

## RP 316 – Department of Motor Vehicles Customer Service Survey

### ○ Project Description:

The ITD Division of Motor Vehicles (DMV) investments impact economic opportunities for commercial and non-commercial vehicles, drivers, and businesses. Technology provides efficiencies that result in cost savings and can reduce the need for manual processes. Investing in technology functions that enhance the quality of life for Idahoans and businesses is a DMV focus. DMV also has a long history of seeking input from customers and using the input received to enhance the services provided. In 2009, 2011, and 2015, the department commissioned surveys to assess public satisfaction with ITD services. And, in 2020, a study was completed that investigated ways to improve the DMV web portal and online services.

The input provided through these projects informed department efforts to enhance online services. ITD DMV has gone through major systems modernization over the last five years. These system updates and online DMV application improvements have impacted Idaho customers. This research will assess whether these changes are meeting customer expectations and learn from customers about other improvements or updates they would like to see from the DMV. Based on the results of this project, DMV can prioritize technology roadmap items that will provide a large impact on Idaho citizens and Idaho businesses. This can be measured by the adoption of new technology features that meet customer demands. ITD will evaluate, based on customer input, future investments planned in modernization efforts will meet the needs of citizens.

### ○ The objectives of this project are:

1. To evaluate DMV customer satisfaction regarding changes in renewal fees, use of QR codes, media campaigns, online services, and others
2. To Use customer feedback to determine adequacy and frequency of local DMV access, evaluate customer desire to use services provided through various delivery mechanisms including online, by phone or video, and in-person.
3. To determine desired future customer service-related DMV tasks.

### ○ Estimated Completion Date: September 2025

### ○ Budget: \$100,000

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