From Feedback to Great Service

Citizen Feedback Report 2024

Statewide Customer Experience Program

Utah Code 63G-25-202

July 2025

Executive Summary

In the 2020 General Session, the Utah State Legislature passed H.B. 304, *Citizen Feedback Program* (D. Owens, C. Bramble). 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 on or before July 1. This report provides the summary for 2024.

Since the inception of the Customer Experience initiative, the state has received over 300,000 responses from citizens about all matters of public service. From leaving comments at the DMV to streamlining resources at DHHS, Utahns have helped reshape how state government works. As part of the state's commitment to providing premier customer service to Utahns, GOPB and the Customer Experience (CX) team at the Department of Government Operations (DGO) have worked collaboratively with agencies statewide to make this goal a reality.

In 2025, the Governor's Office released the Government Reform, Innovation, and Transparency initiative, or GRIT. At the heart of GRIT is a renewed focus on streamlining how the state serves Utahns and ensuring that every interaction with government reflects excellence, responsiveness, and care. One of the most powerful tools advancing this mission is the CX initiative.

This past year, the CX team has worked with agencies to create more pathways for citizens to leave feedback, streamline websites to help Utahns access the resources they need, improve internal workflows for state employees, and more. Our continued efforts through the CX initiative both empower our state employees to maximize how they serve, and ensure Utahns can receive the support they need when and how they need it.

This report highlights the way state agencies have listened to the needs of their customers, and summarizes the feedback they have received this year.

HIGHLIGHTED ACHIEVEMENTS
The achievements highlighted in the pages of this report showcase how feedback is at work improving government experiences for Utahns.

Contents

Where We Listen

89%
increase in responses
between 2023 and 2024

# of responses each year

2023	2024
81,493 ➜	**153,802**

In 2024, the CX Team developed "Listening Patterns," a standardized surveying methodology designed to make it easier for state agencies to collect feedback regarding the quality of government services and experiences. This templated approach addresses critical aspects of customer surveying: survey placement, question design, and data management. Over 2025, agencies are working to restructure their survey, and expand their footprint to match this new approach.

The implementation of "Listening Patterns" is a foundational step toward establishing a comprehensive listening infrastructure for Utah's executive branch. Its scalability is ensured through the use of short, targeted surveys embedded directly within the customer experience and a consistent approach to data management. This infrastructure is poised to deliver a continuous stream of information, enabling agencies to identify trends, pinpoint areas for improvement, and ultimately enhance public service delivery.

A significant benefit of this initiative is the empowerment of Utahns to feel heard by their government. Their feedback directly contributes to a more responsive and accountable government. Whether engaging with services such as campground reservations, tax filings, or Medicaid applications, citizens can express their appreciation or frustration, confident that their input is received and actionable by public servants.

Statewide Feedback Data

Statewide Metrics

153,802

of responses collected in 2024 across all state agencies

Shared Metrics

During 2022, the state established shared metrics to measure the quality of its customer-facing experiences. The chart and numbers below represent the number of responses collections (gray bars), and the average metrics aggregating feedback from all agencies.

Statewide CX Metric Scores, 2024
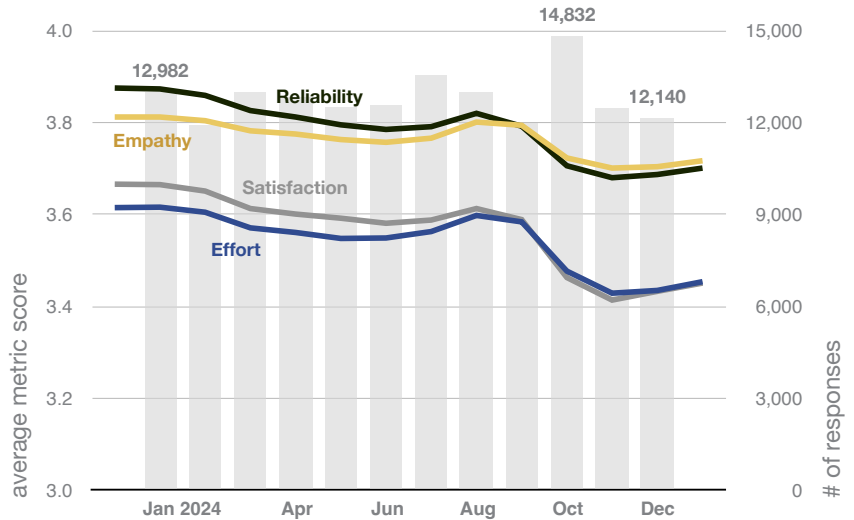
3.4

Effort

Was the customer's experience easy or difficult on a five-point scale

⬇ from **3.6** in 2023

3.4

Satisfaction

Was the customer satisfied or dissatisfied with their experience on a five-point scale

⬇ from **3.7** in 2023

3.7

Empathy

Does the customer feel like the agency understands or cares about the customer's experience on a five-point scale

⬇ from **3.8** in 2023

3.7

Reliability

Does the customer feel like the state agency is reliable on a five-point scale

⬇ from **3.9** in 2023

Feedback by Agency

Agencies are collecting feedback across a huge variety of channels where customers interact:

Website Visits

**Office Visits**

Support Phone Calls

Support Email

Field Visits

After Submitting an Application

Feedback by Agency

# of responses each agency collected in 2024

42,197	Department of Workforce Services
27,688	Utah State Tax Commission
26,427	Department of Commerce
10,181	Department of Health and Human Services
6,415	Department of Government Operations
5,596	Department of Alcoholic Beverage Services
4,485	National Guard
3,962	Lieutenant Governor's Office
3,899	Department of Public Safety
1,506	Utah Insurance Department
1,403	Utah Department of Agriculture and Food
1,112	Department of Environmental Quality
1,080	Department of Natural Resources
662	Utah Department of Transportation
644	Department of Cultural and Community Engagement
498	Department of Corrections
381	Governor's Office of Economic Opportunity
250	Department of Veterans and Military Affairs
248	Utah Department of Financial Institutions
215	Commission on Criminal and Juvenile Justice
168	Utah Labor Commission
49	Board of Pardons and Parole
36	Governor's Office of Planning and Budget

