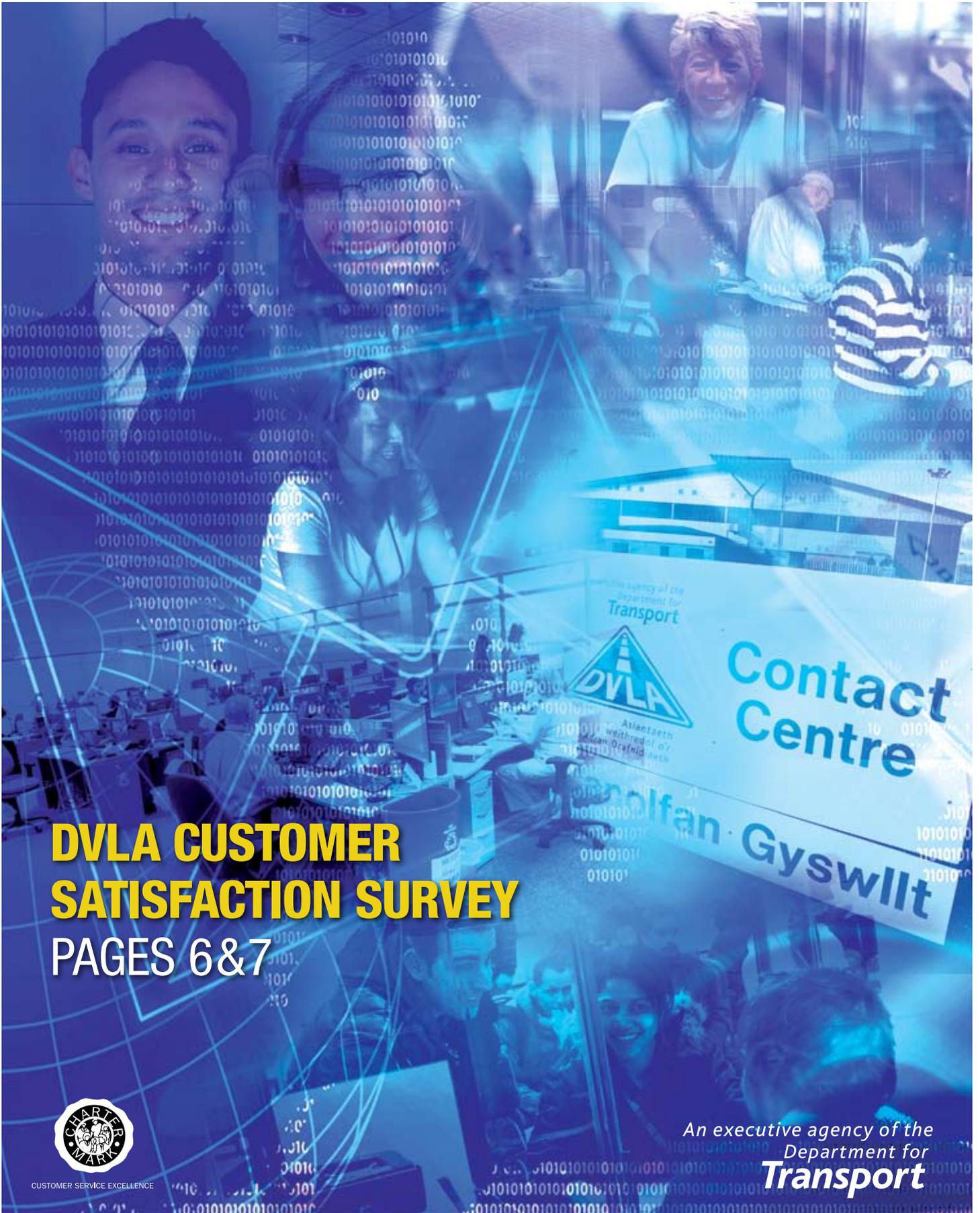




# DVLA TODAY

NEWS FROM THE DRIVER & VEHICLE LICENSING AGENCY | ISSUE 32 | SPRING 2007



## DVLA CUSTOMER SATISFACTION SURVEY

PAGES 6 & 7

Executive Agency of the Department for Transport  
**DVLA**  
Asiantaeth  
wladol yr awstrawliaeth  
**Contact Centre**  
Golfan Gyswilt



