CITIZEN FEEDBACK PROGRAM REPORT

UTAH CODE 63G-25-202

GOVERNOR'S OFFICE OF PLANNING AND BUDGET

JULY 1, 2023

CONTENTS

EXECUTIVE SUMMARY

As detailed in Utah Code 63G-25-202, the Governor's Office of Planning and Budget (GOPB) is required to annually submit a summary of any feedback gathered by state agencies during the preceding calendar year. This report provides the summary for 2022.

In the 2020 General Session, the Legislature passed H.B. 304, "Citizen Feedback Program." As detailed in Utah Code 63G-25-202, GOPB prepares and submits an annual report containing a summary of any feedback gathered by state agencies during the preceding calendar year on or before July 1.

The state has implemented new approaches to engage customers and seek feedback as part of the governor's vision to give Utah's customers first-in-class customer service. This work has increased the avenues through which customers are able to provide feedback, as well as standardized collection of feedback. These efforts provide a statewide view of customer service, while enabling use of this data for analysis, information efficiency improvement and better decision-making.

Great progress has been made since the inception of these efforts, and continued momentum is needed. In 2021, five executive branch agencies reported not collecting any customer feedback. This number decreased to four executive branch agencies in 2022 and only one in 2023. Traditionally, collection of customer feedback by agencies has been a disparate effort, with different departments, divisions, and programs within agencies collecting feedback and using a variety of mechanisms to do so. Beginning in 2022, the executive branch implemented a standardized survey for agency websites, with 16 executive branch agencies choosing to implement it. Data collected from the surveys provide a baseline from which statewide customer service can be measured.

The work continues with agencies expanding the ways in which they receive feedback. Some examples include two-way text messaging, ticketing systems, and customizing the website survey to add agency-specific questions to the standard questions.

Future work includes continuing to foster a culture of continuous improvement based on customer feedback and using insights to improve customer experience not only with each agency but also when it spans multiple agencies. In the 2023 General Session, the Legislature appropriated $3.2 million one-time for this effort. Additional funding will be needed to continue this work into the future.

STATEWIDE CITIZEN FEEDBACK SUMMARY

In 2022, 19 agencies formally collected customer feedback, an increase from 16 agencies in 2021.

The methods used by agencies to solicit and collect customer feedback included various forms of surveys and hotlines, including in-facility experience surveys, post-interaction surveys, annual customer surveys, and complaint hotlines. While agencies utilize many methods to collect customer feedback, the executive branch has prioritized standardizing that feedback through a website survey. This effort is part of the governor's customer feedback initiative, which is discussed in the executive summary.

The survey gauges respondents' success, effort, satisfaction, and perception of agency empathy and reliability. The survey was implemented in 2022 with 16 executive branch agencies utilizing the standardized survey on their website. Across these agencies, feedback was received from 7,865 customers. These data provide a baseline and the average scores are illustrated below, with 1 representing a negative response and 5 a positive response.

7,865 Respondents

35%

Successfully accomplished their task

Statewide Website Survey Metrics

CITIZEN FEEDBACK SUMMARIES

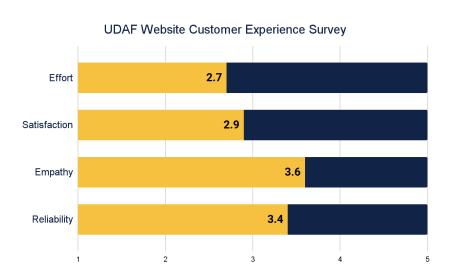### *Department of Agriculture and Food (UDAF)*

Feedback Collection Methods: Standardized website survey.

Feedback Successes: Identified and fixed broken and hard to find links on their website, making it easier for customers to navigate, and created a customer experience council composed of employees from different departments and programs.

Future Plans: Implement QR code surveys on business cards and posters, and include a survey link in employee email signatures.

Feedback Data
UDAF's website survey received feedback from 50 customers with 42% of respondents successfully accomplishing their task on the website.

UDAF Website Customer Experience Survey

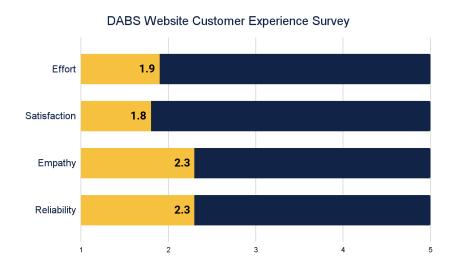## *Department of Alcoholic Beverage Services (DABS)*

Feedback Collection Methods: Standardized website survey & survey for in-store experience.

