

SIMPSON  
CARPENTER

**VOSA**

**Operator Satisfaction Research 2008**

**October 2008**

Job no: 44932

# Research objectives

- Establish how well the services of all agencies are accepted
- Deliver customer insight for new “Customer Service Excellence Standard”
- Motivate and inform those tasked with improving satisfaction and delivering service improvement
- Help all agencies understand how well they are performing in all areas
- Give an understanding of any differences in satisfaction between customer groups or segments
- Provide an incisive ‘call to action’ at a local level
- Provide a sustainable methodology

# Research method

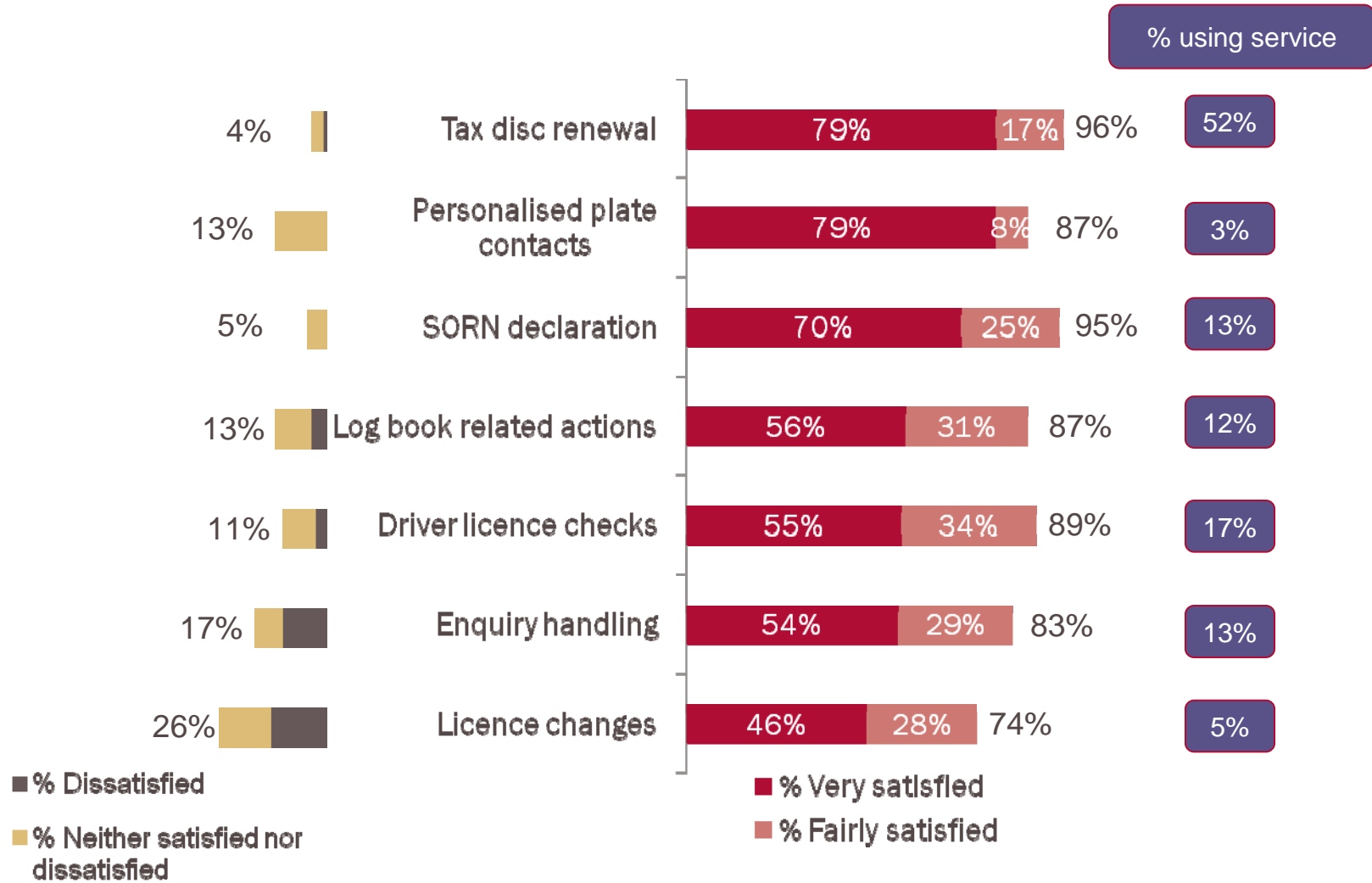
- 707 15-minute telephone interviews with fleet operators (as named on VOSA database)
- Quota sample based on HGV and PSV operators to reflect fleet size and 'red marker' penalties
- Large and medium fleet quotas set disproportionate to their incidence amongst all operators to reflect their importance in terms of the numbers of vehicles for which they are responsible
- Respondents randomly selected within their quota group.