CUSTOMER SERVICE EXCELLENCE

An executive agency of the Department for Transport  
**Transport**

# CONTENTS

## 02-03 CHECKING DRIVER ENTITLEMENT

DVLA's Driver Entitlement Checking Service

## 04-05 PAYING THE PENALTY FOR DRIVING WHILST USING A MOBILE PHONE

The new legislation for mobile phone users

## 06-07 DVLA CUSTOMER SATISFACTION SURVEY 2006

DVLA's customer satisfaction survey results

## 08 CUSTOMER CHANNEL TEAM - LINKING THE CUSTOMER TO THE AGENCY

DVLA customer service improvements

## 09 DRIVE FORWARD

Information on the Third European Directive on Driving Licences

## 10 MOTORISTS "BOND" WITH NEW 07 SERIES REGISTRATIONS

DVLA release '07' series Personalised Registrations

## 11 DATA ACCESS

DVLA's new online driver enquiry service

## 12 DVLA AT A SHOW NEAR YOU!

Information on DVLA's external events

## 12 DVLA CONTACT DETAILS

**JACKIE QUINN** reports on the Driver Entitlement Checking Service

# CHECKING DRIVER ENTITLEMENT



The DECS product is offered to customers at a flat fee of £3 per transaction, which represents a saving when compared to DVLA's manual systems.

Data must be submitted to DVLA in XML format to comply with the system, and is returned in the same format.

Under the Data Protection Act, DVLA is required to obtain a mandate signed by the licence holder in order to allow his/her data to be released from the Driver record. Customers of the DECS service are licensed to hold these mandates on behalf of DVLA. DVLA audits customers to ensure that the required security standards are being maintained.

The DECS product is offered to customers at a flat fee of £3 per transaction, which represents a saving when compared to DVLA's manual systems.

DECS customers make a significant contribution to road safety, many checking the entitlement for Blue Chip companies, often adding value to our basic data with automatic periodic checking and specialist driver training.

There is an example of a driver having worked for a company as a professional driver for over 20 years being found to only have ever had a provisional licence! In another case, a senior transport manager was found to have been banned on three occasions and had convictions for driving whilst being banned.

In almost every case the first DECS run for an organisation brings to light important facts about at least one employee's entitlement to drive!

## THE FUTURE - DRIVER RE-ENGINEERING PROJECT (DRP)

Since 1st November 1987, DVLA has offered a fee paying enquiry service to individual drivers and commercial organisations that require information on a driver's entitlement to drive. Currently customers make enquiries by telephone, mail or fax. These services are limited to DVLA office hours.

The DVLA has developed an online enquiry service for commercial customers to enquire on driving licence entitlement, as part of the Driver Re-engineering Project (DRP). This new development will enable registered organisations that have entered into a contract with DVLA to view information from the driver's record from their own workstation.

### Some of the key benefits of the new online service are:

- Instant access to the most up to date driver licence information via a secure website, provided on a 24-hour, 7 days per week basis.
- Visibility of the photograph and signature (permitted according to Business Need).
- Ability for commercial organisations to administer their own users including add, amend and remove user details and set/reset passwords.
- Robust registration process to prevent organisations which are not accredited from accessing driving licence data via the online enquiry service.
- A Pilot for this service is due to commence in 2007, with roll out of the service anticipated taking place in 2008.
- When the online enquiry service is established the DECS service will continue to be in operation to allow bulk enquiries of the driver record to be made.