Feedback Successes: Enhanced capabilities for online ordering and prioritized efforts to fix the rare and high demand site based on feedback.

Future Plans: Implementing an email survey around their new licensing platform along with a helpdesk to measure and analyze customer call experience.

Feedback Data
DABS's website survey received feedback from 54 customers with 13% of respondents successfully accomplishing their task on the website.

DABS Website Customer Experience Survey
- Effort: 1.9
- Satisfaction: 1.8
- Empathy: 2.3
- Reliability: 2.3

DABS's in-store experience survey received feedback from 646 customers.

- Overall Satisfaction: 3.3 out of 5

Department of Commerce

Feedback Collection Methods: Standardized website survey & post-interaction surveys.

Feedback Successes: Customer feedback identified an issue with CAPTCHA on their website, enabling the agency to quickly fix an issue that likely would have gone unnoticed.

Future Plans: Enhance feedback collection on post-interaction surveys through text message survey distribution.

Feedback Data
The Department of Commerce website survey received feedback from 633 customers with 37% of respondents successfully accomplishing their task on the website.

Dept. of Commerce Website Customer Experience Survey

The Department of Commerce also used post-interaction surveys to collect feedback on customer experience across its divisions.

- The **Division of Professional Licensing's** post-interaction survey received feedback from 3,337 customers and 73% of respondents indicated their experience was "very positive".
- The **Division of Consumer Protection's** post-interaction survey received feedback from 24 customers and 91% of respondents indicated their experience was either "very positive" or "positive"
- The **Division of Corporations and Commercial Code's** post-interaction survey received feedback from 48 customers and 75% of respondents indicated they were satisfied with their experience.

Department of Corrections (UDC)

Feedback Collection Methods: Standardized website survey, meetings with stakeholder groups including incarcerated individuals and the community, & email and phone hotline.
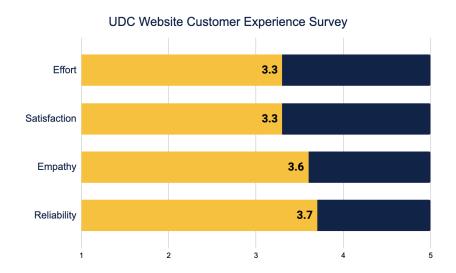
Feedback Successes:
- Initiated conversations around making improvements to the offender search feature on the public website.
- Overhauled processes and forms surrounding Limited Power of Attorney to make information about treatment of incarcerated individuals more accessible to their supporters.
- Included additional information regarding the Union Supply Commissary Packages for family members of incarcerated individuals on the public website.
- Updated outdated phone numbers and addresses for all UDC parole offices.
- Addressed website functionality issues, including mobile scaling and menu accessibility.
- Testing multilingual website translation.

- Improved information dissemination processes following facility lockdown and major incidents.
- Improved access to publications in prison facilities and smoothing the process of ordering based on advocates' feedback.
- Created partnerships with private sector employers to get more people with criminal records or releasing from prison licensed, certified, and employed in certain fields.
- Worked with employers and advocacy groups to spread information, education, and general awareness around hiring those with criminal records and tax credits, bonding, and protections in place.
- Bolstered re-entry processes through community engagement and involvement in re-entry release day fairs.
- Expanded religious and volunteer program offerings via tablet technology to connect community supporters with incarcerated individuals, especially those in restricted housing.

Future Plans: Implement a more targeted website survey and quarterly listening sessions coordinated with DHHS, conduct an in-depth review of constituent services, and continue to enhance the website offender search feature.

Feedback Data

UDC's website survey received feedback from 1,819 customers with 24% of respondents successfully accomplishing their task on the website.

UDC Website Customer Experience Survey

Category	Score
Effort	3.3
Satisfaction	3.3
Empathy	3.6
Reliability	3.7

UDC's phone and email customer hotline received inquiries and feedback from 1,196 customers. 79% of those inquiries were resolved by UDC staff.

Department of Cultural and Community Engagement (CCE)

Feedback Collection Methods: Post-interaction surveys.

Feedback Successes: Enhanced existing website improvement project with a focus on the collections management system, providing easier access and better information to customers using the system.

Future Plans: Implement the standardized website survey and continue the redesign of their website.

Feedback Data
CCE used post-interaction surveys to collect feedback on customer experience.