# Section one

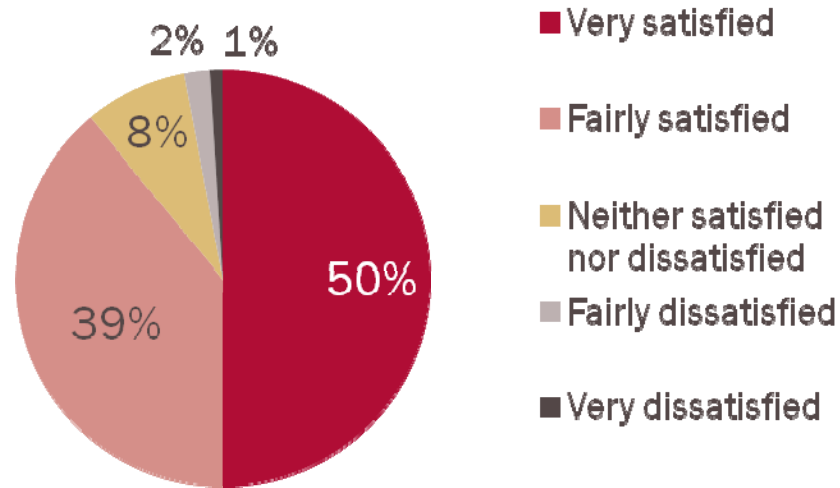
## Satisfaction with DVLA

# DVLA – Service Satisfaction Summary

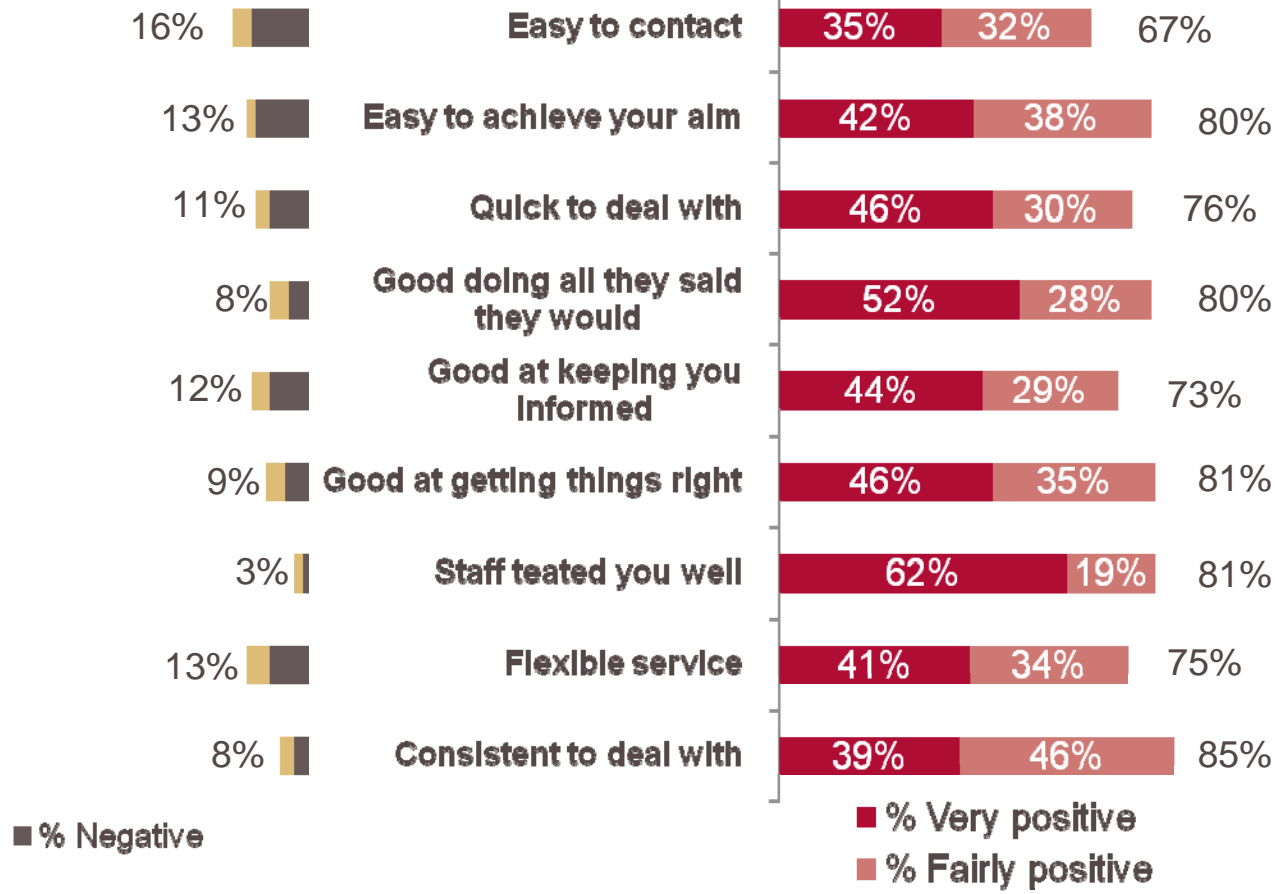


