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**Survey Name:** DVLA Customer Satisfaction 2020/21

**Report Date:** March 2021

Due to the COVID-19 pandemic, surveys were distributed between October 2020 to February 2021. Results shown are based on 5 months only.

**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 25,296 surveys sent out, the overall response rate was 16.81%. 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 4,253 customers that had chosen to complete the survey, and not the views of the entire outgoing sample of 25,296.

**Executive Summary - Findings:**

- The overall customer satisfaction score for 2020/21 was 92.54%.
- Customers scored DVLA's reputation as 75 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 92.50%
- I want to amend my vehicle registration details 91.46%
- I want to renew my driving licence 95.00%
- I want to notify DVLA of a medical condition 80.32%

## Drivers service – Renew my driving licence

- Overall, the service met the expectations of 57.1% (646 of 1,131).
- A further 39.8% (450 of 1,131) said the service they received exceeded their expectations.
- 91.8% (945 of 1,029 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 90.8% (936 of 1,030 respondents) were very satisfied/satisfied with the ease of access to information.
- 89.4% (837 of 936 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 67% (195 of 291 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 91.2% (911 of 999 respondents) were very satisfied/satisfied with the time taken to complete the service.
- 87.4% (263 of 301 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 86.3% (260 of 301 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 86.3% (265 of 307 respondents) were very satisfied/satisfied with the professionalism of staff.
- 85.5% (254 of 297 respondents) were very satisfied/satisfied with the knowledge of staff.
- 92.9% (1,015 of 1,092 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 91.4% (977 of 1,069 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 67.4% (705 of 1,045 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 78.9% (836 of 1,059 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 64.3% (675 of 1,050 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 70.2% (739 of 1,052 respondents) strongly agreed/agreed that they believe DVLA understands their needs.
- 82.9% (875 of 1,055 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 68.9% (800 of 1,161).
- A further 19.6% (227 of 1,161) said the service they received exceeded their expectations.
- 83.5% (932 of 1,116 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 77.4% (830 of 1,073 respondents) were very satisfied/satisfied with the ease of access to information.
- 76.8% (818 of 1,065 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 58.2% (349 of 600 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 72.7% (707 of 973 respondents) were very satisfied/satisfied with the time taken to reach a decision.
- 87.4% (554 of 634 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 85.9% (545 of 635 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 85.6% (549 of 642 respondents) were very satisfied/satisfied with the professionalism of staff.
- 83.2% (529 of 636 respondents) were very satisfied/satisfied with the knowledge of staff.
- 83.3% (948 of 1,138 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 84.7% (948 of 1,120 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 65.9% (721 of 1,094 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 69.6% (769 of 1,105 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 68.2% (741 of 1,088 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 72.5% (800 of 1,103 respondents) strongly agreed/agreed that they believe DVLA understands their needs.
- 82.4% (912 of 1,106 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 82.1% (938 of 1,143).
- A further 15.7% (180 of 1,143) said the service they received exceeded their expectations.
- 88.5% (927 of 1,048 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 89% (899 of 1,010 respondents) were very satisfied/satisfied with the ease of access to information.
- 87.5% (831 of 950 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 62.9% (226 of 359 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 88.7% (747 of 842 respondents) were very satisfied/satisfied with the time taken to complete the service.
- 81.8% (296 of 362 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 82.9% (296 of 357 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 83% (293 of 353 respondents) were very satisfied/satisfied with the professionalism of staff.
- 81.6% (279 of 342 respondents) were very satisfied/satisfied with the knowledge of staff.
- 92.9% (1,035 of 1,114 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 86.3% (932 of 1,080 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 62% (662 of 1,069 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 71.9% (763 of 1,061 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 58.6% (622 of 1,062 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 65.7% (697 of 1,060 respondents) strongly agreed/agreed that they believe DVLA understands their needs.
- 76.9% (816 of 1,061 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 71.2% (524 of 736).
- A further 25% (184 of 736) said the service they received exceeded their expectations.
- 89.7% (611 of 681 respondents) were very satisfied/satisfied with the quality of information received from DVLA.
- 87.7% (590 of 673 respondents) were very satisfied/satisfied with the ease of access to information.
- 85.1% (531 of 624 respondents) were very satisfied/satisfied with the effectiveness of our communication.
- 63% (200 of 317 respondents) were very satisfied/satisfied with the time taken to get through to staff on the telephone.
- 85.9% (580 of 675 respondents) were very satisfied/satisfied with the time taken to complete the service.
- 81.8% (252 of 308 respondents) were very satisfied/satisfied with the politeness/courtesy of staff.
- 79.6% (247 of 310 respondents) were very satisfied/satisfied with the helpfulness of staff.
- 80.7% (252 of 312 respondents) were very satisfied/satisfied with the professionalism of staff.
- 79.5% (249 of 313 respondents) were very satisfied/satisfied with the knowledge of staff.
- 92% (670 of 728 respondents) strongly agreed/agreed that the DVLA meets their needs as a customer.
- 87.9% (631 of 718 respondents) strongly agreed/agreed that they trust DVLA as an organisation.
- 66.7% (474 of 711 respondents) strongly agreed/agreed that they feel they are treated as a valued customer by DVLA.
- 75% (535 of 714 respondents) strongly agreed/agreed that they would recommend DVLA services to others.
- 67% (475 of 709 respondents) strongly agreed/agreed that they believe DVLA takes customer views seriously.
- 71% (505 of 712 respondents) strongly agreed/agreed that they believe DVLA understands their needs.
- 81.8% (579 of 708 respondents) strongly agreed/agreed that they believe they are treated fairly by DVLA.