



Texas Department of Motor Vehicles

HELPING TEXANS GO. HELPING TEXAS GROW.

Report on Customer Service

Fiscal Years 2014-2015



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Introduction

In accordance with the Texas Government Code, Chapter 2114, state agencies are required to submit a report on Customer Service to the Governor’s Office and the Legislative Budget Board no later than June 1st of each even-numbered year. This report identifies the Texas Department of Motor Vehicles’ (TxDMV’s) summary trends, inventory of external customers, overview, summary results and detailed analyses.

Summary of Trends in Customer Responses

- Overall survey results indicate a positive customer service experience among the majority of customers served, regardless of the types of service received
- Among the types of services provided, walk-in interactions earned the highest ratings from customers, indicating the information provided resolved the problem or situation (walk-ins are served in one of the 16 field/satellite locations known as Regional Service Centers (RSCs) throughout the state)
- Among the types of interaction, online information ranked the lowest from customers, indicating the need to improve online services to help resolve the problem or situation

The agency is continually striving to improve its customer service and gather customer feedback in order to identify areas for improvement. In support of this effort, in FY 2015 many divisions began conducting customer satisfaction surveys with the intent of all customer-facing divisions collecting information in FY 2016.

Inventory of External Customers

TxDmv’s goals, strategies and services provided to external customers are outlined below.

Table 1 – TxDMV Goals/Strategies and External Customers

FY 2014-2015 General Appropriations Act (GAA) Goals and Strategies	Services Provided to External Customers
Goal A: Optimize Services and Systems	
A.1.1. Strategy: Titles, Registrations, and Plates	Issue new and certified copies of vehicle titles, vehicle registrations, license plates and disabled placards to ensure legal, documented motor vehicle operation
A.1.2. Strategy: Vehicle Dealer Licensing	Issue and renew various licenses to support businesses operations including salvage dealers, motor vehicle manufacturers, distributors, representatives, in-transit operators, franchise dealers, converters, lease facilitators, lessor and used motor vehicle dealers

FY 2014-2015 General Appropriations Act (GAA) Goals and Strategies (Cont'd.)	Services Provided to External Customers (Cont'd.)
A.1.3. Strategy: Motor Carrier Permits & Credentials	Issue oversize/overweight permits and safe, approved travel routes; issue Intrastate Operating Authority and Unified Carrier Registrations for interstate operating authority; issue apportioned, multi-year-fleet, token trailer, five-year rental trailer and forestry registrations to ensure legal, documented commercial vehicle operation
A.1.4. Strategy: Technology Enhancement & Automation	Engage in numerous technology projects including refactoring the Registration and Titling System facilitating more web-based transactions, creating a new Licensing, Administration, Consumer and Enforcement System facilitating more web-based transactions including license applications and other system enhancements
A.1.5. Strategy: Customer Contact Center	Operate four call centers providing consumers with needed information, services and products
Goal B: Protect the Public	
B.1.1. Strategy: Enforcement	Respond to and investigate various consumer and industry complaints ensuring the motoring public's rights are protected
B.2.1. Strategy: Automobile Theft Prevention	Work with and support various law enforcement agencies by providing grants for anti-theft and anti-burglary initiatives
Goal C: Indirect Administration	
C.1.1. Strategy: Central Administration	Provide strategy and direction ensuring the agency's operations are efficient, effective, transparent and accountable to the motoring public and agency stakeholders
C.1.2. Strategy: Information Resources	Promote improvements to internal information systems to support agency staff in providing excellent customer services and products to the motoring public
C.1.3. Strategy: Other Support Services	Maintain the agency's infrastructure supporting agency staff in the accomplishment of organizational goals and objectives to serve the motoring public

Overview

The methodology, data collection and limitations for FY 2014 and FY 2015 are presented below.

Methodology (FY 2014 and FY 2015)

The population served by the TxDMV includes the general public, law enforcement entities, tax assessor-collectors (TACs), motor vehicle industry representatives and motor carrier industry representatives and includes any customer who initiated a contact with TxDMV to report a complaint, compliment or suggestion.

The primary source of TxDMV customer feedback information is collected by the Consumer Relations Division (CRD) from customers who voluntarily completed the survey on the TxDMV website at <http://www.surveymonkey.com/s/TxDMVsurvey> or at a RSC. Additionally, several other agency divisions collect data from their customers regarding service delivery.

Data Collection (FY 2014 and FY 2015)

TxDMV's two primary data gathering methods are direct customer contact and survey responses. Depending upon the type of customer service received, survey questions are customized to capture information about the particular type (email/correspondence, telephone, walk-in or online) of interaction.