# DVLA – Stated overall service satisfaction

**Overall satisfaction with DVLA**  
(Base: All 707 fleets)



# DVLA – Overall service reactions through the customer journey

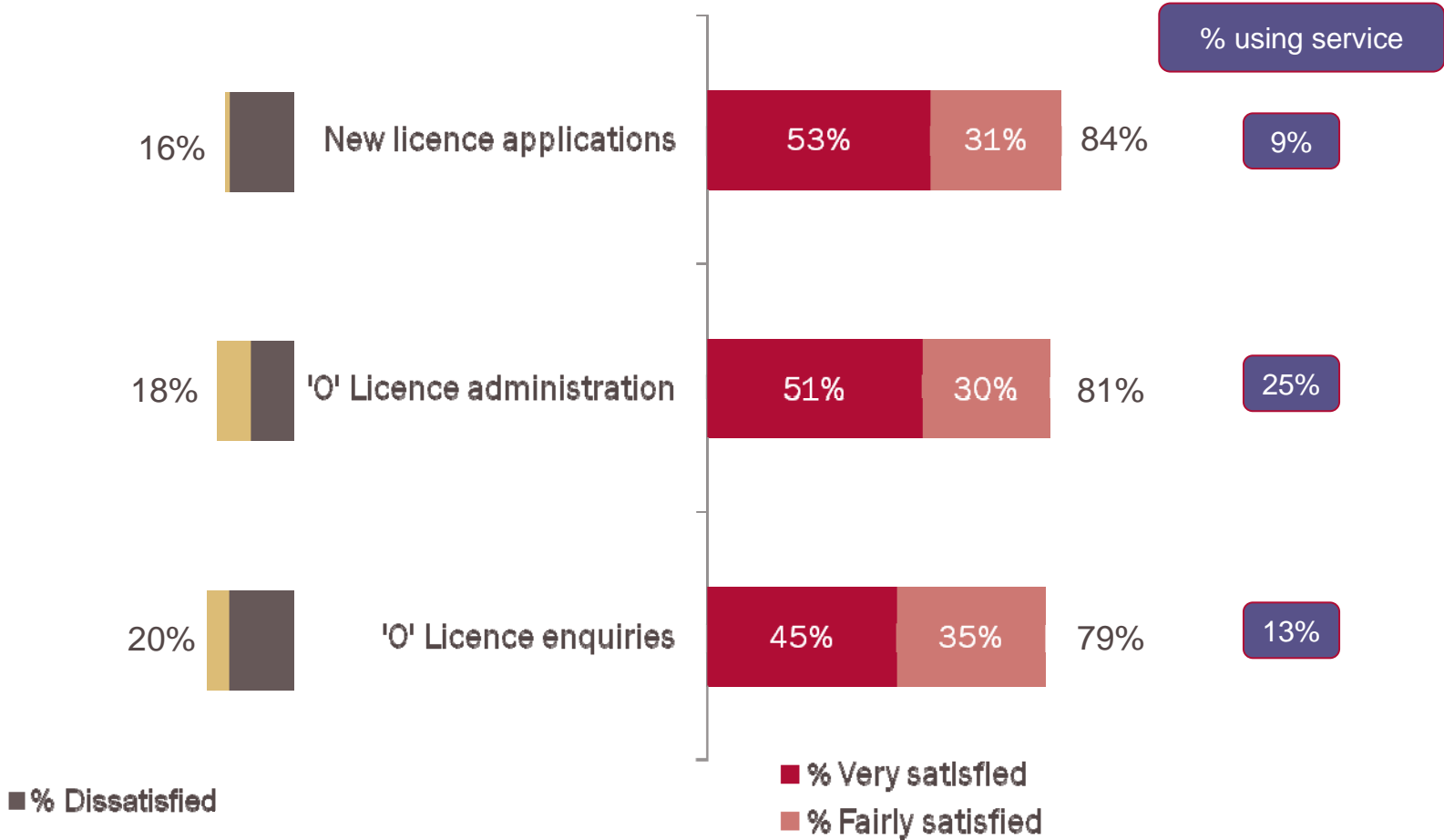




## **Section two**

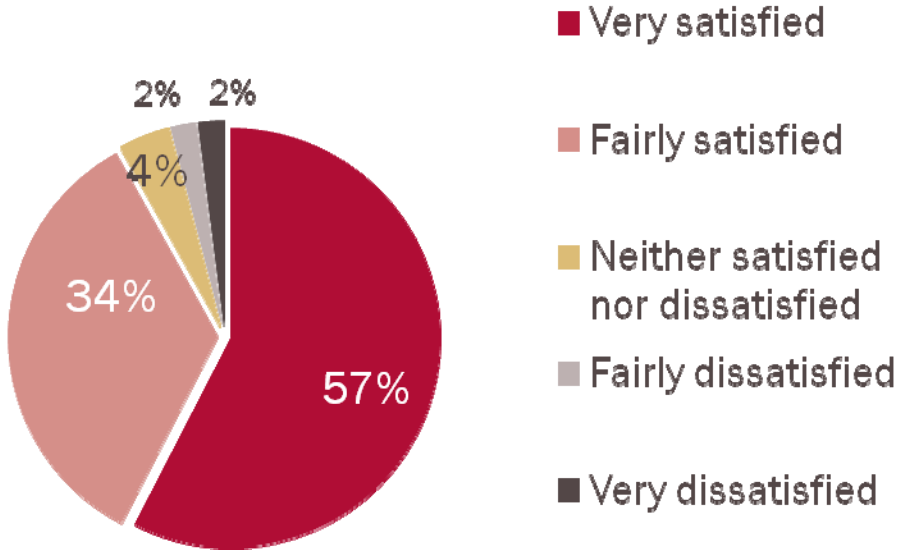