- The **Division of Multicultural Affairs** Leadership Summit post-event survey received 153 responses, with 72% of respondents being "very interested" in participating in a similar event again.
- The **Utah State Library Division** Director's Summit post-event survey received 34 responses, with 85% of respondents indicating they either "agreed" or "strongly agreed" that the content of the summit was useful.
- The **Division of Arts and Museums** Breaking Barriers Workshop post-event survey received 63 responses, with the majority of respondents indicating they were significantly more knowledgeable after the event than they were when it began.

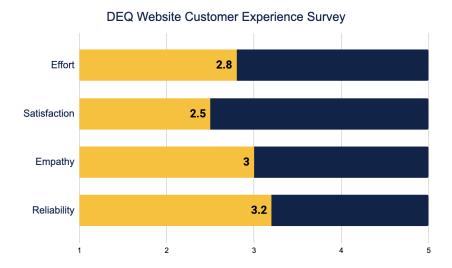## *Department of Environmental Quality (DEQ)*

Feedback Collection Methods: Standardized website survey.

Feedback Successes: Identified outdated and redundant information and cleaned the website to provide a more efficient and easily navigable product, regularly reviewing and sunsetting certain pages, and assessing overall customer experience and accessibility.

Future Plans: Deploy a form to support their used oil drop-off program, which has consolidated over 1,000 forms into one, eliminating manual effort and distribution complexity and making it easier for customers to safely dispose of used oil.

Feedback Data
DEQ's website survey received feedback from 26 customers with 43% of respondents successfully accomplishing their task on the website.

DEQ Website Customer Experience Survey

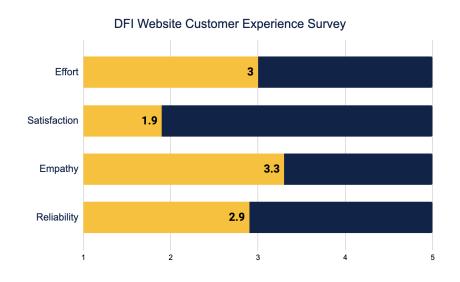|	Score
Effort	2.8
Satisfaction	2.5
Empathy	3
Reliability	3.2

Department of Financial Institutions (DFI)

Feedback Collection Methods: Standardized website survey & comment submission email form.

Feedback Successes: Modernized the Post Examination Quality Assurance Survey and now provide an online option for depository institutions to complete the survey.

Future Plans: Implement a customized services navigator on their website and enhance customer service capacity by training administrative staff to handle general inquiries.

Feedback Data
DFI's website survey received feedback from 5 customers, with 20% of respondents successfully accomplishing their task on the website. DFI's comment submission form received 9 responses.

DFI Website Customer Experience Survey

	Score
Effort	3
Satisfaction	1.9
Empathy	3.3
Reliability	2.9

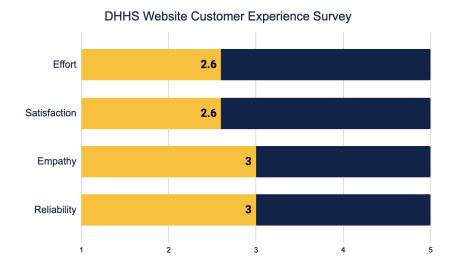## *Department of Health & Human Services (DHHS)*

Feedback Collection Methods: Standardized website survey & post-interaction surveys.

Feedback Successes: Enhanced website navigability by fixing broken and hard to find links identified by customers and staff, and improved website relevance by strategically bolstering available information on emerging topics.

Future Plans: Enhance feedback collection through custom surveys for division-level websites, call center feedback surveys, and QR code surveys in physical locations, and provide monthly customer feedback reports to administrative leaders.

Feedback Data
DHHS's website survey received feedback from 185 customers with 38% of respondents successfully accomplishing their task on the website.

DHHS Website Customer Experience Survey

Category	Score
Effort	2.6
Satisfaction	2.6
Empathy	3
Reliability	3

DHHS also used post-interaction surveys to collect feedback on customer experience.

- 86% of respondents were satisfied with the services provided by the **Division of Child and Family Services**.
- 81% of parents/guardians and 76% of youth expressed strong satisfaction with the services provided by the **Division of Juvenile Justice Services.**
- The **Division of Services for People with Disabilities** received a 3.8 out of 5 overall customer satisfaction score.
- The **Office of Substance Use and Mental Health** had a 78% general satisfaction rate from youths, and an 89% rate from adults, receiving mental health or substance use services.
- The average patient satisfaction score at the **Utah State Hospital** was 4.17 out of 5.

