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**Survey Name:** DVLA Customer Satisfaction 2016/17

**Report Date:** April 2017

**Objectives:**

- To measure the satisfaction level of private motorists and commercial drivers against vehicle and driver licensing (including those requiring medical investigation) services
- To find out where private motorists and commercial drivers are dissatisfied and identify areas for improvement
- To measure overall reputation

**Executive Summary - Findings:**

The 2016/17 overall Customer Satisfaction score for DVLA is **93.78%**

The key service measures for satisfaction are:

- I want to amend my vehicle registration details **90.95%**
- I want to tax my vehicle **96.06%**
- I want to renew my driving licence **95.80%**
- To notify of a medical condition **83.88%**

The overall 'reputational' analysis score for 2016/17 is **78.55**

Reputation was measured against Needs, Trust, Advocacy and Feeling;

- DVLA meets my needs as a customer **90%**
- I trust DVLA as an organization **86%**
- I feel I am treated as a valued customer by DVLA **69%**
- I would recommend DVLA services to others **77%**
- I believe DVLA takes customer views seriously **74%**
- I believe DVLA understands my needs **75%**