- 1) **TxDMV Customer Relationship Management (CRM) Database** – The CRM database serves as a customer feedback repository designed for capturing, tracking and reporting the opinions and viewpoints of the agency's customers. Feedback recorded in the CRM is collected when any customer contacts the CRD to report a complaint, offer a compliment or provide a suggestion. Customers can provide data to the agency via the website, email, correspondence, telephone or walk-in.
- 2) **TxDMV Customer Satisfaction Surveys** – Provide customers the opportunity to comment on the customer service experience provided by the agency or a specific division. The surveys are available on the agency website, via email to customers, by phone, as a follow-up after training events, seminars, conferences and agency consumer correspondence. RSCs also offer the CRD customer survey.

Data Limitations (FY 2014 and FY 2015)

The data collected and presented in this report is limited in that customers can voluntarily choose to participate in the survey (self-selection) rather than being randomly selected to participate. Survey responses are limited to only those customers who choose to participate. Further, telephone customers responding to the survey must make an effort to go to the TxDMV website and complete the survey online. At the time this data was collected, the agency had not yet implemented its automated survey feature in its telephone system.

FY 2014 Results and Analysis

In FY 2014, the agency collected customer feedback using the CRD database, the CRD overall agency satisfaction survey and division surveys including those conducted by the Enforcement (ENF) Division, Motor Vehicle Division (MVD) and Vehicle Titles and Registration (VTR) Division. The results are presented on the following page.

Table 2 – FY 2014 Agency Complaints

FY 2014 CRD/Agency Complaints Received		
Category/Topic	Number Received	Percent of Total
Website	140	46%
TACs	61	20%
Customer Contact Center	39	13%
RSCs	26	8%
Vehicle Registration	15	5%
License Plates	10	3%
Titles	7	2%
Agency Divisions	4	1%
Other	5	2%
Total	307	100%

All complaints received by CRD were referred to the appropriate personnel for follow-up and disposition.

Table 3 – FY 2014 Agency Suggestions

FY 2014 CRD/Agency Suggestions for Improvement Received		
Category/Topic	Number Received	Percent of Total
Website	23	35%
License Plates	13	20%
Vehicle Registration	9	14%
RSCs	6	9%
Forms	6	9%
Titles	3	5%
TACs	2	3%
Other	4	5%
Total	66	100%

Table 4 – FY 2014 Agency Compliments

FY 2014 CRD/Agency Compliments Received		
Category/Topic	Number Received	Percent of Total
CRD	2,026	86%
RSCs	297	13%
Website	18	<1%
ENF	7	<1%
TACs	5	<1%
Motor Carrier Division (MCD)	3	<1%
Titles	3	<1%
License Plates	2	<1%
Total	2,361	100%

For FY 2014, three divisions collected customer feedback in addition to that collected by CRD.

Table 5 – FY 2014 Division Feedback Summary

Category/Topic	Division		
	ENF	MVD	VTR
Complaints Received	30	55	15
Compliments Received	28	130	40
Overall Customer Service Rating	Approval rate 94%	Satisfied 97%	Satisfied 97%
Suggestions Received	236	35	0

FY 2014 Detailed Analysis of Customer Responses by Service Type

Table 6 – FY 2014 Summary Responses by Service

Type of Customer Service Received	Number of Survey Responses
	FY 2014
Walk-in	1,493
Telephone	1,588
Email	320
On-line	376
Total	3,777
Average Cost per Customer Surveyed	\$.07

Table 7 - FY 2014 Detailed Responses by Service

FY 2014		
Customer Interaction	Number of Respondents	Selected Survey Response Results*
Walk-in	1,493	<ul style="list-style-type: none"> ▪The RSCs with the highest TxDMV Customer Satisfaction Survey participation rates were: Austin (50%) and San Antonio (40%) ▪97% of customers felt the RSC was easily or adequately accessible ▪97% of customers felt the information provided resolved their problem or situation ▪97% of customers were satisfied with the speed of service they received ▪97% of customers experienced a pleasant office experience ▪88% of customers were satisfied with payment methods
Telephone	1,588	<ul style="list-style-type: none"> ▪96% of customers felt their question was answered ▪96% of customers believed the tone of the call was pleasant ▪95% of customers felt their transaction went smoothly ▪93% of customers were satisfied with the speed of service they received
Email	320	<ul style="list-style-type: none"> ▪88% of customers believed the tone of the email was pleasant ▪86% of customers felt the language of the email was easy to understand ▪82% of customers believed their transaction went smoothly ▪79% of customers felt the information provided resolved their problem or situation ▪76% of customers questions were answered with the first email
Online	376	<ul style="list-style-type: none"> ▪The top three services used online by customers included vehicle transfer notification (48%), registration renewal (35%) and specialty plates (14%) ▪57% of customers were satisfied with payment methods ▪30% of customers felt the “Forms” section of our website was easily accessible or adequately accessible ▪27% of customers felt the online information helped resolve their problem or situation ▪24% of customers believed the online information helped resolve their problems or situation ▪13% of customers felt the “Frequently Asked Questions” (FAQs) section of our website was helpful and adequately met their needs

