



Survey Name: DVLA Customer Satisfaction 2022/23

Report Date: April 2023

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 56,027 surveys sent out, the overall response rate was 12.62%. 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 7,068 customers that had chosen to complete the survey, and not the views of the entire outgoing sample of 56,027.

Executive Summary - Findings:

- The overall customer satisfaction score for 2022/23 was 91.56%.
- Customers scored DVLA's reputation as 68 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 91.6%
- I want to amend my vehicle registration details 90%
- I want to renew my driving licence 93.2%
- I want to notify DVLA of a medical condition 61.5%

Drivers service – Renew my driving licence

Expectations

- Met expectations - 57.3% (1,119 of 1,952).
- Exceeded expectations - 38.6% (753 of 1,952)

Satisfaction – of those very satisfied/satisfied

- Quality of service received from DVLA - 93.3% (1,752 of 1,878)
- Quality of information received from DVLA - 92.1% (1,646 of 1,787)
- Ease of access to the service – 91.3% (1,683 of 1,844)
- Ease of access to information – 90.2% (1,615 of 1,790)
- Effectiveness of our communication – 89.6% (1,459 of 1,629)
- Time taken to get through to staff on the telephone – 64.9% (270 of 416)
- Time taken to process the application – 93.7% (1,634 of 1,744)
- Politeness/Courtesy of staff – 85.3% (349 of 409)
- Helpfulness of staff - 84.7% (333 of 393)
- Professionalism of staff - 84.2% (340 of 404)
- Knowledge of staff - 81.7% (313 of 383)
- Accuracy of the product/service - 91.6% (1,219 of 1,331)

Reputation – of those that strongly agreed/agreed

- DVLA meets their needs as a customer – 90.2% (1,705 of 1,890)
- They trust DVLA as an organization - 84.4% (1,578 of 1,870)
- They feel they are treated as a valued customer by DVLA – 60.9% (1,120 of 1,840)
- They would recommend DVLA services to others - 73.3% (1,348 of 1,838)
- They believe DVLA takes customer views seriously - 60.3% (1,106 of 1,835)
- They believe DVLA understands their needs - 64.4% (1,178 of 1,828)
- They believe they are treated fairly by DVLA – 76.9% (1,416 of 1,841)

Drivers Medical service – Notify DVLA of a medical condition

Expectations

- Met expectations - 56.4% (1,079 of 1,914)
- Exceeded expectations – 12.7% (244 of 1,914)

Satisfaction – of those very satisfied/satisfied

- Quality of service received from DVLA – 65.1% (1,214 of 1,866)
- Quality of information received from DVLA - 66.3% (1,212 of 1,828)
- Ease of access to the service - 59.1% (1,072 of 1,813)
- Ease of access to information – 60.8% (1,086 of 1,785)
- Effectiveness of our communication – 60.2% (1,076 of 1,786)
- Time taken to get through to staff on the telephone – 31.5% (346 of 1,100)
- Time taken to reach a decision - 49.4% (802 of 1,625)
- Politeness/Courtesy of staff - 77.4% (800 of 1,033)
- Helpfulness of staff – 70.4% (739 of 1,050)
- Professionalism of staff – 73.4% (772 of 1,052)
- Knowledge of staff – 67.1% (695 of 1,035)
- Accuracy of the product/service - 64.4% (914 of 1,419)

Reputation – of those that strongly agreed/agreed

- DVLA met their needs as a customer – 63.7% (1,183 of 1,858)
- They trust DVLA as an organization - 69.3% (1,273 of 1,836)
- They feel they are treated as a valued customer by DVLA – 47.4% (860 of 1,815)
- They would recommend DVLA services to others – 53.3% (966 of 1,813)
- They believe DVLA takes customers views seriously – 50.4% (916 of 1,816)
- They believe DVLA understands their needs - 54.6% (994 of 1,822)
- They believe they are treated fairly by DVLA – 65.7% (1,209 of 1,841)

Vehicles service – Tax my vehicle

Expectations

- Met expectations - 82.5% (1,444 of 1,751)
- Exceeded expectations – 15.4% (269 of 1,751)

Satisfaction – of those very satisfied/satisfied

- Quality of service received from DVLA – 91.2% (1,480 of 1,623)
- Quality of information received from DVLA - 90.2% (1,420 of 1,574)
- Ease of access to service - 90.5% (1,453 of 1,606)
- Ease of access to information - 88.2% (1,375 of 1,559)
- Effectiveness of our communication - 87% (1,249 of 1,436)
- Time taken to get through to staff on the telephone - 60.4% (398 of 659)
- Time taken to process the application - 87.1% (1,183 of 1,358)
- Politeness/Courtesy of staff – 79.3% (494 of 623)
- Helpfulness of staff – 77.3% (474 of 613)
- Professionalism of staff – 77.5% (472 of 609)
- Knowledge of staff – 77.4% (470 of 607)
- Accuracy of the product/service - 85.8% (1,058 of 1233)

Reputation – of those that strongly agreed/agreed

- DVLA meets their needs as a customer - 88.8% (1,513 of 1,703)
- They trust DVLA as an organization – 81.7% (1,371 of 1,679)
- They feel they are treated as a valued customer by DVLA - 59.4% (986 of 1,660)
- They would recommend DVLA services to others – 69.5% (1,152 of 1,657)
- They believe DVLA takes customer views seriously – 56.2% (926 of 1,648)
- They believe DVLA understands their needs - 62.5% (1,030 of 1,649)
- They believe they are treated fairly by DVLA - 74% (1,227 of 1,659)

Vehicles service – Notify a change of details on your V5C

Expectations

- Met expectations – 69.9% (721 of 1,032)
- Exceeded expectations – 25.3% (261 of 1,032)

Satisfaction – of those very satisfied/satisfied

- Quality of service received from DVLA – 90.9% (904 of 995 respondents)
- Quality of information received from DVLA - 88.4% (832 of 941)
- Ease of access to the service – 86.4% (833 of 964)
- Ease of access to information - 86.4% (811 of 939)
- Effectiveness of our communication - 83.3% (713 of 856)
- Time taken to get through to staff on the telephone 62.1% (233 of 375)
- Time taken to process the application - 87.1% (800 of 918)
- Politeness/Courtesy of staff - 80.4% (287 of 357)
- Helpfulness of staff - 78.4% (279 of 356)
- Professionalism of staff - 80.7% (293 of 363)
- Knowledge of staff - 79.3% (280 of 353)
- Accuracy of the product/service – 79.3% (280 of 353)

Reputation – of those that strongly agreed/agreed

- DVLA meets their needs as a customer - 88.5% (878 of 992)
- They trust DVLA as an organization - 86.4% (859 of 994)
- They are treated as a valued customer by DVLA - 64.4% (630 of 978)
- They would recommend DVLA services to others - 74.4% (731 of 982)
- They believe DVLA takes customer views seriously - 64% (624 of 975)
- DVLA understands their needs - 68.1% (669 of 982)
- They believe they are treated fairly by DVLA - 78.8% (775 of 983)