Platform Usage
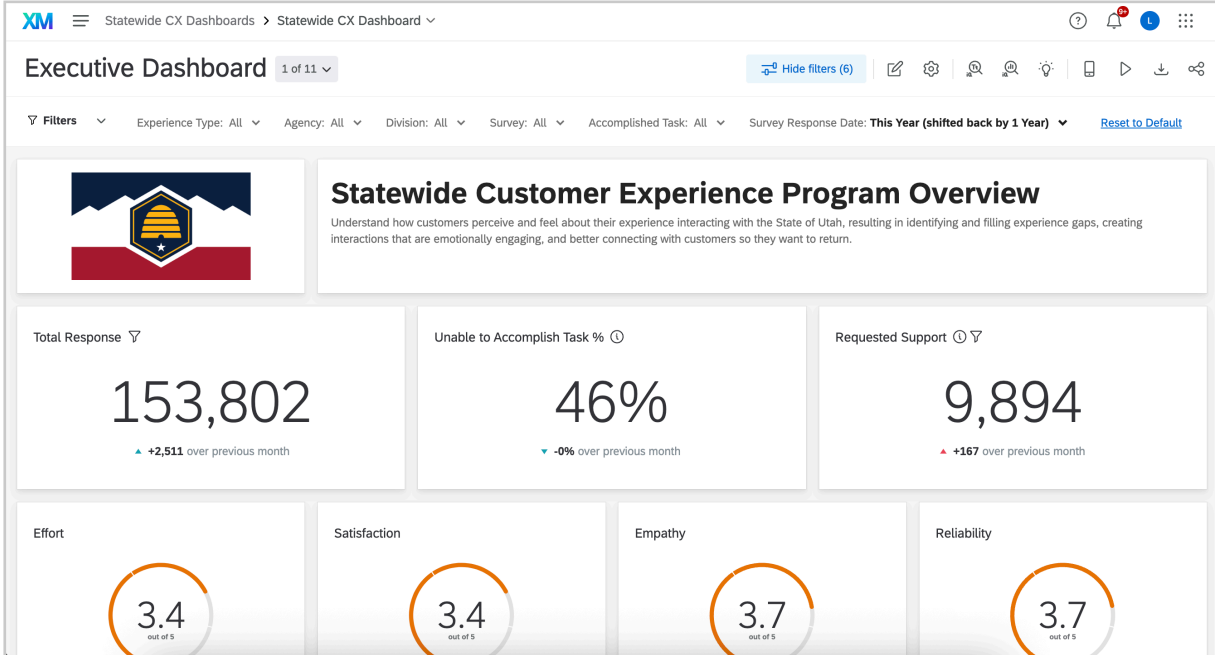
Platform Usage

In 2022, the state invested in a shared license for a feedback tool, Qualtrics XM for Customer Experience.

322

active surveys with more than 10 responses

481

new users of both the survey creator and data dashboard up from 1,080 in 2023

21,157

logins when users entered the platform to view data or modify a survey

Dashboards

Since 2023, each agency has a dashboard that combines data from its various surveys into a single executive overview.

In addition, the Governor's Office has a dashboard that collates data and comments from across agencies into a single view

Dashboard Filters

Users have the option to dig deep, filtering data to specific web pages, individual divisions, when applicable, individual call center agents. Filters include:

URL - enables agency to target improvements for specific pages

Date Range - understand changes over time

Division - understand how divisions within an agency compare

Agent - understand an call/email agents service levels

Theme - click any dashboard component, including automatically generated topic areas to filter the dashboard to the relevant responses

Agency Feedback and Achievements

Department of Workforce Services

HIGHLIGHTED ACHIEVEMENTS

Gathering Targeted Feedback for Program Improvements

The Eligibility Services Division embedded survey questions in the online application and review processes for programs like SNAP and Medicaid, generating over 50,000 responses each month. This led to several improvements, including clearer instructions, easier file uploads, and a more intuitive user interface.

Guiding Individuals to Homelessness Resources

The Office of Homeless Services used online feedback to discover that individuals facing a housing crisis often struggled to find relevant information. In response, they added clear markers and navigation cues to guide users to appropriate community resources.

Streamlining Moderate Income Housing Reporting

The Housing and Community Development division used Qualtrics to create a tool that simplifies how local communities report on annual moderate income housing requirements. This automated process streamlines reporting from start to finish, making it more logical and efficient.

Total Responses
across all channels

42,197

Incomplete Task
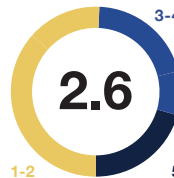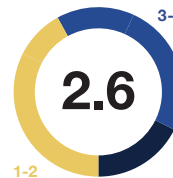# who said no to "Were you able to complete your task?"

69%

Support Request
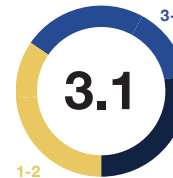# who asked for someone to reach out and help

not applicable

Effort
3-4
2.6
1-2   5

Satisfaction
3-4
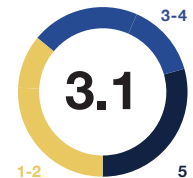**2.6**
1-2   5

Empathy
3-4
3.1
1-2   5

Reliability
3-4
3.1
1-2   5

COMMENT FEEDBACK THEMES

Major themes identified in plain text comments

Challenge of navigating the wide range of available programs and information

Concerns about eligibility programs (e.g. Medicaid, SNAP, Child Care, etc.)

Uncertainty about unemployment insurance processes

Desire to speak with a real person due to unique individual situations

Positive perception of staff as friendly and caring

Phone wait times

HIGHLIGHTED COMMENTS

"Christy was so helpful, very kind and so knowledgeable. I am thankful for her assistance. All of this can be so confusing but she showed me step by step where to begin."

"I feel like it has been very difficult to find an answer to a question. I am not able to easily find a FAQ section, and trying to find the correct phone number to call to try and get help has been very complicated."

"Some of my information is wrong and I can't edit. I'm not too savvy with the Internet. I make mistakes and don't know how to fix them."

Utah State Tax Commission

HIGHLIGHTED ACHIEVEMENTS

Taking the guesswork out of vehicle registration

To address the unclear and variable costs of vehicle registration, the Utah Tax Commission developed an online fee estimator. This new tool has significantly reduced call center inquiries and empowered residents to easily plan for these expenses.

➤ Read the full article online
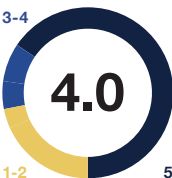
Total Responses
across all channels

5,596

Incomplete Task
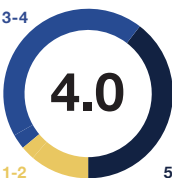# who said no to "Were you able to complete your task?"

29%

Support Request
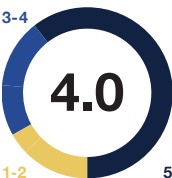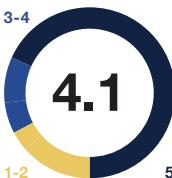# who asked for someone to reach out and help

1,179

Effort	Satisfaction	Empathy	Reliability
3-4	3-4	3-4	3-4
4.0	**4.0**	**4.0**	**4.1**
1-2 5	1-2 5	1-2 5	1-2 5

Simplifying Vehicle Renewals

The Utah State Tax Commission improved the vehicle renewal experience in the online Motor Vehicle Portal (MVP) by introducing a direct link for standard vehicle renewals and enhancing the automatic renewal enrollment process with clearer explanations. These changes resulted in a dramatic 90% reduction in instances where customers reported an inability to select their vehicle.

