



Report to the Finance Strategic Policy Committee

Re: Motor Tax Business Survey

Background

The Smithfield Motor Tax Office has been the sole MT office for the four Dublin Local Authorities since January 2015. In the four years from 2015 to 2018 the business has seen the demand on our front line services incrementally decrease, see figures below;

- Public Presentation has moved from 152,175 in 2015 to 104,275 in 2018.
- Total number of tax disc's issued from public presentation and postal applications in 2015 was 222,488 compared to 176,681 for 2018, a reduction of 20%.
- The Motor Tax Online system has seen an increase from 81% to 85% over the same period, an increase of 4.9%.
- The decrease in tax discs issued is not directly linked to the increase in online transactions but it would have an impact. The other mitigating factor is the trends on Annual, Bi-Annual & Quarterly disc's issued. See table below showing percentage change in customer preference;

Vehicle Licences	No. Issued 2018	% 2018	No. Issued 2015	% 2015	% Change
Annual	95,477	54%	105,945	47.6%	+ 6.4%
Bi-Annual	23,679	13.4%	28,724	13%	+ 0.4%
Quarterly	57,525	32.6%	87,819	39.4	- 6.8%
Total	176,681	100%	222,488	100%	

This percentage change in customer preference would have a direct impact on the level of public presentation and postal applications.

The level of staff resources has reduced by 8% from 2015 to 2018. This reduction in resources is across our front line operations. The level of back office resources has not changed, as the level of transactions still require effective controls and governance structures with additional back office services.

Motor Tax Management made the decision to carry out a face to face survey with our customers across a range of topics to understand the purpose of the customers visit to the office, previous

experience of Motor Tax Online and to understand why they were not availing of the Motor Tax Online option.

Content

From 22nd October to 7th December 2018 **1927** customers agreed to partake in the said survey. **1343 (70%)** customers' survey presented to the office with the sole purpose to tax their vehicle. The remaining **584 (30%)** customers had a tax transaction/enquiry that required them to call to the office, see table below with breakdown. Note that some of these tax enquiries/applications i.e. Change of Owner or Change of Vehicle Classification would have led to a subsequent taxing of a vehicle but not necessarily on the same day. However, the customer would have had to produce statutory documentation in relation to the Change of Ownership or Class prior to taxing their vehicle that would have to be processed in the back office.

Customer Enquiry	No. of Public Callers	Online/Phone Support Available
Change of Ownership	204	N/A
Replacement Item	216	N/A
Tax Refund	41	Yes
Vehicle Inspection	56	N/A
Change of Vehicle Classification	53	N/A
Conversion Application	14	N/A
Total	584	

This report will provide the following information and metrics;

1. Reasons for calling to the MT Office. (Table 1)
2. Age Profile of our customer in 2018. (Table 2)
3. Relationship of customer to tax applicant. (Table 3)
4. A breakdown of the customers' transaction. (Table 4 - 6)
5. Previous customer experience of Motor Tax Online. (Table 7 - 8)

Table 1 – Reason for Calling to MT Office

The survey asked the customer to identify why they had chosen to present to the Motor Tax Office. A number of pre-determined options were listed on the survey for the customer to choose. I have detailed below the results in order of most to least option for calling to MT Office.

Customer Reason	Number
Tax Class not available online	593 (31%)
Personal customer service	489 (25%)
Requirement to have disc on the spot	462 (24%)
Preferred method of payment cash	383 (20%)
Total	1927

Age Profile – Table 2

Please note 47 (2.5%) out of 1927 customers surveyed were willing to participate provided that they did not have to disclose the age bracket they fall under.

Age Bracket	Number
17 – 25	78 (4%)
26 – 34	449 (24%)
35 – 51	685 (36%)
51 – 74	605 (32%)
<75	63 (4%)
Total	1880

Customer Relationship – Table 3

The table below shows who presented to the office to tax a vehicle and their relationship to the vehicle owner.

