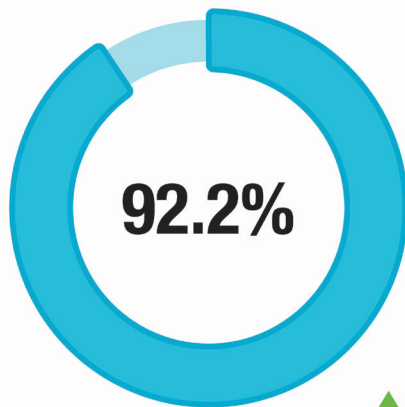


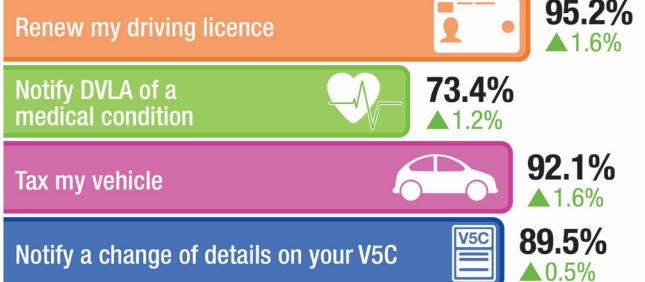


Overall customer satisfaction

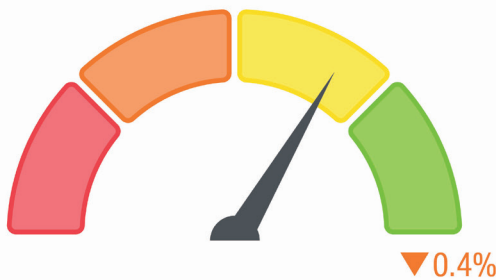


▲ 1.6%

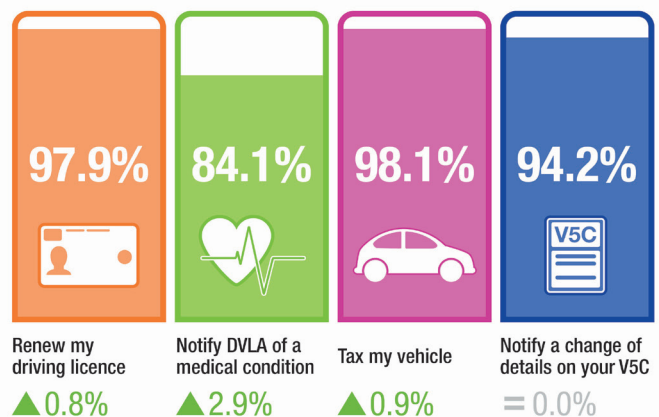
DVLA main services



Reputation 70.6%



Customers who said their expectations were either met or exceeded



Overview

Survey name: DVLA Customer Satisfaction 2024 to 2025

Report date: April 2025

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:

- We measure customer satisfaction for DVLA's 4 main services each financial year (April to March) for tax a vehicle, change of details on the V5C Vehicle Registration Certificate (logbook), renew a driving licence and notification of a medical condition. We do this by sending out monthly surveys for each of the services.
- We ask 6 questions using an agreement scale (i.e. to what extent do you agree or disagree with the following statements?) to generate a reputation score. The percentage agreement score for each statement is divided by 6 and then added together to generate an overall reputational metric. We decided on using these statements following research that we did on reputational research metrics and found that 'Needs', 'Trust', 'Feeling' and 'Advocacy' were key themes.

Sample:

- The monthly outgoing samples are based on annual transactions across the 4 main services and include customers who had a service completed within the previous 30-60 days (**Annex A**). We use an Excel based satisfaction model that involves proportionate business volumes to 'weight' the service satisfaction scores to generate an overall customer satisfaction score for DVLA.
- Each survey has an outgoing sample of 1,000 to 2,000 each month. The average response rate of 10% allows us to provide actionable insight per service after the first quarter of the financial year and then as the response base continues to grow with each month.

Response rate: From 66,474 surveys sent out, the overall response rate was 10.4%. 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 6,904 customers that had chosen to complete the survey, and not the views of the entire outgoing sample of 66,474.

Quality assurance and validation of results:

- We conduct quality assurance of the findings of the monthly customer satisfaction research.
- The sample, findings and model are subject to independent validation by statisticians at the Advanced Analytics Division (AAD) at DfT.
- This validation has taken place for our different methods for customer satisfaction surveying since circa 2005.