# **Satisfaction with VOSA**

# VOSA – Licensing Service Satisfaction Summary

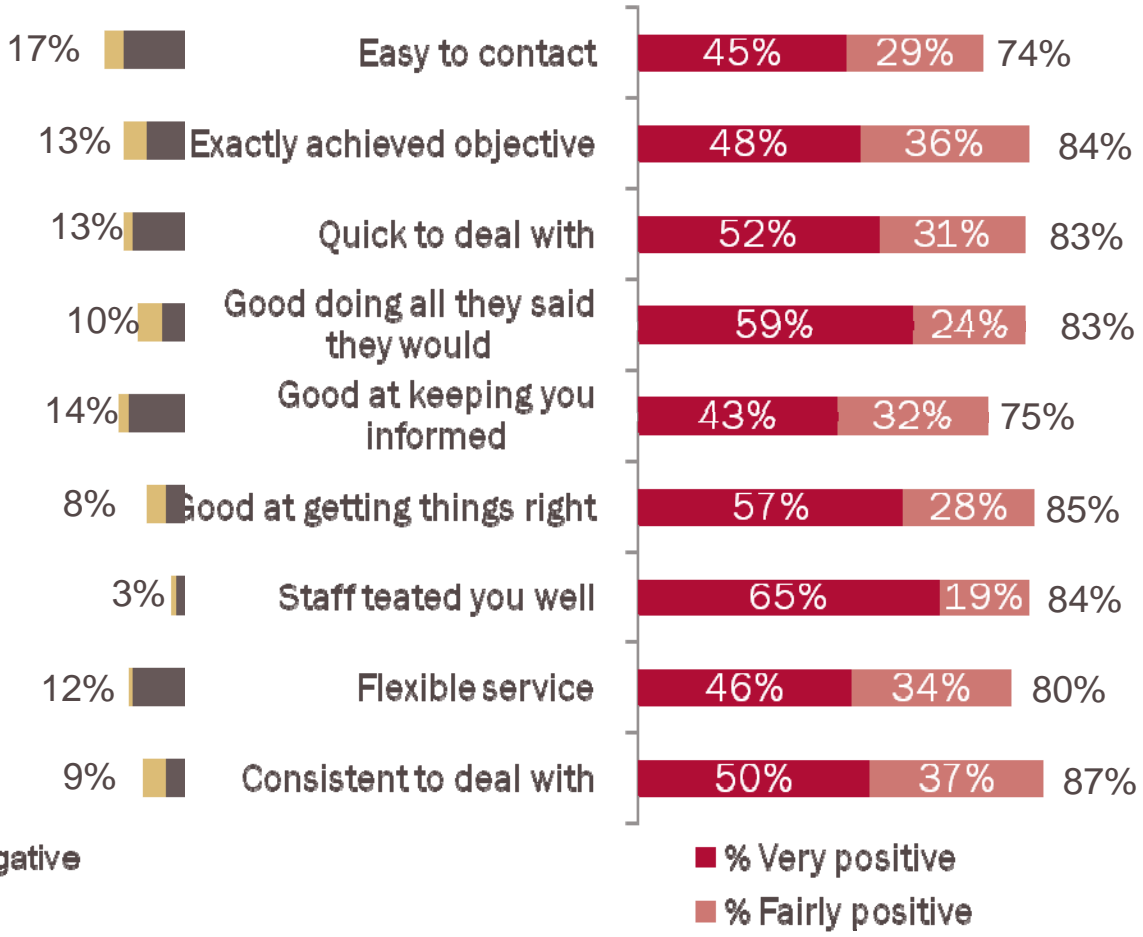


# VOSA – Stated Overall