Department of Natural Resources (DNR)

Feedback Collection Methods: Post-interaction surveys & phone and email comment submission.

Feedback Successes: Utilized email and phone comment submission tracking to ensure customers who provided feedback, complaints, or questions were contacted by staff and provided resolution to their submission.

Future Plans: Implement standardized website survey.

Feedback Data
DNR used post-interaction surveys to collect feedback on customer experience.

- The **Public Lands Policy Coordinating Office** (PLPCO) annual county survey received 31 responses and 87% of respondents were either "extremely satisfied" or "very satisfied" with the assistance provided by PLPCO.
- **Utah State Parks** received 59 comment submissions, and responded to 100% of customers who indicated they wanted a follow-up to their submission.
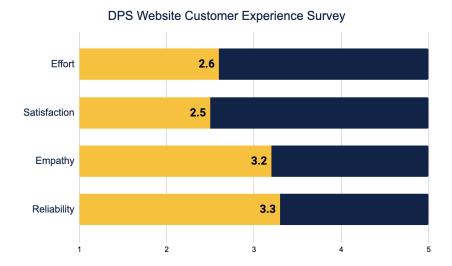
Department of Public Safety (DPS)

Feedback Collection Methods: Standardized website survey & website contact pages.

Feedback Successes: Adjusted the Driver's License Division Website to be more user friendly and within two months saw a 91% reduction in cases mentioning "appointments".

Future Plans: Implement customized website surveys on division level websites and an in-office experience survey for customers of the Driver's License Division.

Feedback Data
DPS's website survey received feedback from 2,326 customers with 38% of respondents successfully accomplishing their task on the website.

DPS Website Customer Experience Survey

DPS also used contact pages on their website and post-interaction surveys to collect feedback.

- **Peace Officer Standards and Training** utilizes a ticketing system for all inquiries, and had 6,705 tickets submitted and resolved, with a satisfaction rating of 90%.
- The **Driver License Division** received approximately 5,100 driver licensing-related emails.
- The **Bureau of Criminal Identification** received over 84,000 instances of feedback, with 8% being positive commendations, less than 1% being complaints, and the rest being division and process-related communications.
- The **Utah Highway Patrol** received feedback from 503 customers, with 69% of feedback being positive commendations.
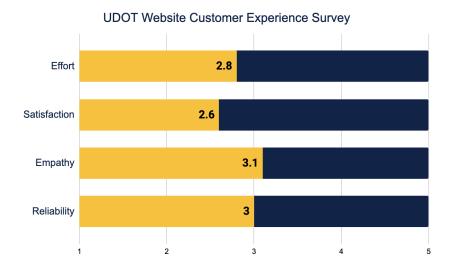
Department of Transportation (UDOT)

Feedback Collection Methods: Standardized website survey & annual customer survey.

Feedback Successes: Identified significant traffic on the Safe Routes for Schools Website and as a result, prioritized identifying areas of improvement to enhance customer experience on the site.

Future Plans: Implement two-way text resources, initiate a regular Customer Service Situation Analysis Report to identify areas of strength and opportunities for improvement, add an alerts bar at the top of the main website, and perform a cost-benefit analysis for a possible "suite" of traveler information tools, which would include a phone service, two-way text, website, and app under the brand Utah 511

Feedback Data
UDOT's website survey received feedback from 334 customers in 2022 with 26% of respondents successfully accomplishing their task on the website.

UDOT Website Customer Experience Survey

Category	Score
Effort	2.8
Satisfaction	2.6
Empathy	3.1
Reliability	3

UDOT also sent out an annual customer feedback survey regarding issues related to transportation and customers' views of the department. Highlights from the survey are found below.