Executive summary – Findings:

- The overall customer satisfaction score for 2024 to 2025 was 92.2%.
- Customers scored DVLA's reputation as 70.6 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 – 95.2%
- I want to notify DVLA of a medical condition – 73.4%
- I want to tax my vehicle – 92.1%
- I want to amend my vehicle registration details – 89.5%

Drivers service – Renew my driving licence

Expectations

- Met expectations – 60.8% (1,005 of 1,653)
- Exceeded expectations – 37.1% (613 of 1,653)

Satisfaction (Very satisfied or satisfied)

- Quality of service received from DVLA – 95.1% (1,543 of 1,622)
- Quality of information received from DVLA – 93.3% (1,431 of 1,533)
- Ease of access to service – 93.4% (1,460 of 1,563)
- Ease of access to information – 92.3% (1,397 of 1,514)
- Effectiveness of our communication – 91% (1,239 of 1,362)
- Time taken to get through to staff on the telephone – 74% (302 of 408)
- Time taken to process the application – 95% (1,415 of 1,489)
- Politeness or courtesy of staff – 82.2% (323 of 393)
- Helpfulness of staff – 82% (323 of 394)
- Professionalism of staff – 81.3% (322 of 396)
- Knowledge of staff – 78.9% (302 of 383)
- Accuracy of the product or service – 92.9% (1,135 of 1,222)

Reputation (Strongly agree or agree)

- DVLA meets their needs as a customer – 92.8% (1,538 of 1,658)
- They trust DVLA as an organization – 86.9% (1,399 of 1,610)
- They feel they are treated as a valued customer – 63.7% (1,011 of 1,586)
- They would recommend DVLA services to others – 74.2% (1,178 of 1,588)
- They believe DVLA takes customer views seriously – 60.8% (963 of 1,583)
- They believe DVLA understands their needs – 66.9% (1,060 of 1,585)

Drivers Medical service – Notify DVLA of a medical condition

Expectations

- Met expectations – 69.6% (1,380 of 1,984)
- Exceeded expectations – 14.5% (287 of 1,984)

Satisfaction (Very satisfied or satisfied)

- Quality of service received from DVLA – 78.2% (1,517 of 1,940)
- Quality of information received from DVLA – 77.7% (1,467 of 1,889)
- Ease of access to service – 73.9% (1,367 of 1,851)
- Ease of access to information – 71.2% (1,292 of 1,815)
- Effectiveness of our communication – 71.5% (1,308 of 1,829)
- Time taken to get through to staff on the telephone – 53.7% (599 of 1,115)
- Time taken to make a decision – 61.6% (1,049 of 1,703)
- Politeness or courtesy of staff – 85.6% (1,007 of 1,176)
- Helpfulness of staff – 79.4% (932 of 1,174)
- Professionalism of staff – 82% (971 of 1,184)
- Knowledge of staff – 75.2% (879 of 1,169)
- Accuracy of the product or service – 74% (1,107 of 1,496)

Reputation (Strongly agree or agree)

- DVLA meets their needs as a customer – 76.6% (1,490 of 1,945)
- They trust DVLA as an organization – 78.8% (1,513 of 1,919)
- They feel they are treated as a valued customer – 58% (1,094 of 1,886)
- They would recommend DVLA services to others – 60.8% (1,148 of 1,888)
- They believe DVLA takes customers views seriously – 62% (1,177 of 1,899)
- They believe DVLA understands their needs – 63% (1,194 of 1,895)

Vehicles service – Tax my vehicle

Expectations

- Met expectations – 81.8% (1,223 of 1,495)
- Exceeded expectations – 16.3% (244 of 1,495)

Satisfaction (Very satisfied or satisfied)

- Quality of service received from DVLA – 92.5% (1,298 of 1,404)
- Quality of information received from DVLA – 91.7% (1,252 of 1,365)
- Ease of access to service – 91.8% (1,281 of 1,396)
- Ease of access to information – 89.6% (1,193 of 1,332)
- Effectiveness of our communication – 88.2% (1,103 of 1,251)
- Time taken to get through to staff on the telephone – 65.1% (352 of 541)
- Time taken to process the application – 90% (1,077 of 1,197)
- Politeness or courtesy of staff – 81.1% (429 of 529)
- Helpfulness of staff – 80.3% (423 of 527)
- Professionalism of staff – 79.4% (419 of 528)
- Knowledge of staff – 78.7% (415 of 527)
- Accuracy of the product or service – 87.6% (934 of 1,066)