DVLA recognised that until an online enquiry service is established there is an immediate need for organisations to conduct driving entitlement checks for large pools of drivers...

## DRIVER ENTITLEMENT CHECKING SERVICE (DECS)

**N**ow more than ever, there is a heightened awareness of employer responsibilities for ensuring a duty of care is maintained when employing drivers. The profile of this issue has recently been raised through the government's intended legislation on Corporate Manslaughter and Corporate Homicide.

DVLA recognised that until an online enquiry service is established there is an immediate need for organisations to conduct driving entitlement checks for large pools of drivers, receiving electronic data in the process in order to support driver risk profiling/monitoring. DVLA developed the Driver

Entitlement Checking Service (DECS) product in 2005, which enables bulk checking of driver records.

The DECS product uses CD-ROM media to exchange data between DVLA and the customer. Customers send driver numbers on CD to DVLA for the records that they wish to check. DVLA then runs these driver numbers against the main DVLA Driver database. Where a match occurs with a driver number on DVLA's record, all relevant data for that record is extracted (excluding medical information). This includes the driver's personal details, licence history, driving categories, previous and current convictions, and a record of penalty points received. Data for all records extracted is written onto CD and despatched back to the customer via secure service.



**Editor:** Kay John

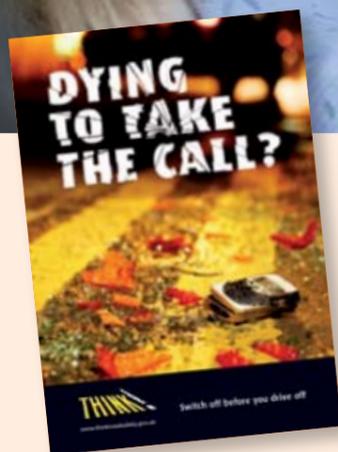
DVLA Events Team, C1 West, Swansea, SA6 7JL

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# PAYING THE PENALTY FOR DRIVING WHILST USING A MOBILE PHONE



The use of a hands-free phone or other equipment is not specifically prohibited because it is difficult for the police to see it in use.

If you drive badly and a police officer suspects you have been using your phone he can stop you and seek a reason for the poor driving. If it goes to court, your phone records can be checked to determine whether you were using your phone.

The use of a hands-free phone or other equipment is not specifically prohibited because it is difficult for the police to see it in use. But if you drive poorly because you are distracted by a phone conversation, then the police can prosecute you for failing to have proper control of the vehicle. Using other devices for sending or receiving data are included if they are held while driving, i.e. a PDA, Blackberry or similar device. The same penalty applies as for hand-held phones – 3 points and a £60 fine. The only exceptions are two-way radios and dialling 999 or 112 in response to a genuine emergency.

If you are an employer you can be prosecuted if you require employees to make or receive mobile calls while driving. It is an offence to cause or permit the use of a hand-held mobile phone when driving. It is also an offence to cause or permit a driver not to have proper control of a vehicle.

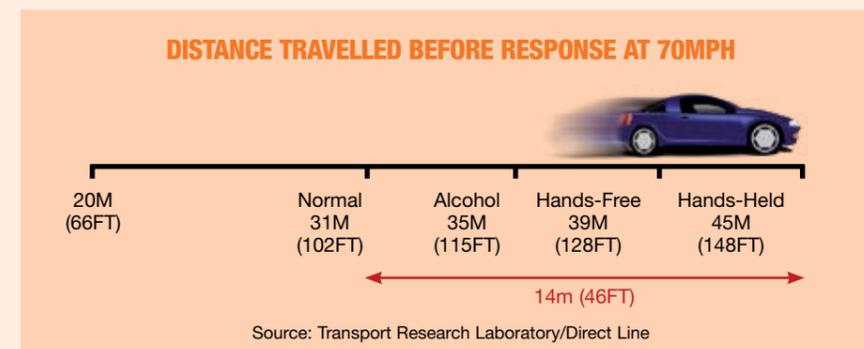
It is also an offence to use a mobile while supervising a learner driver or allowing a learner driver to use a mobile phone.