Respondents were asked if they had a favorable impression of UDOT:

- Very Favorable: 18% of respondents
- Somewhat Favorable: 49% of respondents
- Somewhat Unfavorable: 21% of respondents
- Very Unfavorable: 5% of respondents
- Don't Know: 7% of respondents

Respondents were asked if UDOT is responsive to the public's needs:

- Definitely: 15% of respondents
- Probably: 56% of respondents
- Probably Not: 17% of respondents
- Definitely Not: 6% of respondents
- Don't Know: 6% of respondents

Respondents were asked if UDOT ensures that its projects are of high quality:

- Definitely: 27% of respondents
- Probably: 54% of respondents
- Probably Not: 11% of respondents
- Definitely Not: 3% of respondents
- Don't Know: 5% of respondents

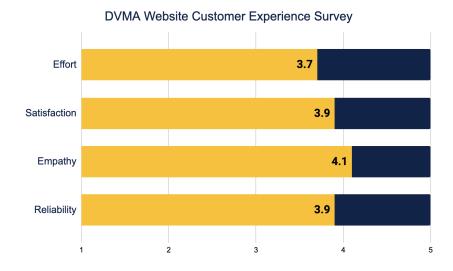## *Department of Veterans and Military Affairs (DVMA)*

Feedback Collection Methods: Standardized website survey & annual customer survey.

Feedback Successes: Feedback highlighted a need for enhanced direct support on the website, prompting DVMA to create a web page specifically designed for customers to request and receive direct help.

Future Plans: Enhance feedback collection by implementing customer experience survey links in employee email signatures.

Feedback Data
DVMA's website survey received feedback from 27 customers in 2022 with 60% of respondents successfully accomplishing their task on the website.

DVMA Website Customer Experience Survey

Category	Score
Effort	3.7
Satisfaction	3.9
Empathy	4.1
Reliability	3.9

DVMA also sent out an annual customer feedback survey regarding issues related to veterans' services and benefits. Highlights from the survey are found below.

Respondents were asked what has prevented them from utilizing benefits or resources available to them:

- No need at the time: 46.6% of respondents
- Unaware of available benefits: 42.5% of respondents
- Do not know where to begin to look for resources: 23.3% of respondents
- Application/claims process is too time consuming/complicated: 14.8% of respondents
- Other: 9.9 % of respondents
- Ineligible for benefits: 5.5% of respondents

Respondents were asked what services they were in need of and were allowed to select multiple options:

- None: 45.8% of respondents
- Healthcare: 35.5% of respondents
- VA claims assistance: 16.7% of respondents
- Mental health resources: 6.9% of respondents
- Educational resources: 5.7% of respondents
- Other: 28.4% of respondents
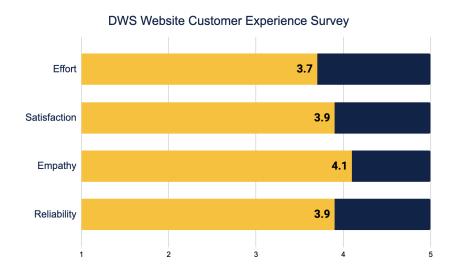
Department of Workforce Services (DWS)

Feedback Collection Methods: Standardized website survey.

Feedback Successes: Initiated a rebuild for the myCase benefits portal to transition to a mobile-friendly format and implemented other significant user experience improvements, completed a user focused update to the labor exchange system, and began implementing plain-language re-writes and updates for customer-facing materials.

Future Plans: Implement a master customer experience survey on their website, with custom paths for different types of customers, and an on-site customer experience survey in their American Job Center locations.

Feedback Data
DWS's website survey received feedback from 217 customers with 33% of respondents successfully accomplishing their task on the website.
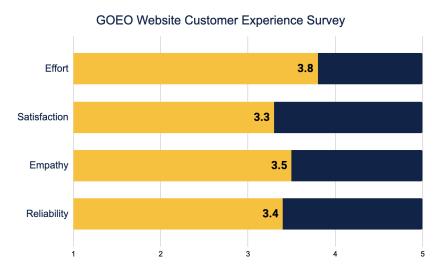
DWS Website Customer Experience Survey

Category	Score
Effort	3.7
Satisfaction	3.9
Empathy	4.1
Reliability	3.9

Governor's Office of Economic Opportunity (GOEO)

Feedback Collection Methods: Standardized website survey.

Future Plans: Implement QR code surveys within their office and continue to improve and customize the feedback survey on their website.

Feedback Data

GOEO's website survey received feedback from 33 customers with 58% of respondents successfully accomplishing their task on the website.

GOEO Website Customer Experience Survey

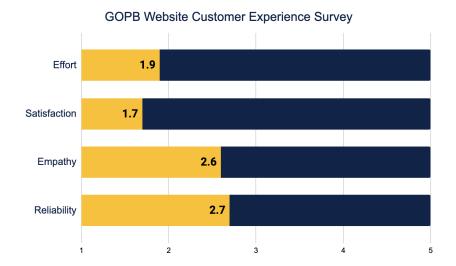| Category	Score
Effort	3.8
Satisfaction	3.3
Empathy	3.5
Reliability	3.4

Governor's Office of Planning and Budget (GOPB)

Feedback Collection Methods: Standardized website survey.

