



# DVS 2015 Customer Perception Survey - Summary

## Improved service delivery highlighted by customer perception survey

In 2013, DoT engaged an independent market research organisation to undertake a comprehensive customer perception survey to measure satisfaction with the accessibility, reliability and accuracy of driver and vehicle services.

These results were used to benchmark performance and informed a number of service delivery improvement strategies that have been completed or commenced over the last two years.

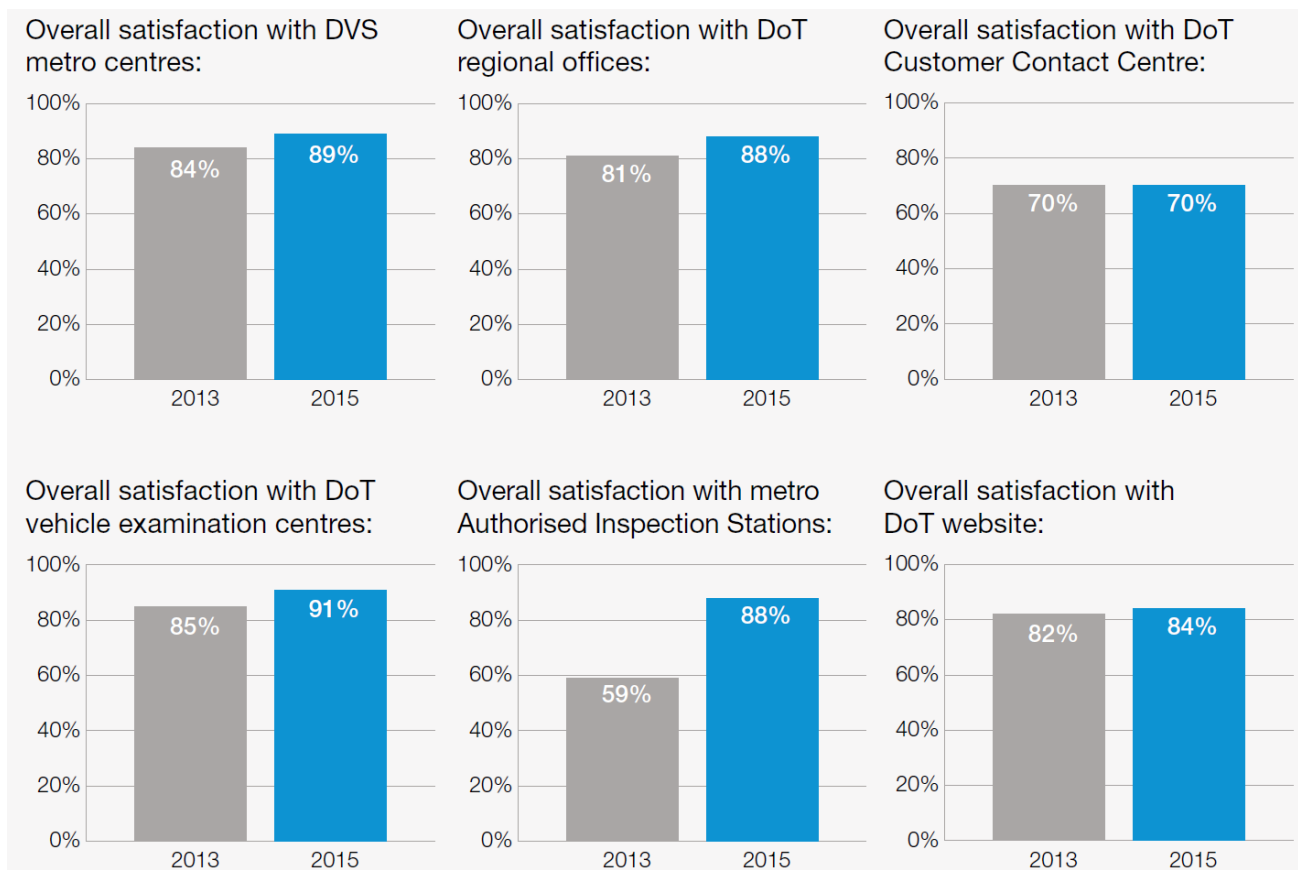
In May 2015, DoT repeated the survey to assess current customer satisfaction across its service delivery channels. The survey targeted 2,707 customers who had interacted with DoT in relation to driver and vehicle services matters within the last six months. Of these, 76 per cent were metropolitan and 24 per cent were regional customers.

The survey results showed improvement across all DoT service delivery channels, as detailed below.

DoT will use the findings of the survey to further inform service delivery improvement strategies. A survey will be conducted again in 2017 to measure the effectiveness of these and other strategies in providing excellent service to customers.

## iQ helped customers find licensing information fast

In March 2015, DoT launched a new licensing online search tool that helps customers quickly find the information they are looking for. The intuitive search tool, known as iQ, follows natural language, meaning customers can type any licensing question into the search box and it will return the most relevant results from across DoT's range of information sources, including the Knowledge Management System.



Overall satisfaction = percentage of customers who rated their most recent experience as 'good' (6-7 out of 10) or 'excellent' (8-10 out of 10).