

# Department of Motor Vehicles

## Preferred Services Report for February 2008

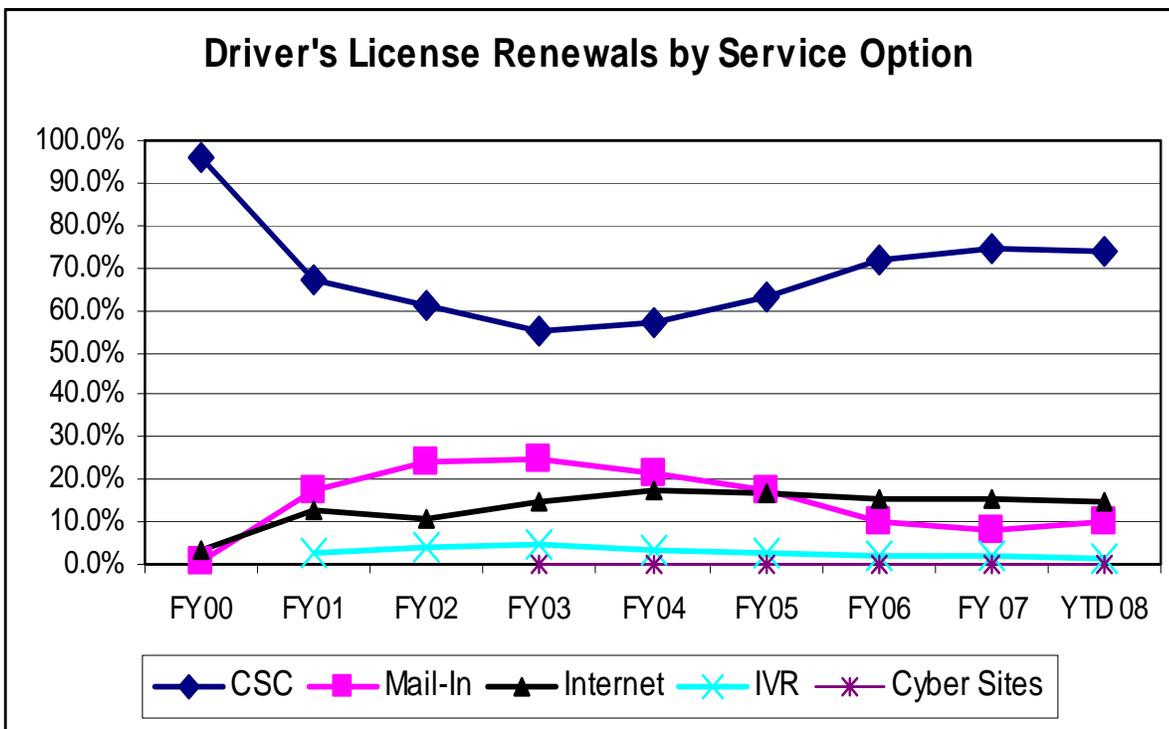
### Driver's License Renewal Volumes by Service Option

| Driver's License Renewals                  |                        |                  |                        |                  |                        |                  |
|--|------------------------|------------------|------------------------|------------------|------------------------|------------------|
|  | This Month*            |                  | Same Month Last Year*  |                  | Variance               |                  |
|  | Number of Transactions | Percent of Total | Number of Transactions | Percent of Total | Number of Transactions | Percent Variance |
| Total                                      | 70,415                 | 100.0%           | 68,104                 | 100.0%           | 2,311                  | 3.4%             |
| <i>Eligible to Use Preferred Service</i>   | 34,184                 | 48.5%            | 32,865                 | 48.3%            | 1,319                  | 4.0%             |
| <i>Ineligible to Use Preferred Service</i> | 36,231                 | 51.5%            | 35,239                 | 51.7%            | 992                    | 2.8%             |
| <b>CSCs</b>                                | 53,138                 | 75.5%            | 51,641                 | 75.8%            | 1,497                  | 2.9%             |
| <b>Preferred Services:</b>                 | 17,277                 | 24.5%            | 16,463                 | 24.2%            | 814                    | 4.9%             |
| Mail-In                                    | 6,288                  | 8.9%             | 5,563                  | 8.2%             | 725                    | 13.0%            |
| Internet                                   | 10,216                 | 14.5%            | 9,798                  | 14.4%            | 418                    | 4.3%             |
| IVR  | 736                    | 1.0%             | 1,040                  | 1.5%             | -304                   | -29.2%           |
| Cyber Sites                                | 37                     | 0.1%             | 62                     | 0.1%             | -25                    | -40.3%           |

\*Note: Statistical Repository generated these numbers.