Tests have shown that reaction times for drivers using a hand-held phone slows reactions by 50% when compared to normal driving and by 30% when compared to being drunk (Direct Line Mobile Phone Report 2002).

### SO WHY ARE THE PENALTIES GOING UP?

It is hard to do two things at once and research has shown that if you are using a mobile phone whilst driving, you are four times more likely to have a crash. In fact, if you use any type of mobile, be it hands free or hands held, your reaction times are worse than if you were driving under the influence of alcohol. Tests have shown that reaction times for drivers using a hand-held phone slows reactions by 50% when compared to normal driving and by 30% when compared to being drunk (Direct Line Mobile Phone Report 2002).

Even if you're a careful driver, it's easy to be distracted by a phone call or text message – and that split second lapse in concentration could result in a crash.



### WHAT WILL THE PUNISHMENT MEAN?

- If you accept a fixed penalty – 3 points and a £60 fine.
- If you go to Court – 3 points. A maximum fine of £1000 for car drivers or £2500 for lorry or bus drivers. Disqualification is also a discretionary option open to the Courts.
- If you go to Court you face disqualification if the offence takes you to 12 points under the totting rules.
- If you get six points within two years of passing your first qualifying<sup>1</sup> test, your licence will be revoked and you will need to re-sit the test.
- Penalty points can mean higher insurance costs.
- The points remain valid for totting purposes for 3 years; staying on your licence and record for 4 years.
- If you are involved in an accident whilst using a phone you may face more serious charges such as dangerous or careless driving.

**The best advice is to switch off before you drive off.**



### FOR MORE INFO GO TO:

<http://www.thinkroadsafety.gov.uk/campaigns/mobilephones/mobilephones.htm> **DVLTODAY**

<sup>1</sup>For further info, see Road Traffic (New Drivers) Act 1995

# DVLA CUSTOMER SATISFACTION SURVEY 2006



The survey allows customers to give us their opinion on current DVLA services.

In October 2006 DVLA carried out its annual Customer Satisfaction Survey. We selected a representative sample of customers who had recently received a service from DVLA Swansea, DVLA local offices and the Post Office®.

The survey allows customers to give us their opinion on current DVLA services. We use the results to continually improve customer service and to inform the Secretary of State target for customer satisfaction (the 2006 target was to maintain and improve on 88% overall satisfaction).

The research is carried out annually by the Market Research Team at DVLA, with the results validated by the Operational Research Unit at the Department for Transport (DfT).

**Our customer satisfaction level for 2006 was 91%** which represents a significant increase of 3% from 2005 and means that we have exceeded the target.

The results from the survey are positive and the following is a summary of DVLA customer service areas that returned high satisfaction:

- Courtesy of staff (93%)
- Helpfulness of staff (92%)
- Overall way in which the query/application was handled (91%)
- Overall quality of printed information received (91%)
- Speed at which the query/application was handled (89%)
- Time taken to obtain a response (89%)
- Ease of completing DVLA forms (89%)
- Ease of understanding DVLA printed information (88%)
- Quality of advice (87%)

The majority of our customers have a positive perception of DVLA with 89% viewing DVLA as "Very effective" or "Effective". This has increased by 2% since 2005.

An action planning process is being co-ordinated within DVLA to ensure that areas for improvement are identified and corresponding actions put in place. Highlights from the final report will shortly be available on the DVLA website: [www.dvla.gov.uk](http://www.dvla.gov.uk) DVLTODAY

## CUSTOMERS ALSO TOLD US...

### About the DVLA Contact Centre

88% of DVLA Contact Centre customers were satisfied with the overall service they received (an increase of 21% on 2005).

### About the Local Office

88% of local office customers were satisfied with the overall service that they received (a 4% increase on 2005).

