



Survey Name: Digital Signature Survey

Report Date: May 2017

Objectives:

- To gather customer views/appetite for providing a digital signature
- To understand customer preferences and how they would want to provide a digital signature
- Identify customer ideas for improvement

Executive Summary - Findings:

Overall, potential customers gave a positive reaction to the concept of using a digital signature.

- **Email survey - 83% (90)** of the sample stated that they would provide a digital signature, whilst **10% (11)** did not know whether they would use the service or not. Only **7% (8)** stated that they would not use the service
- **Postal Survey - 53% (133)** of the sample stated that they would provide a digital signature, whilst **30% (77)** did not know whether they would use the service or not. **17% (42)** stated that they would not use the service
- There was a significant difference between the email and postal survey responses for the initial question asking if customers had applied online or via the postal service.
 - Email survey – **97% (108)** applied online
 - Postal survey – **88% (228)** applied via postal service
- *The main reasons for customers not using the online service detailed in the postal survey were a preference in using a postal service **50% (112)**, and in difficulty completing the online application, so used the postal service **14% (32)***

When asked what help they needed in completing the online application, customer's main reasons included:

- **Postal survey** – *I received some help from family/friends **37% (91)**, I didn't need any help **33% (81)***
- **Email survey** – *I didn't need any help **51% (56)**, I received some help from family and friends **38% (42)**,*
- **Postal Survey** - The preferred choice (very likely/likely to use) for providing a digital signature was 'Signing your driving licence on receipt (signature strip)' **46% (161)**
- **Postal** - The highest expectations for customer support were for a 24hour/7days a week service, with FAQ's/Online guidance **71% (124)**, email support **49% (93)**, and web chat **35% (61)**.