ASSEMBLY COMMERCE AND ECONOMIC DEVELOPMENT COMMITTEE

STATEMENT TO

ASSEMBLY, No. 4748

STATE OF NEW JERSEY

DATED: OCTOBER 20, 2022

The Assembly Commerce and Economic Development Committee reports favorably Assembly Bill No. 4748.

This bill requires the Business Action Center ("BAC") 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 BAC in responding to customer inquiries;

(2) formulate trainings or strategies to improve the response of the BAC; 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 BAC, 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 BAC.

The bill requires the BAC to analyze the data collected by the post-call surveys, live chat survey function, and follow-up assessments, and report its findings and conclusions to the Governor and the Legislature on an annual basis. The Department of State is required to 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.