DMV (the Department of Motor Vehicles, North Dakota) frequently carries out Public Sector surveys to gather feedback. DMV works in partnership with other organisations, such as local councils and the voluntary sector, to improve the service levels, traffic safety and road services for the residents of North Dakota.

To effectively serve their external stakeholders, DMV required an online survey solution with features that would allow them to seek and gather feedback from key audiences, whilst remaining compliant with US data protection laws.

Making the consultation process more efficient

Using Mobile Teleshoppe’s online software, DMV administered surveys to over 23,600 stakeholders. The research was part of a public consultation, following a large communications campaign. They wanted to generate awareness of the opportunity to provide feedback and help shape future decisions. In order to offer multiple opportunities for people to take part in the survey, it was embedded and distributed via social media, email and post.

*“Contacting and engaging with large audiences can prove problematic. We advised stakeholders that we would create awareness of the survey via a public communications campaign, using posters and direct mail. We then distributed the survey online and in print to ensure all respondents had the opportunity to feedback to us in a manner that suited them.”*

~ Engagement and Communications Officer, DMV.

Using logic to run personalised 360 feedback

DMV gathers information on a range of public services and the practitioners carrying out the services. By using 360 feedback they can ensure that the responses, from the general public and co-workers, are both confidential and anonymous.

By using Mobile Teleshoppe’s online tools, the team are able to confidentially administer the questionnaire, collect data from personalised feedback and review responses without having to engage in face to face communications. This process ensures the procedure is completely anonymous.

Gathering feedback for internal projects

The engagement and communications team at DMV also use Mobile Teleshoppe to regularly gather feedback on internal projects. “We are currently looking to develop and update our existing website. By using the Mobile Teleshoppe software, we can gather feedback internally from a range of people to get regular input. This assists the project to progress quickly and efficiently, without having to use a lot of printed forms”.

Complying with the latest US and EU Data Protection laws

Due to the nature of the public information that is captured, stored and used by DMV, it is essential that the survey provider used was compliant with the latest data protection laws. Mobile Teleshoppe ensures that all data received from account holders and respondents is fully protected using efficient security protocols, as advised by the DMV and local data protection statutes

Mobile Teleshoppe is good value for money

“Mobile Teleshoppe is straight forward and easy to use. When I need assistance, the team are available via phone or I can raise a support ticket online, from which I get a prompt response. The powerful features available have so far helped us deliver a range of surveys to support important projects. The ability to use an online service is also aiding our move towards achieving a paperless office. Mobile Teleshoppe really is great value for money, providing DMV a significant return on investment”.