### About the Post Office®

Satisfaction with the Post Office® (when acting as an agent for DVLA) remains high with 94% satisfied with the overall service received.

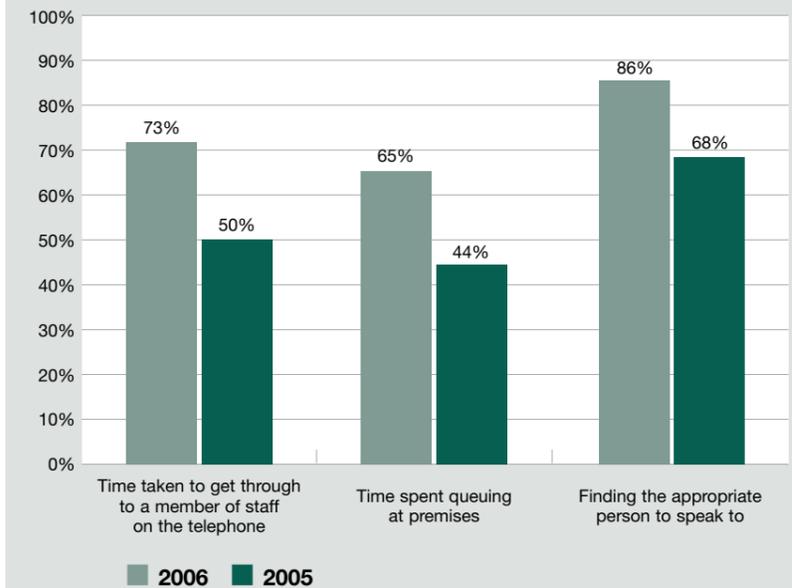
### About Electronic Vehicle Licensing

93% of customers who bought their tax disc via the website or telephone system were satisfied with the overall service.

Our customer satisfaction level for 2006 was 91% which represents a significant increase of 3% from 2005 and means that we have exceeded the target.

## INCREASES IN CUSTOMER SATISFACTION

The following table shows improvements in 3 areas of satisfaction since 2005:



# DVLA CUSTOMER CHANNEL TEAM – LINKING CUSTOMER TO AGENCY

In April 2006 DVLA's Head of Customer Enquiry Group (CEG), Ian Broom, formed a small specialist team, the Customer Channel Team, to help better understand and hence meet the expectations of the Agency's customers.

The aim is to match the content and delivery of our information sources to our customer's requirements, thereby ensuring an excellent experience for that customer in their channel of choice.

In many cases, the team expect to remove the need altogether to make a phone call. Other cases can be identified as always requiring intervention by a customer service advisor.

From the high volume customer enquiries, the team consider what information exists and where. Is it easy to find? Is it easy to understand? Does it actually answer what is being asked every day? Does it explain exactly what to do to successfully complete business with the agency first time every time? Does it tell you what to expect after you have made an application?

The customer channel team comprises former advisors who have experience of answering many thousands of calls between them.

The first challenge for the new team was to get a complete picture of the nature of all calls received at the Swansea Contact Centre and volumes for each type of call. With the help of operational staff the team are



now able monitor the main reasons behind over 1 million advisor handled enquiries every month, categorising them into 40 different subject groups covering enquiries requesting information, following up applications and assistance with transactions. The next stage is to fully understand what our customer needs to know within each area of our business and, therefore, the reason for the telephone call for assistance. To date the team have closely examined the content of over 11,000 telephone enquiries from the highest volume subject groups and shared their findings with the various parts of the agency responsible for providing our services and information.

They are also active on their own and with others in the agency in producing solutions for customers.

The customer channel team comprises former advisors who have experience of answering many thousands of calls between them.

Recent examples are Intranet based information for telephone advisors, with DSD colleagues a pilot interactive self help facility for the Directgov website and easy to follow guides for customers who need to register invalid carriages.