Future Plans: Customize the website survey to improve relevancy for customers providing feedback.

Feedback Data

GOPB's website survey received feedback from 9 customers with 12% of respondents successfully accomplishing their task on the website.

GOPB Website Customer Experience Survey
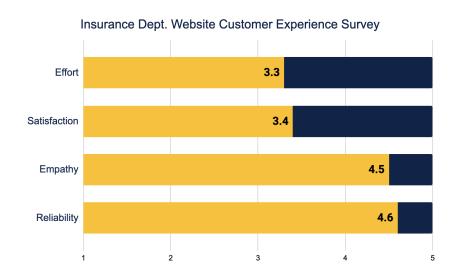

Insurance Department

Feedback Collection Methods: Standardized website survey & post-interaction surveys.

Feedback Successes: Improved accessibility features on their website and digitized forms for easier data collection.

Future Plans: Enhance feedback collection on post-interaction surveys through text message survey distribution.

Feedback Data
The Insurance Department's website survey received feedback from 69 customers with 60% of respondents successfully accomplishing their task on the website.

Insurance Dept. Website Customer Experience Survey

The Insurance Department's post-interaction survey for customers who reached out to resolve a complaint received feedback from 186 customers.

- 77% of respondents rated their experience as "Exceptional"
- 80% of respondents rated their customer service representative's knowledge of their complaint as "Exceptional"
- 85% of respondents rated their customer service representative's professionalism as "Exceptional"

Utah Labor Commission

Feedback Collection Methods: Standardized website survey.

Feedback Successes: Assigned point employees in each division to answer and review questions and/or concerns that are received from the website survey.

Future Plans: Implement surveys at the end of claims filed online and QR code surveys in their offices.

Feedback Data
The Utah Labor Commission's website survey received feedback from 2 customers.
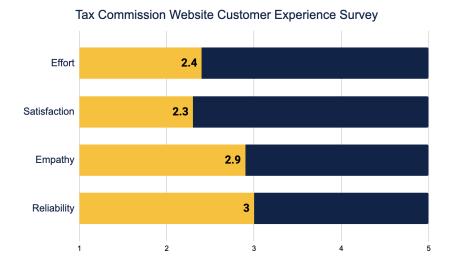
Utah Tax Commission

Feedback Collection Methods: Standardized website survey & post-interaction surveys.

Feedback Successes: Implemented strategic changes to their websites, including making driver's license registrations more visible on the main Tax Commission website and providing more information and trainings on tax related subjects.

Future Plans: Enhance feedback collection through in-office experience surveys and pursue a ticketing system to respond to and track customer support requests.

Feedback Data
The Utah Tax Commission's website survey received feedback from 1,282 customers with 29% of respondents successfully accomplishing their task on the website.

Tax Commission Website Customer Experience Survey

The Utah Tax Commission also used post-interaction surveys to collect feedback on customer experience.

- The **Utah Tax Commission** sends a customer feedback survey after each audit is completed and received an average satisfaction score of 4.56 out of 5.
- The **Income & Education Division** received an average satisfaction score of 3.64 out of 5 on its post-interaction phone survey.
- 91% of customers who responded to a post-interaction phone survey were satisfied with the services provided by the **Collection Contact Center**.
- The **TAP online system** received an average satisfaction score of 4.3 out of 5.
- The **Utah Tax Commission's** presentations and workshops to the general public and tax practitioners received an an average satisfaction score of 4.9 out of 5.

Agencies Not Collecting Feedback

In 2022, four executive branch agencies did not formally collect customer service feedback.
Thus far, in 2023, three out of the four have begun formally collecting feedback.

Agency	Collected Feedback in 2022	Collecting Feedback in 2023	Feedback Collection Notes
Board of Pardons and Parole (BOPP)	☐	☑	In addition to the website survey, BOPP has incorporated customer service metrics into their strategic plan in 2023.
Commission on Criminal and Juvenile Justice (CCJJ)	☐	☑	In 2023, CCJJ implemented the website survey.
Department of Government Operations (DGO)	☐	☑	In 2023, DGO implemented the website survey. DGO plans to implement quarterly customer experience surveys including surveys accessible via QR codes and links provided in customer emails.
Utah National Guard	☐	☐	Reported collecting feedback in 2021 through post-interaction surveys.