** The percentages reported in the table above represent the number of responses to a particular question divided by the total of survey respondents. There are limitations in this data. For example, in FY 2014 13% of Online customers indicated that the FAQs adequately met their needs. It cannot be concluded that 87% of customers were dissatisfied, as 44% of customers did not respond to this question and 43% indicated that they did not use the FAQs to answer their question.*

FY 2015 Results and Analysis

In FY 2015, the agency collected customer feedback using the CRD database, the CRD overall agency satisfaction survey and division surveys by the ENF Division, Information Technology (IT) Services Division, MCD, MVD and VTR Division.

Table 8 – FY 2015 Agency Complaints

FY 2015 CRD/Agency Complaints Received		
Category/Topic	Number Received	Percent of Total
Website	158	51%
TACs	52	17%
Vehicle Registration	34	11%
Customer Contact Center	28	9%
RSCs	26	8%
License Plates	5	2%
Titles	5	1%
Agency Divisions	4	1%
Total	312	100%

All complaints received by CRD were referred to the appropriate personnel for follow-up and disposition.

Table 9 – FY 2015 Suggestions

FY 2015 CRD/Agency Suggestions for Improvement Received		
Category/Topic	Number Received	Percent of Total
Website	11	61%
License Plates	3	17%
Titles	2	11%
Fees	1	6%
RSCs	1	5%
Total	18	100%

Table 10 – FY 2015 Compliments

FY 2015 CRD/Agency Compliments Received		
Category/Topic	Number Received	Percent of Total
CRD	2,225	69%
RSCs	910	28%
Website	64	2%
MVD	4	<1%
ENF	1	<1%
Specialty License Plates	1	<1%
TACs	1	<1%
Total	3,206	100%

For FY 2015, five divisions collected customer feedback in addition to that collected by CRD.

Table 11 – FY 2015 Division Feedback Summary

Category/Topic	Division				
	ENF	IT	MCD	MVD	VTR
Complaints Received	12	Not tracked	Not tracked	66	56
Compliments Received	16	Not tracked	Not tracked	403	25
Overall Customer Service Rating	Approval rate 93%	8.02 out of 10.00	Exceptional – 28.84% Very Good – 38.84% Good 19.98% Fair – 7.65% Poor – 4.69%	Satisfied 97%	Satisfied 95%
Suggestions Received	92	6	Not tracked	140	4

FY 2015 Detailed Analysis of Customer Responses by Service Type

Table 12 – FY 2015 Summary Responses by Service

Type of Customer Service Received	Number of Survey Responses
	FY 2015
Walk-in	1,042
Telephone	1,498
Email	615
On-line	454
Total	3,609
Average Cost per Customer Surveyed	\$.07

Table 13 – FY 2015 Detailed Responses by Service

FY 2015		
Customer Interaction	Number of Respondents	Selected Survey Response Results*
Walk-in	1,042	<ul style="list-style-type: none"> ▪The RSCs with the highest TxDMV Customer Satisfaction Survey participation rates were: San Antonio (69%) and Austin (23%) ▪95% of customers felt the information provided resolved their problem or situation ▪93% of customers felt the RSC was easily or adequately accessible ▪93% of customers were satisfied with the speed of service they received ▪92% of customers experienced a pleasant office experience ▪84% of customers were satisfied with payment methods
Telephone	1,498	<ul style="list-style-type: none"> ▪94% of customers felt the representative was professional and friendly ▪93% of customers felt the representative was helpful ▪93% of customers felt the representative provided clear and accurate information ▪93% of customers rated their overall experience above average
Email	615	<ul style="list-style-type: none"> ▪90% The information was clear and accurate ▪89% The tone of the correspondence was friendly and professional ▪83% of customers rated their overall experience above average
Online	631	<ul style="list-style-type: none"> ▪The top three services used online by customers included registration renewal (37%), vehicle transfer notification (27%) and specialty plates (6%) ▪62% of customers were satisfied with payment methods ▪34% of customers felt the online information helped resolve their problem or situation ▪30% of customers felt the “Forms” section of our website was easily accessible or adequately accessible ▪26% of customers believed the online information helped resolve their problems or situation ▪13% of customers felt the “Frequently Asked Questions” (FAQs) section of our website was helpful and adequately met their needs

** The percentages reported in the table above represent the number of responses to a particular question divided by the total of survey respondents. There are limitations in this data. For example, in FY 2015 13% of Online customers indicated that the FAQs adequately met their needs. It cannot be concluded that 87% of customers were dissatisfied, as 40% of customers did not respond to this question and 47% indicated that they did not use the FAQs to answer their question.*