Digitizing Real Property Transfer Surveys

In 2024, the Property Tax Division developed and implemented their Real Property Transfer Survey process into the Qualtrics survey environment. This allowed the employee who previously handled paper surveys to dedicate more time to direct customer service to the counties. Although voluntary, the survey response rate increased from 26% to 29.5%.

Optimizing Motor Vehicle Division Phone Tree

In November 2024, the Tax Commission upgraded their phone system to the new Genesys platform. The Motor Vehicle Division (DMV) reviewed and changed their phone tree to better direct calls and educate customers about online services. These changes dramatically reduced abandoned calls from approximately 19% to 2.5%, increased the use of online services by approximately 5%, and increased the use of Renewal Express and On the Spot renewals by a combined 2.5%, resulting in shorter wait times and faster service.

COMMENT FEEDBACK THEMES

Major themes identified in plain text comments

Theme	Mentions
Renewing a vehicle	12,866
Registering a vehicle	3,551
Obtaining plates or disabled placards	563
Filing and paying my taxes	524
Replacing or transferring a Utah title	337
Getting a tax form	205
Scheduling an appointment with the DMV	202
Filing and paying business & corporate taxes	136

HIGHLIGHTED COMMENTS

"Very slick how clicking the link in the email pulls up my info without me having to input plate number or pin. I like how it already knows the vehicle passed emissions. Great job!"

"I couldn't see a place to request a new month decal. It would be helpful to have that availability. Thanks."

"I am looking for information about when the state of Utah will accept stand alone efiled returns. I am asking because the IRS system is currently down for re-programming. I could not find this information on your site."

Department of Commerce

HIGHLIGHTED ACHIEVEMENTS

A collaborative response to challenges with the Business Registration system
The Department of Commerce (DOC) successfully addressed major user challenges with its new Civix business registration system. This effort included targeted communication, technical fixes informed by customer feedback, and the development of new tools to ensure a user-friendly experience.

Streamlining Customer Support with Ticketing
In 2024, the DOC significantly enhanced customer service by implementing a ticketing system, which streamlines how requests for assistance are handled, ensuring each inquiry is promptly assigned to a qualified employee. This achievement was guided by insights from Qualtrics feedback from website users and callers across their 10 divisions and offices.

Maintaining High Call Satisfaction Amidst System
DOC maintained highly positive call feedback in the first half of the 2024 calendar year, with a 4.3 out of 5 average rating. This highlighted their team's friendliness, knowledge, and understanding. While the launch of a new business registration system in the fall of 2024 and subsequent issues impacted later customer feedback scores, this early success demonstrates their commitment to quality human interaction.

Strategic Initiative for Improved Web Experience
Recognizing a need to improve web interactions with 68% of survey respondents finding online tasks difficult, the department launched a FY25 strategic initiative to develop and deploy User Experience Plans for each division and office. This will identify and address customer challenges online to inform the re-development of all Commerce websites in FY26, using the new state template designed by DTS.

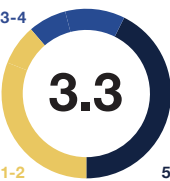**Total Responses**
across all channels

26,427

Incomplete Task
who said no to "Were you able to complete your task?"

57%

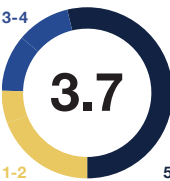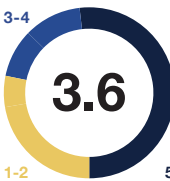**Support Request**
who asked for someone to reach out and help

3,584

Effort	Satisfaction	Empathy	Reliability
3.3	3.3	3.7	3.6

COMMENT FEEDBACK THEMES
Major themes identified in plain text comments

Theme	Mentions
Service	2,718
Renewal	1,048
Finding Information	591
Registration	516
Update/Change Information	502
Usability	350

Department of Health and Human Services

HIGHLIGHTED ACHIEVEMENTS

Untangling websites to streamline access to services

Responding to user frustration with its many websites, the DHHS launched a coordinated effort to simplify online access to vital services. They are implementing plain language, consistent navigation, and user-tested content, helping Utahns connect to resources with greater ease and confidence.

➜ Read the full article online

Reducing Customer Obstacles

The Department of Health and Human Services saw a 75.5% reduction in customers reporting an inability to accomplish their task from Q3 FY24 to Q3 FY25.

Decreasing Support Requests

The Department of Health and Human Services achieved a 23.0% reduction in customers requesting support from Q3 FY24 to Q3 FY25.

Total Responses
across all channels

10,181

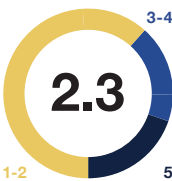**Incomplete Task**
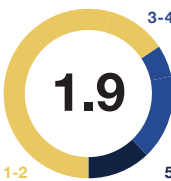# who said no to "Were you able to complete your task?"

62%

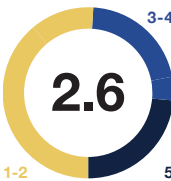**Support Request**
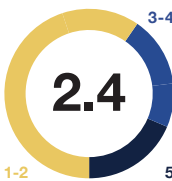# who asked for someone to reach out and help

2,548

Effort
3-4 / 1-2 / 5
2.3

Satisfaction
3-4 / 1-2 / 5
1.9

Empathy
3-4 / 1-2 / 5
2.6

Reliability
3-4 / 1-2 / 5
2.4

COMMENT FEEDBACK THEMES
Major themes identified in plain text comments

Theme	Mentions
Service	1437
Finding Information	433
Program/Service Application	305
Payment	292
Support	248
Update/Change Information	243
Phone Support	205
Usability	172

HIGHLIGHTED COMMENTS

"I spoke with Debbie on several occasions. She talked to me through the process for the appeal and answered all my questions. She was kind and even gave me some personal advice as I was struggling to hold myself together."

"I can't find the page to sign in at. It is so frustrating to not find the sign in page and it happens every time I come to this site."

"You can make your online explanations a little more clear and a lot less complex to understand what exactly you mean."

"My brother was homeless, found dead. I have struggled so much with govt agencies trying to get him buried. But Ann was so kind, so helpful. She made this hard time so much easier with her kindness. Please give her my thanks and praise."

Department of Government Operations

HIGHLIGHTED ACHIEVEMENTS

Eliminating key painpoints in Utah's login

UtahID enhanced its single sign-on system by addressing key user pain points, identified through monthly feedback. By prioritizing direct support and resolving common issues like redirect problems, UtahID improves seamless access to vital state services for over 22,000 users monthly.