Reputation (Strongly agree or agree)

- DVLA meets their needs as a customer – 91.1% (1,377 of 1,512)
- They trust DVLA as an organization – 83% (1,220 of 1,470)
- They feel they are treated as a valued customer – 57.7% (839 of 1,453)
- They would recommend DVLA services to others – 68% (988 of 1,453)
- They believe DVLA takes customer views seriously – 56.7% (824 of 1,453)
- They believe DVLA understands their needs – 61.7% (902 of 1,461)

Vehicles service – Notify a change of details on your V5C

Expectations

- Met expectations – 70.7% (862 of 1,220)
- Exceeded expectations – 23.5% (287 of 1,220)

Satisfaction (Very satisfied or satisfied)

- Quality of service received from DVLA – 89.8% (1,065 of 1,186)
- Quality of information received from DVLA – 87.1% (969 of 1,113)
- Ease of access to service – 87.1% (1,001 of 1,149)
- Ease of access to information – 85.5% (951 of 1,112)
- Effectiveness of our communication – 83.8% (866 of 1,034)
- Time taken to get through to staff on the telephone – 63.6% (322 of 506)
- Time taken to process the application – 85.9% (967 of 1,126)
- Politeness or courtesy of staff – 83.6% (408 of 488)
- Helpfulness of staff – 82% (405 of 494)
- Professionalism of staff – 83.2% (417 of 501)
- Knowledge of staff – 82.4% (404 of 490)
- Accuracy of the product or service – 86.9% (815 of 938)

Reputation (Strongly agree or agree)

- DVLA meets their needs as a customer – 87.2% (1,043 of 1,196)
- They trust DVLA as an organization – 84.3% (955 of 1,181)
- They feel they are treated as a valued customer – 65.5% (774 of 1,181)
- They would recommend DVLA services to others – 72.6% (852 of 1,174)
- They believe DVLA takes customer views seriously – 63.4% (748 of 1,180)
- They believe DVLA understands their needs – 66.8% (785 of 1,176)

Annex A – Sample frame

	Volumes	%	Sample (based on 5,600 records)
			5600
I Want To Amend My Vehicle Registration Details	3,850,987		2000
V-V5 Changes on a Registration Document KFI	1,348,766	35	700
V-V5 Changes on a Registration Document VI	1,072,269	28	557
V-V5 Change of Address Online	1,429,952	37	743
I Want To Tax My Vehicle	47,588,011		1600
V-Direct Debit Initial Mandate EVL	6,273,657	13	211
V-Direct Debit Initial Mandate Post Office	295,430	1	10
V-Direct Debit Renewal	9,684,972	20	326
V-V10 Licence Application EVL	11,492,687	24	386
V-V10 Licence Application Post Office	2,742,767	6	92
V-V11 Fleets	1,009,727	2	34
V-V11 Licence Renewal Reminder EVL	13,734,946	29	462
V-V11 Licence Renewal Reminder Post Office	2,353,825	5	79
I Want To Renew My Driving Licence	5,244,554		1000
D-Manual Renewals	213,921	4	41
D-Renewal after Disqualification	37,438	1	7
D-Renewals Web 1 Stage	1,165,094	22	222
D-Renewals Web 2 Stage	42,854	1	8
D-Ten Year Renewal	199,244	4	38
D-Ten Year Renewal Post Office Route	520,887	10	99
D-Ten Year Renewal Vanity Exchanges	108,685	2	21
D-Ten Year Renewal Web	1,684,039	32	321
D-Ten Year Renewal Web Vanity Exchanges	449,675	9	86
D-Turnround Renewals	334,099	6	64
D-Vocational Manual Renewal ODL/VOC Entitlement	3,261	0	1
D-Vocational Manual Renewal VOC Entitlement	279,793	5	53
D-Vocational Renewal after Disqualification	2,656	0	1
D-Vocational Turnround Reminder	1,172	0	0
D-Turnround Renewals – KFI	201,736	4	38
I Want To Notify The DVLA Of A Change To My Medical Status	146,825		1000
DM-CEG Notis	66,760	45	455
DM-Medical Notifications (ODL & VOC)	34,533	24	235
DM-Online Notifications	45,532	31	310
	56,830,377		