Person Type	Number
Vehicle Owner	1051 (55%)
Family Member	444 (23%)
Friend	127 (6.5%)
Company Rep	262 (13.5%)
Third Party	43 (2%)
Total	1927

Customer Transaction Breakdown – Table 4 – 6

The tables below will illustrate the different tax applications processed, payment method and period of taxation. Please note at the time of the survey the ability to tax a Small Public Services Vehicle (SPSV - Taxi) was not available online. However, we used this opportunity to inform taxi drivers that this service would be available from 30th November 2018.

Table 4 – Tax Application Breakdown

Transaction Type	Number	Availability Online
Private Class	771 (57%)	Yes
Goods Class	292 (22%)	Yes – Renewals Only
Small/Large Public Service Class	189 (14%)	No
Miscellaneous Tax Classes	91 (7%)	No
Total	1343	

Table 5 – Payment Method

Please note that the no payment field is representative of the total number of customers who presented to the office. No payments customers correspond to the fields in Table 1, Vehicle Inspections, Replacement Items and Change of Ownership requests.

Payment Type	Number
Cash	765 (40%)
Debit or Credit Card	628 (32.5%)
Cheque	139 (7%)
No Payment	395 (20.5%)
Total	1927

Table 6 – Disc type

Please see breakdown below. This representative sample does not correlate with current trends but draws a close comparison.

Survey Sample Figures

Disc Type	Number
Quarterly	479 (36%)
Bi-Annual	205 (15%)
Annual	659 (49%)
Total	1343

Yearly Actuals 2018

Disc Type	Number
Quarterly	57,525 (32.56%)
Bi-Annual	23,679 (13.4%)
Annual	95,477 (54.04%)
Total	176,681

Motor Tax Online Services

We asked the 1927 why they have not availed of the MT online service and presented to the MT Office. Detailed below are the reasons why they are not using the service;

Table 7

Customer Reason	Number
Tax transaction not available online	668 (34.5%)
Preference to call to MT Office	662 (34.5%)
Computer & Technical Issues	269 (14%)
Payment Purposes	181 (9.5%)
Language Barrier	103 (5.5%)
Cannot locate online renewal pin	44 (2%)
Total	1927

From the 1927 customers surveyed 1119 (58%) had previously used the Motor Tax Online system on at least one occasion. 808 (42%) had never used on the Motor Tax Online system for any vehicle past or present. Detailed below in Table 8 are the reasons why the 1119 stopped availing of the online service.

Table 8

Customer Reason	Number
Can no longer complete transaction online	352 (31%)
No reason	241 (21.5%)
Tax Disc got lost in the post	232 (21%)
Vehicle requires Change of Ownership & 1 st Time taxing	153 (13.5%)
Poor Customer Service	77 (7%)
Error made online and no ability to amend within the system	64 (6%)
Total	1119

In relation to the no reason number of 241. The staff noted that customers stated they had no good or bad experience with MT Online but on this occasion they presented to the office out of personal choice.

Motor Tax Online Language Options

1723 (89.5%) customers were satisfied with the Motor Tax Online system being available in only two languages Irish and English. The remaining 204 (10.5%) stated that they would use MT Online, if it was available in their native language. The two most prominent languages recorded were Romanian (41%) and Polish (24%).

Conclusion

This survey has shown the following;

- 69% of vehicle owners surveyed prefer to call to the MT Office for three reasons to pay cash, personal service and to be in receipt of their tax disc immediately.
- Whilst, there are still a number of tax classes that cannot be facilitated through Motor Tax Online, their impact on the overall percentage of business is nominal compared to the private tax class. **Ref. Table 1.**
- In 2018 the average wait time for a customer was 16 minutes. The table below will show the range of wait times experienced by our customers in 2018.

Wait Time 2018	No. of Customers	% Indicator
0 – 15mins	51,956	50%
16 – 30mins	33,483	32%
31 – 60mins	17,864	17%
61 – 90mins	972	1%
Total	104,275	100%

The feedback in relation to the Motor Tax Online system will be relayed to the Principal Officer, Driver Vehicle Services Division, Department of Tourism, Transport and Sport for their consideration.

Gareth Rowan

A/Senior Executive Officer