➜ Read the full article online

Enhancing internal state services through feedback

The Department of Government Operations surveyed the Governor's Cabinet Members and Senior Leaders across state agencies for feedback on all nine GovOps divisions. The Executive Director used this feedback to meet with Cabinet counterparts and incorporated the results into the Unified GovOps Department for 2025 and Beyond document, distributed to all employees.

➜ Read the full article online

Total Responses
across all channels

6,415

Incomplete Task
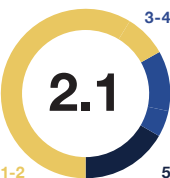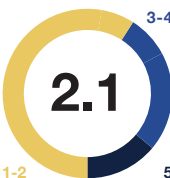# who said no to "Were you able to complete your task?"

66%

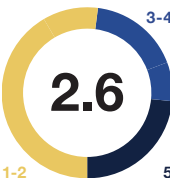**Support Request**
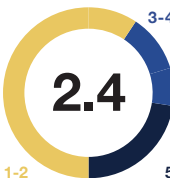# who asked for someone to reach out and help

29

Effort
3-4
2.1
1-2   5

Satisfaction
3-4
2.1
1-2   5

Empathy
3-4
2.6
1-2   5

Reliability
3-4
2.4
1-2   5

COMMENT FEEDBACK THEMES
Major themes identified in plain text comments

Difficulty logging in with UtahID

Lack of fee transparency

Difficult website navigation

Travel system limitations

Helpful and knowledgeable staff

Collaborative approach

HIGHLIGHTED COMMENTS

"DFCM has been terrific to work with and we engage with them daily. They are terrific."

"DTS rates are constantly changing. I'm never comfortable that I understand everything we are billed for."

"DHRM is a critical partner, but significant turnover requires rebuilding relationships."

"I have to keep changing my passwords because every time I try to login it won't accept my password so I make a new one and then it won't take that the next time."

Department of Alcoholic Beverage Services

HIGHLIGHTED ACHIEVEMENTS

Enhancing the Retail Experience for Alcohol Consumers

By acting on customer feedback, the Department of Alcoholic Beverage Services (DABS) increased customers rating their stores as a 5-star experience by 3% since 2023. Positive customer comments also increased by 32%.

Improving Product Accessibility for Consumers

DABS regularly provided customer feedback on product selection to relevant staff, relaying 800 customer product suggestions in 2024.

Speeding Up Response Times for Agency Contacts

DABS' help desk team decreased the average response wait time from three business days to one business day in 2024, a 67% reduction.

Implementing Customer-Driven Programs and Improvements

DABS implemented several programs and improvements based on customer feedback, including:

- A new program distributes allocated products to stores statewide, sold on the third Saturday of each month to ensure equitable distribution.

- Updates to the online ordering system for licensees, allowing them to view previous orders, print invoices, and access other functions previously requiring staff contact.

- A licensee product transfer request program, giving licensees the ability to request products to be moved to their preferred store location, saving time.

Total Responses

\# across all channels

5,596

DABS store surveys use their own survey methodology which does not leverage the statewide metrics

Store Experience
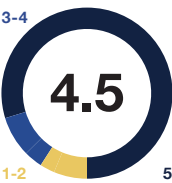
3-4 | **4.8** | 5
1-2

Checkout Experience

3-4 | **4.8** | 5
1-2

Product Variety

3-4 | **4.6** | 5
1-2

Help Desk Experience

3-4 | **4.5** | 5
1-2

COMMENT FEEDBACK THEMES

Major themes identified in plain text comments

Theme	Mentions
Customer Service	233
Store Appearance	165
Product Availability/Selection	72
Response Times	54
Allocated and Rare High-Demand Product Programs	12
Website Features/Functionality	5

HIGHLIGHTED COMMENTS

"I just wanted to give some positive feedback on the new allocated system. I know that any liquor store is in a difficult situation when they have a small amount of a high demand liquor, but I think the new system is a great improvement on how allocated bottes are handled. It gave me a chance to look ahead of time for what might be available and where. I was able to plan and shop accordingly. I appreciate the effort that went into this change and thank DABS for making it happen!"

"Move allocated spirits our of the warehouse more quickly so the public can purchase them."

"Rotate stores for allocated items. Just because I live in tooele county shouldn't disclude me from an opportunity to purchase a hard to get item. Thank you."

Utah National Guard

HIGHLIGHTED ACHIEVEMENTS

Boosting Guard retention through clear benefits

To combat low retention, the Utah National Guard used survey feedback to inform a new approach. They streamlined benefit information online, simplified application processes, and improved communication, leading to significant increases in retention and national rankings.

→ Read the full article online

Transforming Service Member Engagement

The Utah National Guard partnered with the Division of Technology's Customer Experience (CX) team to enhance communication, data analysis, and service delivery. They leveraged Qualtrics to streamline survey processes and developed a centralized dashboard, improving leadership's understanding and response to service members' needs. The team also played a key role in redesigning and launching the new guard.utah.gov website, significantly increasing public engagement and accessibility.

Revolutionizing Feedback Collection

The CX team's integration of Qualtrics transformed how the Utah National Guard collects and applies feedback. By replacing outdated processes with a centralized, user-friendly system, the team enabled leadership to monitor trends, address issues promptly, and make strategic, data-informed decisions that directly enhance service for Guard members.
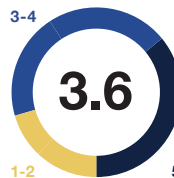
Redesigning the Public Website

In collaboration with the Utah National Guard, the CX team successfully redesigned the organization's public website, guard.utah.gov. This effort not only modernized the site's appearance but dramatically increased user traffic. On the new site, information and resources are more accessible to service members, families, and the public, reinforcing transparency and connection.
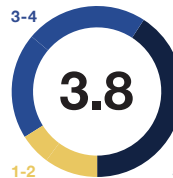
Total Responses
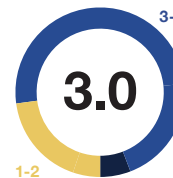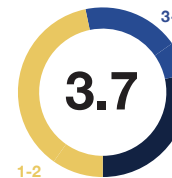
across all channels

3,135

National Guard retention surveys don't use the statewide metrics, data portrayed represents September 2024 to May 2025 training season.

Likelihood of Making Guard a Career

3-4

3.6

1-2   5

Planning to Continue Guard Service

3-4

3.8

1-2   5

Service Experience Meets Expectations

3-4

3.0

1-2   5

Likelihood to Recommend NG Service

3-4

3.7

1-2   5

COMMENT FEEDBACK THEMES

Major themes identified in plain text comments

Easy access ID card appointments

Full-time job listings

Easy access to family support

Intuitive layout

Consolidated resource sections

Regular updates on deployments, community events, and leadership changes keep visitors informed and connected.