Between February 2007 and February 2008, the percentage of customers who renewed their driver's license by a preferred service remained about the same. The use of the mail-in option increased slightly, offsetting the minor decline in the usage of IVR. The use of CSCs, as shown in the following graph, has remained on average about 74% since FY 2007.

### Trends in Renewals by Service Option



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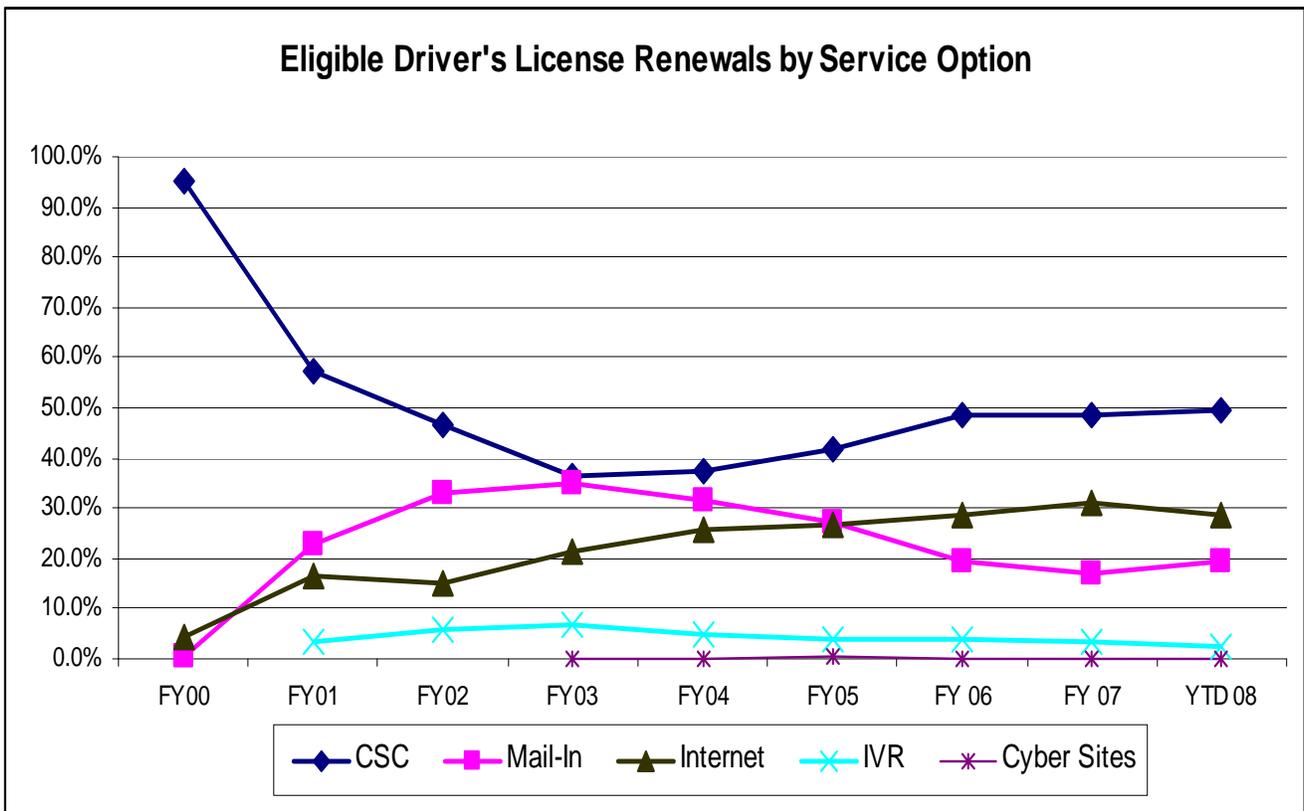
### Driver's License Volumes by Service Option – for Renewals Eligible for Preferred Services

| Eligible Driver's License Renewals |                        |                  |                        |                  |                        |                  |
|------------------------------------|------------------------|------------------|------------------------|------------------|------------------------|------------------|
|                                    | This Month*            |                  | Same Month Last Year*  |                  | Variance               |                  |
|                                    | Number of Transactions | Percent of Total | Number of Transactions | Percent of Total | Number of Transactions | Percent Variance |
| Total                              | 34,184                 | 100.0%           | 32,865                 | 100.0%           | 1,319                  | 4.0%             |
| <b>CSC</b>                         | 16,907                 | 49.5%            | 16,402                 | 49.9%            | 505                    | 3.1%             |
| <b>Preferred Services:</b>         | 17,277                 | 50.5%            | 16,463                 | 50.1%            | 814                    | 4.9%             |
| Mail-In                            | 6,288                  | 18.4%            | 5,563                  | 16.9%            | 725                    | 13.0%            |
| Internet                           | 10,216                 | 29.9%            | 9,798                  | 29.8%            | 418                    | 4.3%             |
| IVR                                | 736                    | 2.2%             | 1,040                  | 3.2%             | -304                   | -29.2%           |
| Cyber Sites                        | 37                     | 0.1%             | 62                     | 0.2%             | -25                    | -40.3%           |

\*Note: Statistical Repository generated these numbers.

