

SENATE, No. 3195

STATE OF NEW JERSEY

220th LEGISLATURE

INTRODUCED OCTOBER 13, 2022

Sponsored by:

Senator FRED H. MADDEN, JR.

District 4 (Camden and Gloucester)

Senator SHIRLEY K. TURNER

District 15 (Hunterdon and Mercer)

SYNOPSIS

Enhances customer service experience with Business Action Center in Department of State by collecting and disseminating customer assistance metrics.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 2/27/2023)

1 AN ACT requiring the collection and dissemination of customer
2 assistance metrics for the Business Action Center and
3 supplementing P.L.1948, c.445 (C.52:16A-1 et seq.).
4

5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*
7

8 1. a. No later than six months after the effective date of this
9 act, the Business Action Center within the Department of State shall
10 establish and maintain a customer assistance metrics program that
11 tracks and analyzes customer satisfaction, outcomes of business
12 inquiries, and the quality of service that the Business Action Center
13 provides. The program shall consist of a post-call survey for
14 customers, a live chat survey function, and a follow-up assessment
15 via email or mail, depending on the customer's preference. The
16 post-call survey, live chat survey function, and follow-up
17 assessment shall include, at a minimum, questions concerning the
18 customer's experience in utilizing ,the Business Action Center, any
19 difficulties the customer encountered during the inquiry process,
20 and how well the customer's questions and concerns were addressed
21 by the staff at the Business Action Center.

22 b. The purpose of the surveys and assessments shall be to:

23 (1) identify the strengths and weaknesses of the Business Action
24 Center in responding to customer inquiries;

25 (2) formulate trainings or strategies to improve the response of
26 the Business Action Center; and

27 (3) assess whether recommended improvements require
28 additional resources and staff support.

29 c. The Business Action Center shall analyze the data collected
30 by the post-call surveys, live chat survey function, and follow-up
31 assessments. No later than one year following the establishment of
32 the customer assistance metrics program, and on an annual basis
33 thereafter, the Business Action Center shall submit a report to the
34 Governor and, pursuant to section 2 of P.L.1991, c.164 (C.52:14-
35 19.1), the Legislature, with respect to its findings and conclusions.
36 The Department of State shall post a copy of the report in a
37 prominent location on the homepage of its Internet website and
38 annually update the website with the most recent report.
39

40 2. This act shall take effect immediately.
41
42

43 STATEMENT 44

45 This bill requires the Business Action Center in the Department
46 of State to establish a customer assistance metrics program. The
47 purpose of the program is to:

- 1 (1) identify the strengths and weaknesses of the Business Action
- 2 Center in responding to customer inquiries;
- 3 (2) formulate trainings or strategies to improve the response of
- 4 the Business Action Center; and
- 5 (3) assess whether recommended improvements require
- 6 additional resources and staff support.
- 7 The program will consist of a post-call survey for customers, live
- 8 chat survey function, and a follow-up assessment via email or mail,
- 9 depending on the customer's preference. The post-call survey, live
- 10 chat survey function, and follow-up assessment will include
- 11 questions concerning the customer's experience in utilizing the
- 12 Business Action Center, any difficulties the customer encountered
- 13 during the inquiry process, and how well the customer's questions
- 14 and concerns were addressed by the staff at the Business Action
- 15 Center.
- 16 The Business Action Center is required to analyze the data
- 17 collected by the post-call surveys, live chat survey function, and
- 18 follow-up assessments, and on an annual basis, report its findings
- 19 and conclusions to the Governor and the Legislature. The
- 20 Department of State is required to post a copy of the report in a
- 21 prominent location on the homepage of its website and annually
- 22 update the website with the most recent report.