HIGHLIGHTED COMMENTS

"The new website is a huge improvement—everything I need is easier to find, and it actually feels like it was designed with service members and families in mind."

"Some links still lead to outdated pages or documents—it's frustrating when you're in a hurry."

Lieutenant Governor's Office

HIGHLIGHTED ACHIEVEMENTS

Improved Date Selector

The Lieutenant Governor's office leveraged user feedback to make improvements to its digital experience during the 2024 election. Following 91 survey complaints about a difficult-to-use birthday selector, the office updated the interface to a simpler input method, streamlining the process for users.

Expedited Guidance for Voters

To address numerous election-related inquiries better handled by county election officials, the elections team implemented a tool that provides immediate guidance based on a user's selected problem. This innovation drastically reduced the number of manual requests the office had to handle, ensuring users received prompt and relevant assistance, often directing them to the appropriate county election office.

Total Responses
across all channels

3,962

Incomplete Task
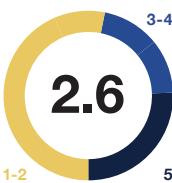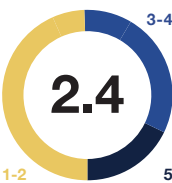# who said no to "Were you able to complete your task?"

58%

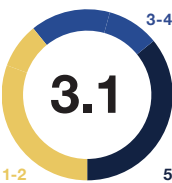**Support Request**
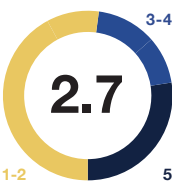# who asked for someone to reach out and help

795

Effort
2.6 (3-4, 1-2, 5)

Satisfaction
2.4 (3-4, 1-2, 5)

Empathy
3.1 (3-4, 1-2, 5)

Reliability
2.7 (3-4, 1-2, 5)

COMMENT FEEDBACK THEMES

Major themes identified in plain text comments

Theme	Mentions
Voting	1,598
Registration	865
Update/Change Information	580
Finding Information	372
Info/Content	175
Phone Support	172
Error Message	152
Search	109
Performance	105
Not working	98
Userfriendliness	98

HIGHLIGHTED COMMENTS

"Thank you for running such a smooth operation. The information provided helped me decide on the issues and candidates, as well as where to vote and when. I could have used a bit more information on changing my vote for one state position, but I got that information from my County Clerk's office."

"I cannot update my voter address! I have spent an hour messing around with your site trying to figure out how to get my address straightened out and I have not been able to do it!!! I am very upset with this site"

"Not everyone has three numbers or more in their address. I live in a RV Park at space #1."

Department of Public Safety

HIGHLIGHTED ACHIEVEMENTS

Assisting Displaced Individuals with IDs

The Road Home project, focused on assisting displaced individuals with Identification Cards (IDCs), is progressing. With the assistance of Road Home, the department virtually meets with applicants to issue IDCs, currently issuing about 2-3 IDCs per week.

Developing an Online Portal for Immigration Documents

The Utah Driver License Division continues to develop the online portal for immigration documents. The pilot is very busy, and additional resources were added to ensure customer success when the program goes live.

Redesigning the Driver License Division Website

Over the past year, the Driver License Division (DLD) made significant strides in improving the customer experience through a major website redesign. User testing revealed a need for a "mobile first" design, leading the department to build a new framework from scratch. After extensive trial and error and collaboration with the State Tax Commission's Division of Motor Vehicles, the new DLD website went live on May 5, 2025, providing a more consistent and easier experience for Utahns.
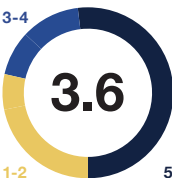
Total Responses
across all channels

3,899

Incomplete Task
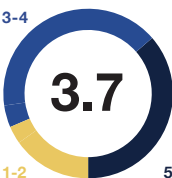# who said no to "Were you able to complete your task?"

52%

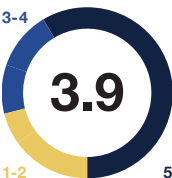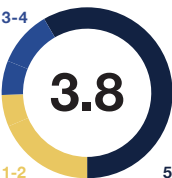**Support Request**
who asked for someone to reach out and help

675

Effort
3-4 / 1-2 / 5
3.6

Satisfaction
3-4 / 1-2 / 5
3.7

Empathy
3-4 / 1-2 / 5
3.9

Reliability
3-4 / 1-2 / 5
3.8

COMMENT FEEDBACK THEMES

Major themes identified in plain text comments

Theme	Mentions
Digital Experience	2180
Checkout	798
Appointments	744
Concealed Carry Permit	134
Vehicle	131
Suicide Prevention	107
Learners Permit	45

HIGHLIGHTED COMMENTS

"Hi, I was able to set an appointment, find what I needed, chat with a representative online to clarify things, and go get my license renewed the same day. With your appointment system, I was able to get in and out of the Driver License facility in 6 min. I was even greeted with smiles from the ladies. Major kudos to the teams and the work to make the experience streamlined! The travel to the location (and then back) was much longer than being on-site to get my renewal. Nicely done!!!"

"Update your policy to accept emailed statements/proof of residence. It's 2024. Very few people (younger people especially) have a printer at home and/or have mailed in statements. This is an archaic policy that ends up excluding people."

"Not able to complete the form mobile or on a laptop. Inaccessible"

Insurance Department

HIGHLIGHTED ACHIEVEMENTS

Reviewing and Updating Department Rules

The Insurance Department completed an exhaustive review of its 145 rules in compliance with Executive Order 2021-12. The department amended 108 rules, repealed/reenacted 28, and repealed 9, ensuring each rule remains necessary, relevant, and fits modern rule-writing standards.

Recovering Funds for Consumers

Through consumer insurance analysts, the Insurance Department helped consumers recover over $4.2 million from insurance entities through compromised or reconsidered claims.

Achieving Financial Regulation Accreditation

The National Association of Insurance Commissioners accredited the Department's Financial Regulation section for another five years. Reviewers commended the department for its pre-examination process, encouraging others to follow Utah's lead.

Total Responses
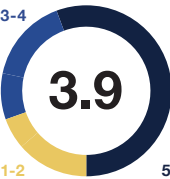# across all channels

1,506

Incomplete Task
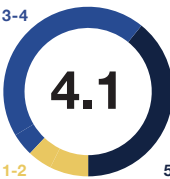# who said no to "Were you able to complete your task?"