Licensing Service Satisfaction

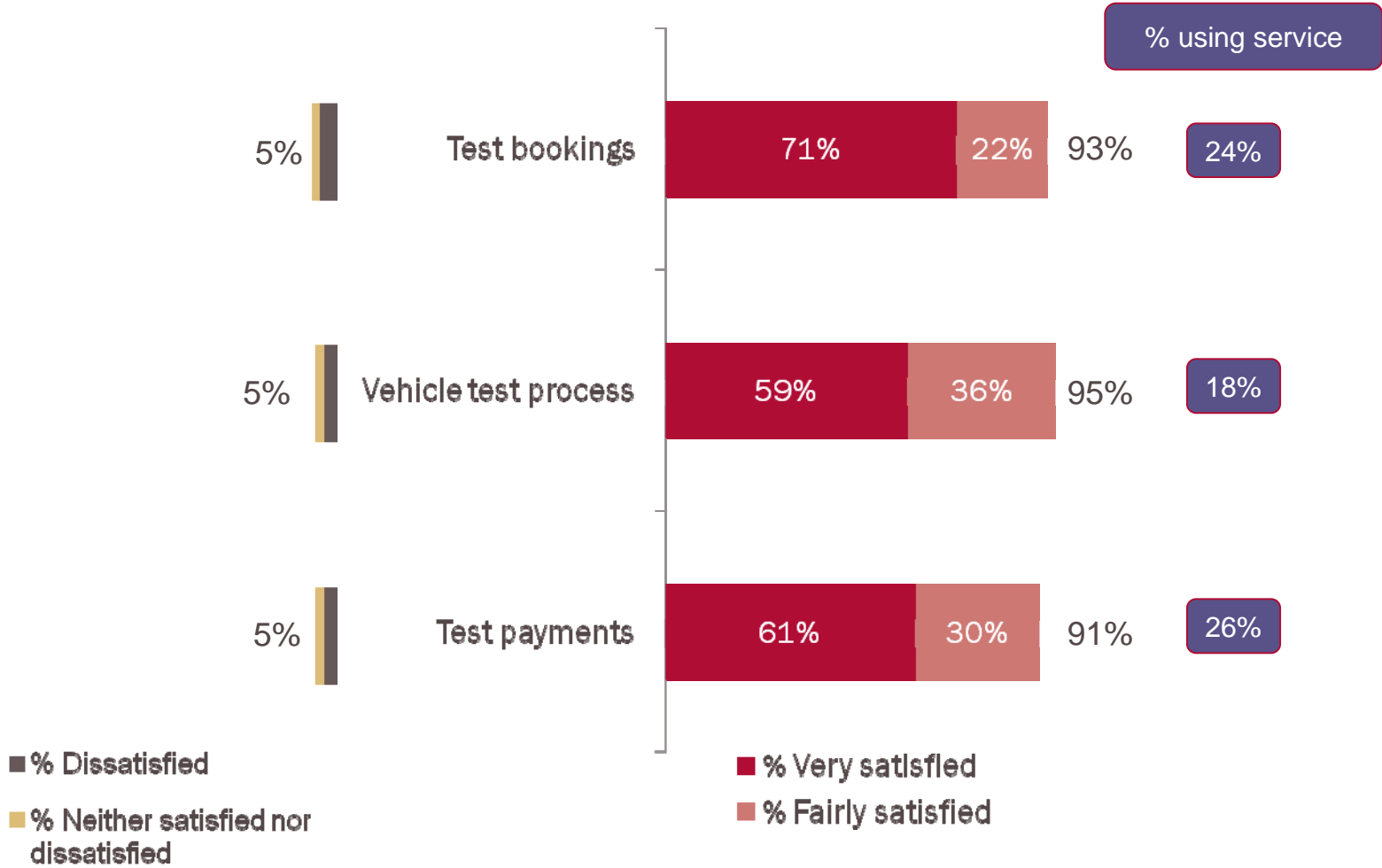
**Overall satisfaction, all dealings  
with VOSA (Base: 485 fleets)**