The team are also in constant contact with DVLA Customer Service Improvement colleagues and meet with them regularly under the chairmanship of Customer Service Director Noel Shanahan to examine issues, review trends and use the output to drive service excellence.

As well as understanding today's enquiries, the CEG Customer Channel Team are now well placed to spot customer contact developments and provide feedback to agency colleagues responsible for the delivery of new services, initiatives and campaigns. The team are determined to help the Agency ensure that we keep our customer at the centre of all we do. [DVLtoday](#)



The arrangements are under regular review and earlier this year, a new (third) Directive was published. It changes the rules for driver training, testing and licensing matters.



## DRIVE FORWARD

Since July 1996, driver licensing rules in this country and other European Union Member States have stemmed from European law – namely the second Council Directive on driving licences.

The arrangements are under regular review and earlier this year, a new (third) Directive was published. It changes the rules for driver training, testing and licensing matters.

Over the next few years, the Driving Standards Agency (DSA) and DVLA will work with the Department for Transport to make sure the new rules are introduced in the UK by January 2013. More immediately, over the next 18 months we will be looking for stakeholders' views on the changes and the best way to implement them.

### BENEFITS

#### The changes aim to:

- reduce the possibilities of driving licence fraud
- contribute to improved road safety and
- facilitate free movement of persons changing their place of residence from one Member State to another.

#### Many of the changes fit well with existing UK practice:

- all driving licences issued must be in the photocard format – and we already do this

- the photocard driving licence itself must be valid for 10 years for drivers of cars, motorcycles and light vans – again, already UK practice
- driving examiners must undertake a mandatory initial qualification and periodic training – we already have a system in place in the UK and the changes build upon this.

#### Other changes will include:

- new arrangements for young motorcycle riders wanting to ride larger bikes
- new rules for drawing larger trailers using cars or light vans
- 5-yearly renewal of photocard driving licences for all drivers of medium and large lorries and buses and
- the need to make the licence card and system more secure against fraud.

DSA and DVLA will begin consulting on the implementation of the new rules in the next few weeks.

The Directive is available to view on the European Commission's website:

<http://eur-lex.europa.eu/JOhtml.do?uri=OJ:L:2006:403:SOM:EN:HTML> [DVLtoday](#)

# MOTORISTS "BOND" WITH NEW 07 SERIES REGISTRATIONS



Sale's of the 07 series during December were amazing. We made over £2million in that month alone and sales have continued to be high during January and February.

**W**e gave motorists across the country the chance to "spy" on our extensive range of 07 series registrations on the DVLA Personalised Registrations website [www.dvlaregistrations.co.uk](http://www.dvlaregistrations.co.uk) ahead of their sale launch on 5th December 2006.

We offered 7 million different combinations of the 07 series during December's open sale period including more than a quarter of a million "007" related plates.

Sale's of the 07 series during December were amazing. We made over £2million in that month alone and sales have continued to be high during January and February.

We have kept the more sought after combinations in the 07 series to sell at future auctions. Our February sale at the RBS Williams F1 Conference Centre included the ultimate Bond fans registration, 0007 SPY, and bidders were, 'shaken but not stirred', when the hammer came down and it sold for £18,500.

The buzz of the new Bond film Casino Royale towards the end of last year really helped promote our sales and stirred the imagination of our customers.

Our personalised registrations sales scheme continues to go from strength to strength and has now raised over £1.1 billion for the Treasury since we started it in 1989. [DVL TODAY](#)



This service provides instant access to driver information including photograph and signature to trusted partners.

**I**n May 2006 DVLA ran a pilot with several key partner organisations including Essex and Gwent police, the Driving Standards Agency (DSA), Her Majesty's Revenue and Customs (HMRC) and the Vehicle and Operator Services Agency (VOSA) to trial a new online driver enquiry service.

This service provides instant access to driver information including photograph and signature to trusted partners.