57%

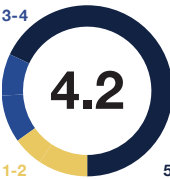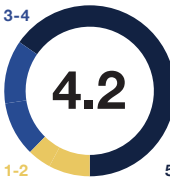**Support Request**
who asked for someone to reach out and help

115

Effort
3-4 · 3.9 · 1-2 · 5

Satisfaction
3-4 · 4.1 · 1-2 · 5

Empathy
3-4 · 4.2 · 1-2 · 5

Reliability
3-4 · 4.2 · 1-2 · 5

COMMENT FEEDBACK THEMES
Major themes identified in plain text comments

Theme	Mentions
Helpful	13
Professional	12
Insurance	12
Thank	11
Appreciate	10
Question	9
Great	8
Email	6

HIGHLIGHTED COMMENTS

"An amazing department that listens, follows up, and completes the job. No excuses, no complaints, just good customer service. Thank you."

"I've been trying to search for licenses since Thursday of last week and it just forever spins. Please help get this fixed. When searching through Sircon we can't verify agency affiliations, only carrier affiliations."

"The website is not user friendly, it is complicated and confusing and this little survey is probably the most annoying part of my whole experience on this site."

Department of Agriculture and Food

HIGHLIGHTED ACHIEVEMENTS

Improving Licensing for Medical Cannabis, Hemp, and Organics
The medical cannabis, industrial hemp, and organics programs updated their licensing platform to improve customer experience and ease of registering products.

Implementing a Customer Service Ticketing System
The customer service team implemented a ticketing system to ensure customers seeking help on the website receive timely assistance from the correct person. This system also ensures follow-up and tracks responses.

Clarifying Raw Milk Information
The dairy inspection program worked with the Department of Health to improve the raw milk webpage, clarifying testing processes for dairies and helping consumers better understand traceability during illness outbreaks due to raw milk.

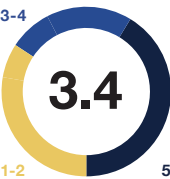**Total Responses**
across all channels

1,403

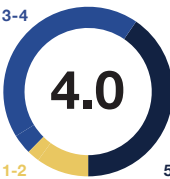**Incomplete Task**
who said no to "Were you able to complete your task?"

55%

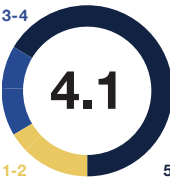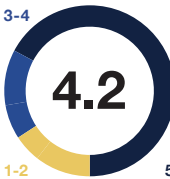**Support Request**
who asked for someone to reach out and help

107

Effort
3-4
3.4
1-2   5

Satisfaction
3-4
4.0
1-2   5

Empathy
3-4
4.1
1-2   5

Reliability
3-4
4.2
1-2   5

COMMENT FEEDBACK THEMES
Major themes identified in plain text comments

Theme	Mentions
Needing help with licenses	56
Difficulty finding info on website	27
Renewing licenses	23
Pesticide licenses	22
Website navigation	20
Payment help	17

HIGHLIGHTED COMMENTS

"No matter how good an agency or program is on paper, in reality it's only as good as the people working there. Jeremy Christensen is knowledgeable, clear, and focused on helping us. He will be a pleasure to work with."

"Could I please get some help renewing my agriculture license? It wouldn't let me complete the form and my transaction."

"Website is very difficult to follow. I'm fairly sure I've messed this up."

Department of Environmental Quality

HIGHLIGHTED ACHIEVEMENTS

Fixing a Broken Document Repository

The Department of Environmental Quality dedicated time and resources to addressing significant negative feedback regarding their broken document repository, implementing technology for robust search engine indexing. A repaired repository combined with more relevant search results led to fewer dissatisfied users.

Providing Alternatives for Online Reporting

The Department of Environmental Quality's new online oil recycling application made the reporting process more efficient. When some constituents were unable to use it, the department responded by providing an alternative path along with additional training for collection center staff.

Refining Recreational Water Quality Monitoring

The Department of Environmental Quality used customer feedback to refine the updating process for their popular Recreational Water Quality Monitoring pages, with further improvements and efficiencies planned for 2025.

Total Responses
across all channels

1,112

Incomplete Task
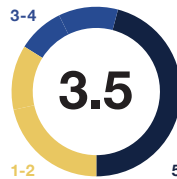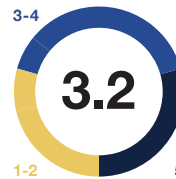# who said no to "Were you able to complete your task?"

59%

Support Request
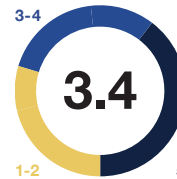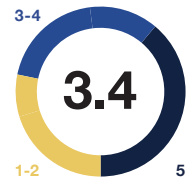# who asked for someone to reach out and help

80

Effort
3-4
3.5
1-2   5

Satisfaction
3-4
3.2
1-2   5

Empathy
3-4
3.4
1-2   5

Reliability
3-4
3.4
1-2   5

COMMENT FEEDBACK THEMES
Major themes identified in plain text comments

Interactive map upgrade

Broken links due to document repository upgrade failure

Recycling electronics/appliances

Water

Electric yard equipment vouchers

Recreational Water Monitoring

Drinking Water Storage

ATLAS Portal

HIGHLIGHTED COMMENTS

"I'm doing a project and this helped a lot (from the Understanding Utah's Air Quality blog post)."

"So many broken links."

"The interactive map looks like it's done a redesign of the website and is now missing one of the advanced search features that I used almost every day … Are there any plans to restore the feature? [If not, then] who should I approach to make that request?"

Department of Natural Resources

HIGHLIGHTED ACHIEVEMENTS

Responding Swiftly to Website Feedback

The Department of Natural Resources (DNR) rapidly responds to website feedback gathered through CX intercepts. This feedback mechanism quickly alerted the Utah Division of Water Resources to technical issues with applications like the reservoir app and snowpack webpage, enabling swift resolution.

Improving Support During Legislative Changes

During periods of legislative change, such as revisions to boater registration requirements, the Division of Wildlife Resources used the CX intercept to identify specific requests. This facilitated efficient task assignment to appropriate staff within online and phone support channels. Overall, DNR divisions demonstrated increased responsiveness to customer feedback, resulting in website improvements informed by CX program data.

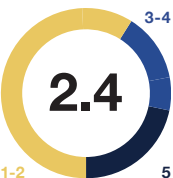**Total Responses**
\# across all channels

1,080

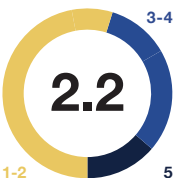**Incomplete Task**
\# who said no to "Were you able to complete your task?"

