



Survey Name: DVLA Customer Satisfaction 2021/22

Report Date: March 2022

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 60,814 surveys sent out, the overall response rate was 13.29%. 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 8,080 customers that had chosen to complete the survey, and not the views of the entire outgoing sample of 60,814.

Executive Summary - Findings:

(Please note: these findings are from research carried out between April 2021 to March 2022, when we were still experiencing Covid restrictions)

- The overall customer satisfaction score for 2021/22 was 92.13%.
- Customers scored DVLA's reputation as 67 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 92.96%
- I want to amend my vehicle registration details 89.28%
- I want to renew my driving licence 89.42%
- I want to notify DVLA of a medical condition 55.35%

Drivers service – Renew my driving licence

Expectations

- Met expectations - 57.3% (1,291 of 2,255).
- Exceeded expectations - 35.7% (806 of 2,255)

Satisfaction – of those very satisfied/satisfied

- Quality of service received from DVLA - 89.9% (1,958 of 2,179)
- Quality of information received from DVLA - 89.1% (1,849 of 2,076)
- Ease of access to the service - 88.6% (1,883 of 2,126)
- Ease of access to information - 87.7% (1,830 of 2,087)
- Effectiveness of our communication - 85.2% (1,619 of 1,900)
- Time taken to get through to staff on the telephone - 58% (354 of 610)
- Time taken to process the application - 88.5% (1,735 of 1,961)
- Politeness/Courtesy of staff - 84% (445 of 530)
- Helpfulness of staff - 83.1% (429 of 516)
- Professionalism of staff - 83.4% (441 of 529)
- Knowledge of staff - 80.9% (411 of 508)
- Accuracy of the product/service - 88.9% (1,372 of 1,543)

Reputation – of those that strongly agreed/agreed

- DVLA meets their needs as a customer - 88.4% (1,955 of 2,212)
- They trust DVLA as an organization - 83.4% (1,832 of 2,197)
- They feel they are treated as a valued customer by DVLA - 59.8% (1,292 of 2,158)
- They would recommend DVLA services to others - 70.6% (1,529 of 2,165)
- They believe DVLA takes customer views seriously - 57.2% (1,228 of 2,145)
- They believe DVLA understands their needs - 63.2% (1,353 of 2,140)
- They believe they are treated fairly by DVLA - 75.6% (1,629 of 2,154)

Drivers Medical service – Notify DVLA of a medical condition

Expectations

- Met expectations - 57.7% (1,111 of 1,924).
- Exceeded expectations – 10% (193 of 1,924)

Satisfaction – of those very satisfied/satisfied

- Quality of service received from DVLA - 58% (1,118 of 1,928)
- Quality of information received from DVLA - 61.8% (1,162 of 1,879)
- Ease of access to the service - 53.5% (978 of 1,827)
- Ease of access to information - 53.4% (959 of 1,797)
- Effectiveness of our communication - 52% (941 of 1,810)
- Time taken to get through to staff on the telephone - 24% (289 of 1,204)
- Time taken to reach a decision - 43.2% (720 of 1,668)
- Politeness/Courtesy of staff - 72.7% (790 of 1,087)
- Helpfulness of staff - 66.7% (717 of 1,075)
- Professionalism of staff - 68% (732 of 1,076)
- Knowledge of staff - 63% (664 of 1,054)
- Accuracy of the product/service - 61.1% (850 of 1,392)

Reputation – of those that strongly agreed/agreed

- DVLA met their needs as a customer - 59.1% (1,153 of 1,951)
- They trust DVLA as an organization - 66.5% (1,287 of 1,936)
- They feel they are treated as a valued customer by DVLA - 45% (856 of 1,902)
- They would recommend DVLA services to others - 47.5% (907 of 1,911)
- They believe DVLA takes customers views seriously - 46.3% (881 of 1,903)
- They believe DVLA understands their needs - 50.4% (959 of 1,905)
- They believe they are treated fairly by DVLA - 61% (1,165 of 1,910)

Vehicles service – Tax my vehicle

Expectations

- Met expectations - 82.4% (1,699 of 2,061).
- Exceeded expectations – 15.6% (322 of 2,061)

Satisfaction – of those very satisfied/satisfied

- Quality of service received from DVLA - 92% (1,764 of 1,918)
- Quality of information received from DVLA - 90.8% (1,706 of 1,879)
- Ease of access to service - 91.3% (1,751 of 1,917)
- Ease of access to information - 89.8% (1,654 of 1,842)
- Effectiveness of our communication - 88.7% (1,554 of 1,751)
- Time taken to get through to staff on the telephone - 61.7% (453 of 734)
- Time taken to process the application - 88.8% (1,438 of 1,620)
- Politeness/Courtesy of staff - 83.2% (576 of 692)
- Helpfulness of staff - 83% (565 of 681)
- Professionalism of staff - 82.9% (564 of 680)
- Knowledge of staff - 82.9% (561 of 677)
- Accuracy of the product/service - 88.8% (1,256 of 1415)

Reputation – of those that strongly agreed/agreed

- DVLA meets their needs as a customer - 89.6% (1,795 of 2,002)
- They trust DVLA as an organization - 85.1% (1,680 of 1,974)
- They feel they are treated as a valued customer by DVLA - 58.5% (1,128 of 1,928)
- They would recommend DVLA services to others - 71% (1,385 of 1,950)
- They believe DVLA takes customer views seriously - 57% (1,104 of 1,938)
- They believe DVLA understands their needs - 63.8% (1,238 of 1,939)
- They believe they are treated fairly by DVLA - 74.2% (1,441 of 1,942)

Vehicles service – Notify a change of details on your V5C

Expectations

- Met expectations - 73.3% (1,167 of 1,593)
- Exceeded expectations – 20.3% (324 of 1,593)

Satisfaction – of those very satisfied/satisfied

- Quality of service received from DVLA - 87.8% (1,362 of 1,552 respondents)
- Quality of information received from DVLA - 86.4% (1,287 of 1,489)
- Ease of access to the service - 84% (1,254 of 1,493)
- Ease of access to information - 83.8% (1,229 of 1,467)
- Effectiveness of our communication - 82.3% (1,152 of 1,399)
- Time taken to get through to staff on the telephone 56.7% (401 of 707)
- Time taken to process the application - 82.1% (1,172 of 1,428)
- Politeness/Courtesy of staff - 83.3% (533 of 640)
- Helpfulness of staff - 81.5% (521 of 639)
- Professionalism of staff - 81.7% (519 of 635)
- Knowledge of staff - 80.3% (508 of 633)
- Accuracy of the product/service - 84.5% (978 of 1,158)

Reputation – of those that strongly agreed/agreed

- DVLA meets their needs as a customer - 85.8% (1,340 of 1,560)
- They trust DVLA as an organization - 84.2% (1,301 of 1,546)
- They are treated as a valued customer by DVLA - 64.7% (984 of 1,522)
- They would recommend DVLA services to others - 71.9% (1,100 of 1,530)
- They believe DVLA takes customer views seriously - 62.8% (956 of 1,521)
- DVLA understands their needs - 67.5% (1,031 of 1,528)
- They believe they are treated fairly by DVLA - 76.7% (1,170 of 1,524)