Then, in November 2006, Her Majesty's Courts Service (HMCS) joined the pilot at a number of locations. Their feedback has been extremely positive. In some courts the number of adjournments has fallen by 80% since access was provided.

Consequently, HMRC have made significant savings and efficiency gains as direct access to the driver record has reduced the time it takes to make an enquiry from 4 to 6 weeks to just a few seconds.

Building on this success DVLA is keen to explore new opportunities to exploit this new technology and, in February this year DVLA started to work with North Wales Police who have been given access to Driver data from a secure BlackBerry mobile device.

Again feedback from North Wales Police has been extremely positive. The benefits for forces having such technology are huge, enabling officers to identify drivers at the roadside and greatly increase crime detection and enforcement.

DVLA is looking to roll out this technology to other forces in 2007. [DVL TODAY](#)

# DVLA AT A SHOW NEAR YOU!

Since 2005, DVLA's Events Team has been the central area responsible for planning and organising the Agency's presence at all external events.

These can range from trade shows, exhibitions and county shows to motor-related events and car rallies. The team makes sure both the visiting public and its stakeholders see the Agency as a professional, highly successful and forward thinking organisation.

The Events Team promotes the Agency's goal to provide accurate data to enable our partners to achieve our five policy outcomes of:

- greater road safety
- reduced vehicle and other crime

- an improved environment
- tax collection
- better customer experience of government services

In 2007 the Events Team has produced a corporate CD-Rom that will be given away to customers at events but will also be available for other uses if desired. The CD-Rom will be used as a corporate means to provide customers with relevant and up to the minute information from the Agency. The initial idea was that the CD-Rom would save us giving out large amounts of forms and leaflets at events. Instead this information could be included on a CD-Rom with additional details on other DVLA initiatives and services at a reduced cost.

The CD-Rom will also include a number of the Agency's current videos, TV advertisements and demonstrations

(including the Electronic Vehicle Licensing service). Its contents will include a number of articles on current and forthcoming Agency initiatives and it also includes links to specific DirectGov web pages. The CD-Rom will have a frequently asked questions section that will allow customers access to information to answer their specific enquiries without needing to contact the Agency directly.

All DVLA stands at external event will now have the facility for customers to leave their feedback electronically on the success of the stand at the event. Results will determine future attendance at a particular event. We have now finalised the list of the events we will be attending in 2007. Details can be found on the Agency's web site: <http://www.dvla.gov.uk/contactus/press/events.aspx>

## DVLA CONTACT DETAILS

For general enquiries, or if you need further information about vehicle and driver registration and licensing, go to:

[www.direct.gov.uk/motoring](http://www.direct.gov.uk/motoring)

### VEHICLES

**Customer Enquiries (Vehicles)**  
Contact Centre,  
Sandringham Park, Swansea Vale  
Swansea SA7 0EE

**Phone:** 0870 240 0010 between 8.00am and 8.30pm Monday to Friday and between 8.00am and 5.30pm on Saturday.

**Note:** Some calls will be monitored for quality and training purposes

**Fax:** 0870 850 1285

### MINICOM

Both our Enquiry Units take calls from Minicom systems if you have hearing difficulties.

Vehicles Minicom 01792 766426.

Drivers Minicom 01792 766366.

You cannot use these numbers with ordinary phones.

Personalised registration numbers from DVLA:  
[www.dvlaregistrations.co.uk](http://www.dvlaregistrations.co.uk) **DVLTODAY**

### DRIVERS

**Customer Enquiries (Drivers)**  
Drivers Correspondence Section,  
Driver Customer Services,  
DVLA  
Swansea SA6 7JL

**Phone:** 0870 240 0009 between 8.00am and 8.30pm Monday to Friday and between 8.00am and 5.30pm on Saturday.

**Fax:** 0870 850 1285

### DVLA LOCAL OFFICES

DVLA local offices are normally open 9.00am to 5.00pm from Monday to Friday.

To find your nearest local office, contact **0870 850 0007**