The number of drivers who were eligible to use a preferred service and used one remains at about 50%. Compared to a year ago, the use of the mail-in option increased while the use of the IVR option declined.

### Trends in Renewals by Service Option



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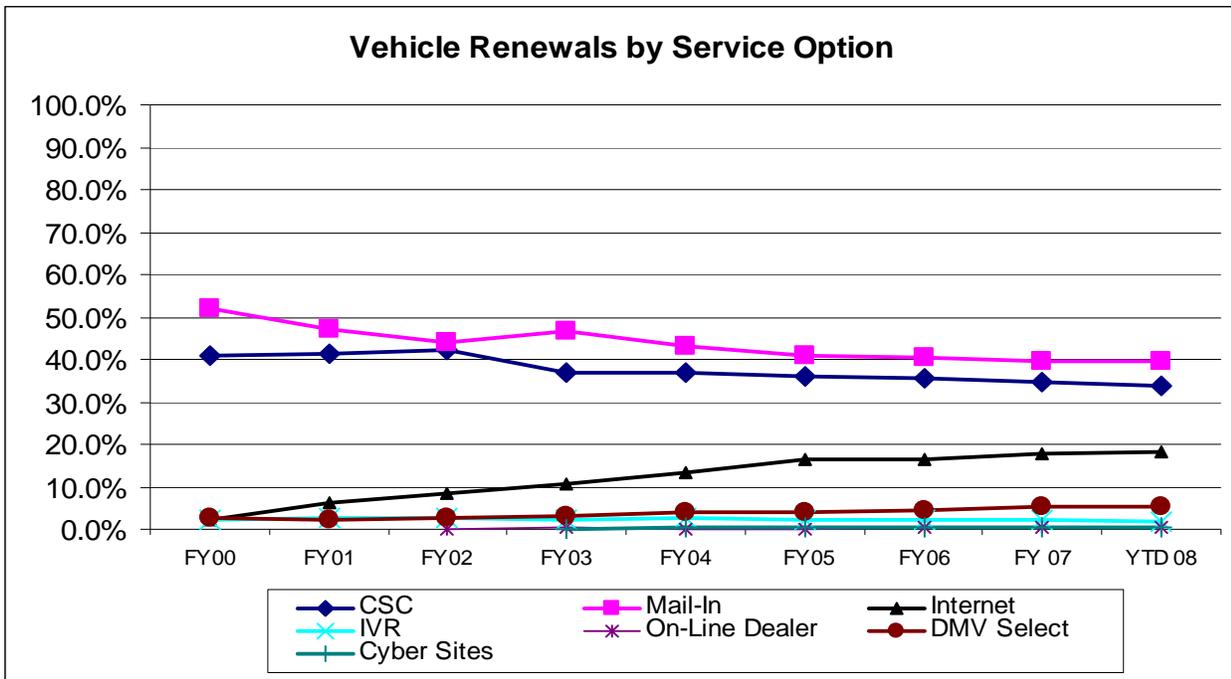
### Vehicle Renewal Volumes by Service Option

| Vehicle Renewals           |                        |                  |                        |                  |                        |                  |
|----------------------------|------------------------|------------------|------------------------|------------------|------------------------|------------------|
|                            | This Month*            |                  | Same Month Last Year*  |                  | Variance               |                  |
|                            | Number of Transactions | Percent of Total | Number of Transactions | Percent of Total | Number of Transactions | Percent Variance |
| Total                      | 358,704                | 100.0%           | 338,436                | 100.0%           | 20,268                 | 6.0%             |
| <b>CSCs</b>                | 126,005                | 35.1%            | 116,354                | 34.4%            | 9,651                  | 8.3%             |
| <b>Preferred Services:</b> | 232,699                | 64.9%            | 222,082                | 65.6%            | 10,617                 | 4.8%             |
| Mail-In                    | 138,783                | 38.7%            | 135,608                | 40.1%            | 3,175                  | 2.3%             |
| Internet                   | 63,412                 | 17.7%            | 58,128                 | 17.2%            | 5,284                  | 9.1%             |
| On-Line Dealer             | 1,310                  | 0.4%             | 1,400                  | 0.4%             | -90                    | -6.4%            |
| IVR                        | 6,289                  | 1.8%             | 7,610                  | 2.2%             | -1,321                 | -17.4%           |
| DMV Select                 | 22,171                 | 6.2%             | 18,041                 | 5.3%             | 4,130                  | 22.9%            |
| Cyber Sites                | 734                    | 0.2%             | 1,295                  | 0.4%             | -561                   | -43.3%           |

\*Note: Statistical Repository generated these numbers.