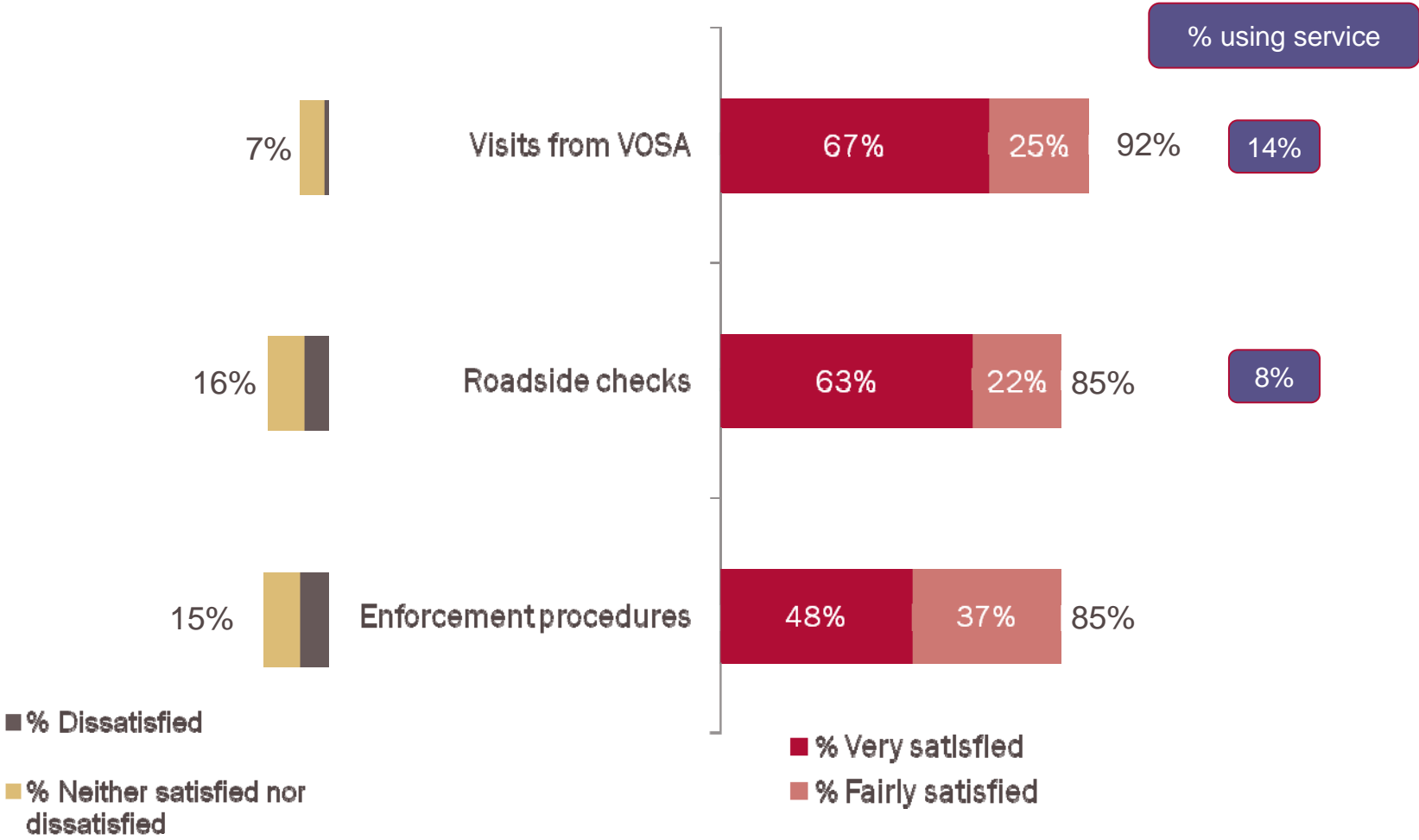
# VOSA – Overall Licensing service reactions