55%

Support Request
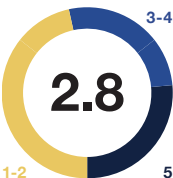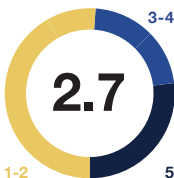\# who asked for someone to reach out and help

181

Effort

3-4

2.4

1-2   5

Satisfaction

3-4

2.2

1-2   5

Empathy

3-4

2.8

1-2   5

Reliability

3-4

2.7

1-2   5

COMMENT FEEDBACK THEMES

Major themes identified in plain text comments

Location of feedback button on DNR webpages.

Suggestions on making our websites easier to navigate/better

Inability to purchase a hunting/fishing license

Inability to find information relevant to an upcoming hunting, fishing, or boating trip

Complaints about policies, especially new ones

HIGHLIGHTED COMMENTS

"The cloud seeding article series is awesome. It was very informative and the perfect technical level for me. Thank you!"

"Please move the 'Give Feedback' button. It's right in the middle of the page and makes it hard to read. I have to keep moving the text above and below the Feedback button so I can see it."

"No contact telephone numbers or emails for staff at the different regional offices."

Department of Transportation

HIGHLIGHTED ACHIEVEMENTS

Providing Real-Time Travel Information for Recreation

The Utah Department of Transportation (UDOT) created new accounts as part of the Roads to Recreation program, providing information to enhance the customer experience for travelers visiting recreational hotspots. This fiscal year, UDOT created long-term "campaigns" for Wasatch Back (Park City area) and Zion National Park, adding to an existing Cottonwood Canyons campaign. Each recreational area includes publicly accessible travel time dashboards, Instagram, X (Twitter), and a website.

Developing a Real-Time Travel Information Program

UDOT is developing a customer experience program, UDOT 511, to provide real-time travel information where, when, and how travelers want it. This program will include phone, text, website, app, and integration with existing navigation app providers. The program relies on a "three clicks you're out" philosophy for easy access to information and resources, or quick connection to a human if needed, along with AI-supported phone and text services.

Hiring a Customer Experience Manager

UDOT hired a full-time Customer Experience Manager in April 2025 to lead a comprehensive, cost-effective customer experience program.

Upgrading Traffic Cameras

UDOT replaced its traffic cameras with new equipment. Traffic cameras are one of the public's most-used and most requested resources.

Total Responses
across all channels

662

Incomplete Task
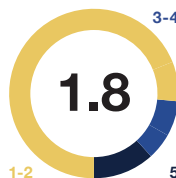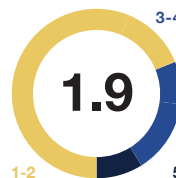# who said no to "Were you able to complete your task?"

70%

Support Request
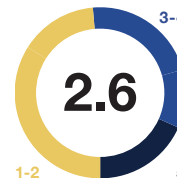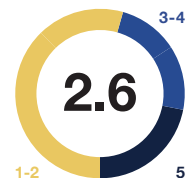# who asked for someone to reach out and help

67

Effort

3-4 / 1-2 / 5

1.8

Satisfaction

3-4 / 1-2 / 5

1.9

Empathy

3-4 / 1-2 / 5

2.6

Reliability

3-4 / 1-2 / 5

2.6

HIGHLIGHTED COMMENTS

"Whomever did the resurfacing of state st between 9400 and 10600. (Sandy area) Give them a raise. They did it so quickly and the drive is seriously so smooth. Thank you. They painted lines etc. They did God's work in my opinion. Thank you UDOT for keeping the streets safe smooth and AMAZING! Let me know if there is somewhere I can drop off bagels or donuts. You guys are doing amazing!!"

"You are very literally the ONLY government agency that puts a smile on my face."

"why don't you figure out the striping issues because tiger striping it just created a whole different problem that was supposedly to last seven years when the striping is getting ripped up already"

"Why do other states and countries get these road construction projects done 1000x faster than you? Bangerter Highway has been a joke for YEARS and it doesn't even look close to being finished... And stop being lazy, filling potholes with that WORTHLESS playdough material and actually redo the god damn roads."

Cultural and Community Engagement

HIGHLIGHTED ACHIEVEMENTS

Expanding Community Reach and Building

Cultural and Community Engagement's main focus on community resulted in increased community reach and building this year. Staff diligently reached all of Utah's citizens, providing their expertise in communities, as evidenced by received feedback.
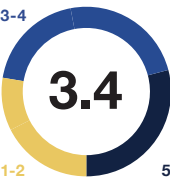
Total Responses
across all channels

631

Incomplete Task
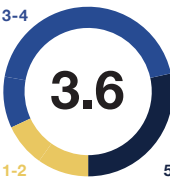# who said no to "Were you able to complete your task?"

44%

Support Request
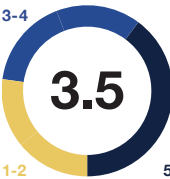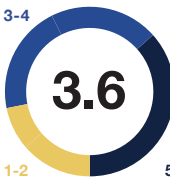# who asked for someone to reach out and help

26

Effort

3-4

3.4

1-2   5

Satisfaction

3-4

3.6

1-2   5

Empathy

3-4

3.5

1-2   5

Reliability

3-4

3.6

1-2   5

COMMENT FEEDBACK THEMES
Major themes identified in plain text comments

Theme	Mentions
Community reach	30+
Staff expertise	50+
Rural focus	15+

HIGHLIGHTED COMMENTS

"I'm very excited at all the progress we've made, it's made a big difference already. Thank you for all the help we've received. For small towns like our it is a great blessing to us. Like I said the cemeteries are the center of any community. It's a record of the life of our forefathers and great example for our future."

"I thought volunteer onboarding was a bit dry. There might be a better way to give this section of the presentation."

Department of Corrections

HIGHLIGHTED ACHIEVEMENTS

Supporting families and loved ones with proactive incarceration communication

Corrections launched a new text messaging system to bridge the communication gap for families of justice-involved individuals. This proactive system aims to dispel common misconceptions and alleviate anxiety by providing timely, accurate information about the corrections process directly to mobile phones.

➔ Read the full article online

Enhancing Stakeholder Experience

The Department of Corrections hired a dedicated Stakeholder Experience Coordinator (SEC) to provide a supportive, non-judgmental place for individuals to reach out with questions and concerns. The SEC addresses and resolves multifaceted challenges with loved ones and advocacy groups for the incarcerated population. The SEC holds monthly stakeholder meetings and answers daily questions from loved ones. The department also implemented an Incarcerated Individual Advisory Council to gather feedback from this important stakeholder group.

Improving Understanding of Correctional Operations

The Department of Corrections successfully re-launched its Family Orientation Events with a comprehensive lesson plan designed to equip families with a clear understanding of both internal operations and external factors related to facilities. The department also started a Citizens Academy, a 10-week program designed to increase public knowledge of its various divisions, including facility tours, lectures, and hands-on training.

