



Survey name: DVLA Customer Satisfaction 2023 to 2024

Report date: April 2024

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 4 main driver, vehicles and drivers medical services, which were weighted proportionately according to volumes.

Response rates: From 65,223 surveys sent out, the overall response rate was 11.2%. 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 7,318 customers that had chosen to complete the survey, and not the views of the entire outgoing sample of 65,223.

Executive summary - findings:

- The overall customer satisfaction score for 2023 to 2024 was 90.6%.
- Customers scored DVLA's reputation as 71 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 renew my driving licence – 93.6%
- I want to notify DVLA of a medical condition – 72.2%
- I want to tax my vehicle – 90.5%
- I want to amend my vehicle registration details – 89.0%

Drivers service – Renew my driving licence

Expectations

- Met expectations – 55.3% (1,015 of 1,837).
- Exceeded expectations – 41.8% (768 of 1,837)

Satisfaction – of those very satisfied or satisfied

- Quality of service received from DVLA – 95.2% (1,708 of 1,795)
- Quality of information received from DVLA – 93.5% (1,589 of 1,699)
- Ease of access to the service – 93.1% (1,626 of 1,746)
- Ease of access to information – 92.1% (1,553 of 1,686)
- Effectiveness of our communication – 90.6% (1,381 of 1,524)
- Time taken to get through to staff on the telephone – 68.6% (295 of 430)
- Time taken to process the application – 95.3% (1,607 of 1,687)
- Politeness or courtesy of staff – 83.9% (344 of 410)
- Helpfulness of staff – 83.8% (337 of 402)
- Professionalism of staff – 83.1% (345 of 415)
- Knowledge of staff – 81.3% (326 of 401)
- Accuracy of the product or service – 92.9% (1,274 of 1,372)

Reputation – of those that strongly agreed or agreed

- DVLA meets their needs as a customer – 92.5% (1,716 of 1,855)
- They trust DVLA as an organization – 85.3% (1,545 of 1,811)
- They feel they are treated as a valued customer by DVLA – 63.9% (1,145 of 1,793)
- They would recommend DVLA services to others – 74.4% (1,337 of 1,796)
- They believe DVLA takes customer views seriously – 60.2% (1,072 of 1,782)
- They believe DVLA understands their needs – 66.6% (1,189 of 1,784)
- They believe they are treated fairly by DVLA – 80.4% (1,454 of 1,808)

Drivers Medical service – Notify DVLA of a medical condition

Expectations

- Met expectations – 65.7% (1,286 of 1,957)
- Exceeded expectations – 15.5% (304 of 1,957)

Satisfaction – of those very satisfied or satisfied

- Quality of service received from DVLA – 75.4% (1,429 of 1,896)
- Quality of information received from DVLA – 75% (1,386 of 1,847)
- Ease of access to service – 72.2% (1,310 of 1,814)
- Ease of access to information – 70.3% (1,260 of 1,792)
- Effectiveness of our communication – 69.8% (1,251 of 1,792)
- Time taken to get through to staff on the telephone – 49.6% (562 of 1,134)
- Time taken to make a decision – 59.9% (1,002 of 1,672)
- Politeness or courtesy of staff – 86.3% (1,010 of 1,170)
- Helpfulness of staff – 80.9% (951 of 1,175)
- Professionalism of staff – 82.9% (987 of 1,191)
- Knowledge of staff – 76.4% (888 of 1,163)
- Accuracy of the product or service – 73.8% (1,078 of 1,460)

Reputation – of those that strongly agreed or agreed

- DVLA met their needs as a customer – 74.3% (1,438 of 1,936)
- They trust DVLA as an organization – 75.4% (1,438 of 1,906)
- They feel they are treated as a valued customer by DVLA – 57.8% (1,091 of 1,886)
- They would recommend DVLA services to others – 62.2% (1,171 of 1,884)
- They believe DVLA takes customers views seriously – 60.4% (1,144 of 1,895)
- They believe DVLA understands their needs – 63.2% (1,199 of 1,898)
- They believe they are treated fairly by DVLA – 73.7% (1,406 of 1,908)

Vehicles service – Tax my vehicle

Expectations

- Met expectations – 83.3% (1,311 of 1,574)
- Exceeded expectations – 13.9% (218 of 1,574)

Satisfaction – of those very satisfied or satisfied

- Quality of service received from DVLA – 90.1% (1,350 of 1,498)
- Quality of information received from DVLA – 88.5% (1,288 of 1,456)
- Ease of access to service – 90.8% (1,370 of 1,508)
- Ease of access to information – 89% (1,291 of 1,450)
- Effectiveness of our communication – 86.5% (1,158 of 1,338)
- Time taken to get through to staff on the telephone – 61.4% (344 of 560)
- Time taken to process the application – 89.5% (1,157 of 1,293)
- Politeness or courtesy of staff – 80.5% (449 of 558)
- Helpfulness of staff – 80.2% (438 of 546)
- Professionalism of staff – 79.4% (433 of 545)
- Knowledge of staff – 77.6% (415 of 535)
- Accuracy of the product or service – 87.7% (995 of 1,134)

Reputation – of those that strongly agreed or agreed

- DVLA meets their needs as a customer – 89.8% (1,492 of 1,592)
- They trust DVLA as an organization – 83.7% (1,301 of 1,555)
- They feel they are treated as a valued customer by DVLA – 57.5% (883 of 1,536)
- They would recommend DVLA services to others – 67.2% (1,027 of 1,529)
- They believe DVLA takes customer views seriously – 55.9% (856 of 1,532)
- They believe DVLA understands their needs – 60.6% (926 of 1,529)
- They believe they are treated fairly by DVLA – 73.8% (1,140 of 1,545)

Vehicles service – Notify a change of details on your V5C

Expectations

- Met expectations – 69.9% (860 of 1,230)
- Exceeded expectations – 24.3% (299 of 1,230)

Satisfaction – of those very satisfied or satisfied

- Quality of service received from DVLA – 91.1% (1,106 of 1,214)
- Quality of information received from DVLA – 87.4% (1,001 of 1,145)
- Ease of access to the service – 87.7% (1,028 of 1,172)
- Ease of access to information – 85.5% (981 of 1,147)
- Effectiveness of our communication – 84.4% (888 of 1,052)
- Time taken to get through to staff on the telephone – 61.9% (320 of 517)
- Time taken to process the application – 87.6% (1,004 of 1,146)
- Politeness or courtesy of staff – 80% (409 of 511)
- Helpfulness of staff – 79.6% (410 of 515)
- Professionalism of staff – 81.5% (422 of 518)
- Knowledge of staff – 79.5% (408 of 513)
- Accuracy of the product or service – 86.4% (823 of 953)

Reputation – of those that strongly agreed or agreed

- DVLA meets their needs as a customer – 88.3% (1,095 of 1,240)
- They trust DVLA as an organization – 85.6% (1,044 of 1,219)
- They are treated as a valued customer by DVLA – 62.6% (755 of 1,206)
- They would recommend DVLA services to others – 71.2% (858 of 1,205)
- They believe DVLA takes customer views seriously – 62.5% (751 of 1,202)
- DVLA understands their needs – 65.7% (791 of 1,204)
- They believe they are treated fairly by DVLA – 77.1% (930 of 1,207)