

SENATE COMMERCE COMMITTEE

STATEMENT TO

SENATE, No. 3195

STATE OF NEW JERSEY

DATED: DECEMBER 19, 2022

The Senate Commerce Committee reports favorably Senate Bill No. 3195.

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

The program will consist of a post-call survey for customers, 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 will include 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.

The Business Action Center is required to analyze the data collected by the post-call surveys, live chat survey function, and follow-up assessments, and on an annual basis, report its findings and conclusions to the Governor and the Legislature. The Department of State is required to post a copy of the report in a prominent location on the homepage of its website and annually update the website with the most recent report.