

CHAPTER 26

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

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

C.52:16A-135 Business Action Center, Department of State, customer assistance metrics program; report to Governor, Legislature.

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

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

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

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

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

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

2. This act shall take effect immediately.

Approved March 20, 2023.