The percentage of customers who renewed their vehicle registration by a preferred service declined slightly when comparing February 2008 with February 2007. While the IVR and Mail-in options declined, the percentage use of the Internet and DMV Select options increased. As shown in the following graph, the use of CSCs has declined about a half a percent each year since FY 2005 while the use of the Internet has steadily increased.

### Trends in Renewals by Service Option



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### Internet Customers

| <b>On-Line Survey – February 2008 Responses to the Following Question:<br/>How would you rate the Virginia DMV website?</b> |                            |                                |
|---|----------------------------|--------------------------------|
| <b>Rating</b>   | <b>Number of Responses</b> | <b>Percentage of Responses</b> |
| Excellent   | 2,958                      | 74.8%                          |
| Good  | 904                        | 22.9%                          |
| Fair  | 54                         | 1.4%                           |
| Poor  | 13                         | 0.3%                           |
| Unanswered  | 24                         | 0.6%                           |
| Total Responses: 3,953 (for customers completing an on-line transaction)  |                            |                                |

| <b>Sample Knowledge Exams Taken On-Line</b> |                   |                             |                 |                         |
|---|-------------------|-----------------------------|-----------------|-------------------------|
| <b>Exam</b>                                 | <b>This Month</b> | <b>Same Month Last Year</b> | <b>Variance</b> | <b>Percent Variance</b> |
| Driver's License                            | 416,074           | 408,890                     | 7,184           | 1.8%                    |
| CDL   | 21,848            | 21,413                      | 435             | 2.0%                    |
| Motorcycle                                  | 12,199            | 12,107                      | 92              | 0.8%                    |
| Dealer/Study Guide                          | 6,274             | 6,325                       | -51             | -0.8%                   |

### Quotes from Customers Who Recently Completed DMV Transactions On-Line

- **Vehicle:** Excellent experience, attractive efficient interface, a highly valued service (2/29/2008 6:14:17 PM)
- **Driver:** Very good site. thanks (2/17/2008 1:15:16 PM)
- **Plate:** Your online system works great!!!! (2/17/2008 10:57:01 AM)
- **Driver:** Sure beats attending any of the crowded/long wait Hampton Roads Customer Service Centers (2/16/2008 11:54:09 AM)
- **Plate:** My only suggestion is to have the website that was sent with the renewal information to go directly to the renewal page. (2/18/2008 10:36:51 AM)

# Department of Motor Vehicles

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### Recent Activities to Promote Preferred Services

- Refresher training was conducted for 10 DMV Select offices to ensure continued high customer service levels with this preferred service option.

### Financial Transactions

| Financial Transactions for the Month |                        |                  |                        |                  |                        |                  |
|--------------------------------------|------------------------|------------------|------------------------|------------------|------------------------|------------------|
|                                      | This Month             |                  | Same Month Last Year   |                  | Variance               |                  |
| Source                               | Number of Transactions | Percent of Total | Number of Transactions | Percent of Total | Number of Transactions | Percent Variance |
| <b>CSCs</b>                          |                        |                  |                        |                  |                        |                  |
| Cash                                 | 269,110                | 47.8%            | 260,552                | 49.0%            | 8,558                  | 3.3%             |
| Check                                | 126,366                | 22.4%            | 132,504                | 24.9%            | -6,138                 | -4.6%            |
| Charge                               | 167,470                | 29.7%            | 138,713                | 26.1%            | 28,757                 | 20.7%            |
| Total                                | 562,946                | 100.0%           | 531,769                | 100.0%           | 31,177                 | 5.9%             |
| <b>Preferred Services</b>            |                        |                  |                        |                  |                        |                  |
| Cash                                 | 23,483                 | 14.3%            | 19,340                 | 13.7%            | 4,143                  | 21.4%            |
| Check/E-check                        | 43,214                 | 26.4%            | 35,045                 | 24.9%            | 8,169                  | 23.3%            |
| Charge                               | 97,130                 | 59.3%            | 86,321                 | 61.3%            | 10,809                 | 12.5%            |
| Total                                | 163,827                | 100.0%           | 140,706                | 100.0%           | 23,121                 | 16.4%            |