# VOSA – Vehicle Testing Service Satisfaction Summary



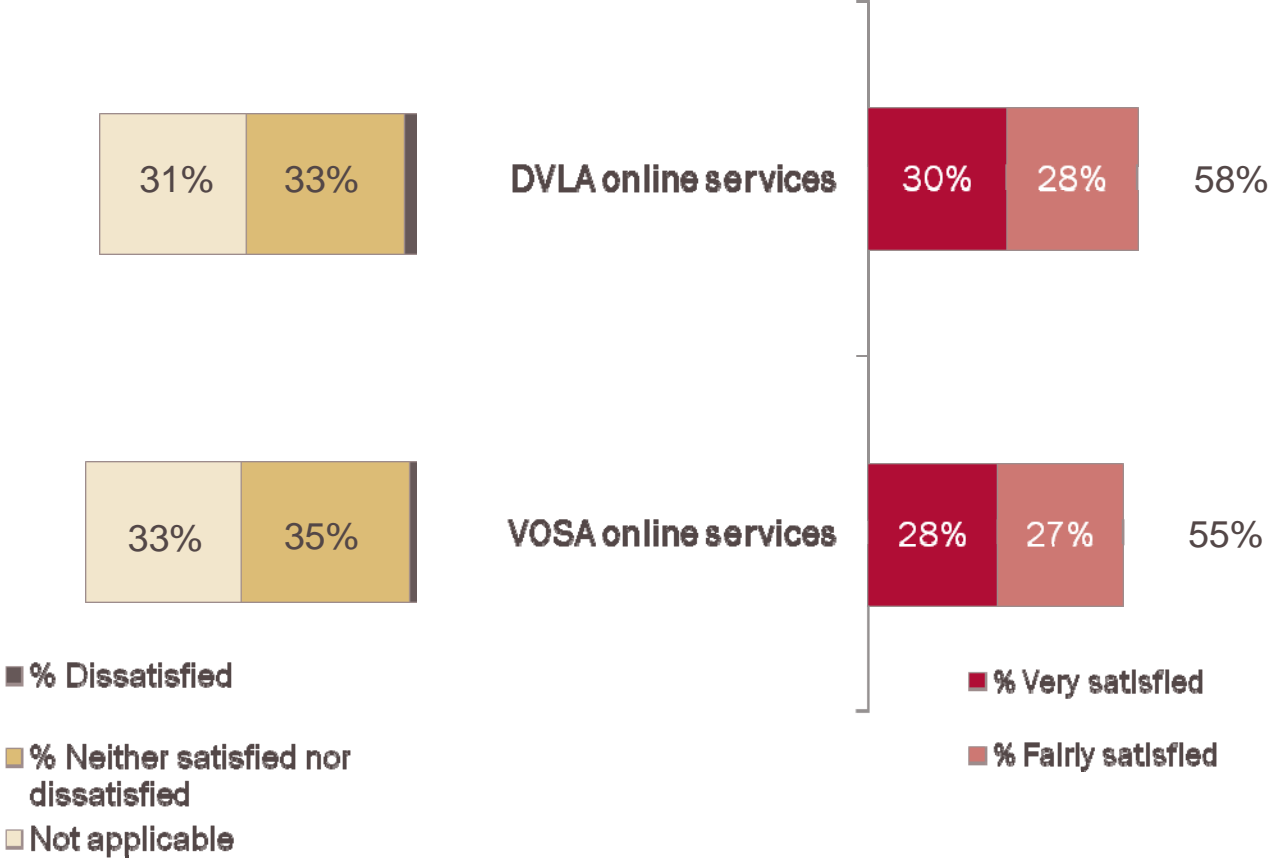
# Roadside checks, visits and enforcement satisfaction summary



# Satisfaction with level of online services from VOSA and DVLA

## Service Reactions

Base: 707 (Total Sample)



# VOSA Communications satisfaction summary

## Communications Satisfaction

Base: 707 (Total Sample)

