they received exceeded their expectations.
- 91.7% (1,201 of 1,310 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 90.3% (1,164 of 1,290 respondents) were very satisfied/satisfied with the ease of access to information.
- 88.9% (1,095 of 1,231 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 73.8% (485 of 657 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 87.8% (1,063 of 1,211 respondents) were very satisfied/satisfied with the time taken to complete the service.
- 88.7% (581 of 655 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 88.4% (578 of 654 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 88.6% (591 of 667 respondents) were very satisfied/satisfied with the professionalism of staff.
- 87.8% (574 of 654 respondents) were very satisfied/satisfied with the knowledge of staff.
- 92% (1,250 of 1,359 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 89.1% (1,194 of 1,340 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 69.5% (921 of 1,324 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 77.9% (1,032 of 1,325 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 70.1% (927 of 1,323 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 74.4% (988 of 1,328 respondents) strongly agreed/agreed that they believe DVLA understands their needs.
- 83.8% (1,109 of 1,324 respondents) strongly agreed/agreed that they believe they are treated fairly by DVLA.