

**2004 County Satisfaction Survey Analysis  
Vehicle Titles & Registration (VTR) Division, TxDOT  
Executive Summary**

**Introduction**

On May 3, 2004, a customer satisfaction survey was mailed to all 254 Texas County Tax Assessor-Collector Offices with Registration and Title Bulletin (RTB) #045-04 to assess the level of customer service VTR provided during the previous year for vehicle registration and titling activities. A total of 127 survey responses were returned, resulting in a 50 percent return rate.

**Methodology**

The one-page survey requested suggestions for improvements for the Registration and Title System, communication, Registration and Title Bulletins, policy and procedure manuals, Regional Offices, the RTS Help Desk, and Headquarters. Performance-rated questions were included for the RTS Help Desk, Regional Offices, and VTR in general for which respondents were requested to select one of the six performance ratings provided. A point system was established for the ratings: agree- 5, somewhat agree- 4, undecided- 3, somewhat disagree- 2, disagree- 1 and not applicable- 0. Additional questions regarding county needs included problem-resolution time expectations and training needs.

**Findings**

VTR received an average rating of 4.6 for overall combined performance. The RTS Help Desk received a 4.7 rating; Regional Offices received a 4.6 rating; and General VTR received a 4.3 rating. The lowest rating was 3.9 for the comprehension of VTR's policy and procedure manuals. For phone call question resolution time, 20 percent expected resolution within five minutes, 37 percent within five to eight minutes, 12 percent within eight to twelve minutes, and 22 percent within twelve to fifteen minutes. Salvage Title training was found to be the most needed training in the counties. Additional training was suggested for Specialty License Plates, Title Fraud, Titles and Registration.

The most frequently recommended improvements for the Regional Offices, RTS Help Desk, and VTR Headquarters include:

- Provide training seminars for deputies, and
- A "hotline" or a toll-free number for answering questions.

Two concerns for the future are:

- Too much responsibility being assigned to the county offices, and
- Computers going down during Point-of-Sale sticker transactions.

Many enhancements to RTS were suggested. The top three were:

- Disabled Person Placards,
- The \$1 insurance fee for farm registration, and
- Seasonal Agricultural Permit.

Suggestions to improve communication between the counties and VTR:

- The use of direct email.

Suggestions on how we can improve the RTBs as our primary form of communication with the counties:

- Distribute them in a timelier manner, such as through email, and
- Make them easier to understand.

The most significant ways to improve VTR policy and procedure manuals are to:

- Simplify the language, and
- Update the page numbers in the Index and Table of Contents to correspond with the text in the Motor Vehicle Title Manual.

The most significant way VTR can help the counties is:

- Provide more training.

Many positive comments and expressions of appreciation for providing excellent customer service were also provided.

### **Results of Detailed Performance-Rated Questions**

	<i>Average Rating</i>
<b><i>RTS Help Desk</i></b>	
9. HD employees are courteous and professional.	4.8
10. HD employees are knowledgeable in job-related subject matter.	4.7
11. HD employees are available when needed.	4.8
12. HD employees promptly respond to requests & solve problems in a timely manner.	4.7
13. HD employees take the initiative to make helpful suggestions.	4.5
14. HD employees provide timely feedback on the status of specific RTS problems.	4.6
<b><i>Overall RTS Help Desk Average</i></b>	<b><u>4.7</u></b>
<b><i>Regional Office</i></b>	
15. RO employees are courteous and professional.	4.9
16. RO employees are knowledgeable in job-related subject matter.	4.6
17. RO employees are available when needed.	4.5
18. RO employees promptly respond to requests & solve problems in a timely manner.	4.8
19. RO employees take the initiative to make helpful suggestions.	4.7
20. RO employees provide timely feedback on the status of RTS-related problems.	4.7
21. VTR training is useful and of high quality.	4.6
22. VTR training is readily available.	4.3
<b><i>Overall Regional Office Average</i></b>	<b><u>4.6</u></b>
<b><i>General VTR</i></b>	
23. VTR policy and procedure manuals are current, readable, and comprehensive.	3.9
24. VTR overall performance is satisfactory.	4.7
<b><i>Overall General VTR Average</i></b>	<b><u>4.3</u></b>

### Comparison of Survey Results from Prior Years

Year	2004	2002	2000	1998	1997	1996	1994	1993
Total number of counties responding	127	149	104	137	192	142	155	117
Overall customer satisfaction-averaged rating	4.6	4.7	4.6	4.5	4.3	4.3	4.4	4.4
Help desk- overall averaged rating	4.7	4.8	4.6	4.3	4.3	4.1	NA	NA
Regional offices- overall averaged rating	4.6	4.8	4.7	4.5	4.5	4.5	NA	NA
Averaged rating on policy and procedures	3.9	4.2	4.1	NA	3.6	3.9	4.2	4.1

### Key to numerical value ranges and word values for calculated averages:

Weight	Numerical Value Range	Word Value
5	4.6 - 5.0	very good/excellent
4	3.6 - 4.5	good
3	2.6 - 3.5	neutral
2	1.6 - 2.5	needs improvement
1	1.0 - 1.5	needs much improvement
0	0	don't know/doesn't apply