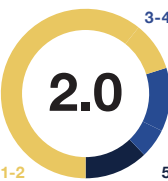**Total Responses**
across all channels

498

Incomplete Task
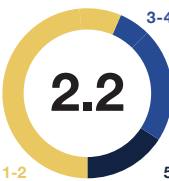# who said no to "Were you able to complete your task?"

76%

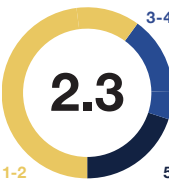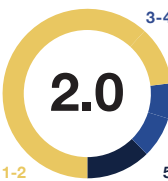**Support Request**
who asked for someone to reach out and help

100

Effort
2.0 | 3-4 | 1-2 | 5

Satisfaction
2.2 | 3-4 | 1-2 | 5

Empathy
2.3 | 3-4 | 1-2 | 5

Reliability
2.0 | 3-4 | 1-2 | 5

COMMENT FEEDBACK THEMES

Major themes identified in plain text comments

Theme	Mentions
Search	69
Inmate	72
Find	42
Application	22

HIGHLIGHTED COMMENTS

"I was able to get a hold of somebody in commissary... who was able to find my son's receipt for the TV... lost by the Utah Department of Corrections. [He] mentioned he would look for the receipt and call me back. I was hesitant to believe I'd get a call back, let alone 15 minutes later. Parker not only called back promptly, he also found the receipt... He saved us money and took my concern seriously. Parker Christensen is one of the good guys! Very helpful!"

"I'm searching for a Inmate and your app has no search icon." It won't let me go to a page ...I'm stuck on the offender page to schedule an in person visit

Governor's Office of Economic Opportunity

HIGHLIGHTED ACHIEVEMENTS

Streamlined Grants Page
The grants webpage was redesigned to consolidate all grant offerings in one central location. This makes it easier for users to explore options and connect with external resources, leading to improved user feedback and site navigation.

User Behavior Analysis
Using Maze reporting software, GOEO analyzed user navigation and service access patterns on its website. These insights, gathered from understanding how users find information for diverse needs (from starting a business to enrolling children in UPSTART), are now informing the website's structure to ensure visitors quickly find what they need.

Integrated User Feedback
GOEO added short surveys to every page of the agency website, making it easier for visitors to provide feedback and get assistance. This has resulted in more focused survey responses related to GOEO's services, facilitating more effective follow-up and support.

Total Responses
across all channels

381

Incomplete Task
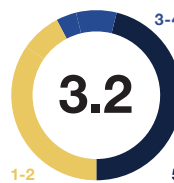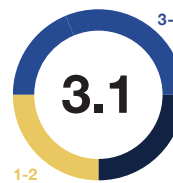# who said no to "Were you able to complete your task?"

54%

Support Request
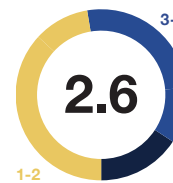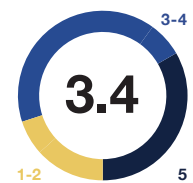# who asked for someone to reach out and help

38

Effort
3-4
3.2
1-2   5

Satisfaction
3-4
3.1
1-2   5

Empathy
3-4
2.6
1-2   5

Reliability
3-4
3.4
1-2   5

Comment Feedback Themes
Major themes identified in plain text comments

Theme

Visitors like the colors and design of the website

Visitors struggle to navigate to the information they are looking for

Visitors express frustration that they can't find help

Visitors are surprised at the limited amount of grants we offer.

Visitors appreciate the mission and goals of GOEO and enjoy the services we provide

HIGHLIGHTED COMMENTS

"This was a great visit. Keep up the good work."

"Search bar provides no results. I was unable to complete my analysis using this website."

"You've had these agencies for years and still haven't reached out to the people who have completed registrations as soon as your website was available."

Department of Veterans and Military Affairs

HIGHLIGHTED ACHIEVEMENTS

Analyzing Opportunties in the Veteran Experience

The Veteran and Military Affairs (VMA) team partnered with the Customer Experience (CX) team to analyze the veteran experience. They identified several opportunities to strengthen connections and improve access to services throughout veterans' lives. These efforts will focus on ensuring veterans are informed of services at key life stages, maintaining lifelong relationships for timely support, and leveraging partnerships to connect veterans with resources when they need them. VMA also plans to enhance self-service options with a comprehensive, searchable database of support.
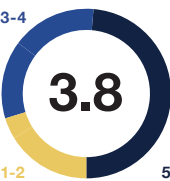
Total Responses
across all channels

250

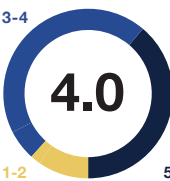**Incomplete Task**
who said no to "Were you able to complete your task?"

37%

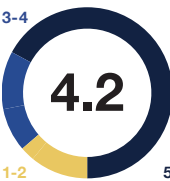**Support Request**
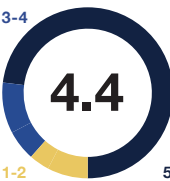# who asked for someone to reach out and help

31

Effort

3-4

3.8

1-2   5

Satisfaction

3-4

4.0

1-2   5

Empathy

3-4

4.2

1-2   5

Reliability

3-4

4.4

1-2   5

COMMENT FEEDBACK THEMES
Major themes identified in plain text comments

Theme	Mentions
Service	21%
Finding information	18%
Phone support	15%
Scheduling	10%
Payment	6%
Tax filing	6%

HIGHLIGHTED COMMENTS

"I'm just trying to get information on which form to use to file an appeal on a VA Decision."

"Was referred by your office to the website to book an appointment with an officer but it isn't working online. I'm getting a not available message. Help please!"

"I was hoping to get a pilot pass for veterans for the state parks but I feel 1600 passes is a joke. I think Utah needs to count its veterans more like 16000 would have been a better number."

Department of Financial Institutions

HIGHLIGHTED ACHIEVEMENTS

Expanding Customer Service Capacity
The Utah Department of Financial Institutions increased employees' knowledge and the Department's customer service capacity by training administrative staff to handle general inquiries from the public and those seeking regulation.

Total Responses
across all channels

248

Incomplete Task
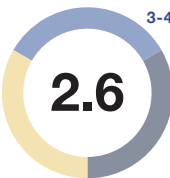# who said no to "Were you able to complete your task?"

62%

Support Request
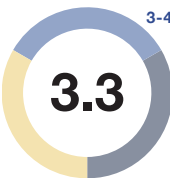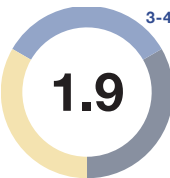# who asked for someone to reach out and help

15

Effort

1.6

Satisfaction

3-4

2.6

Empathy

3-4

3.3

Reliability

3-4

1.9

Each metric is calculated from fewer than 10 responses

COMMENT FEEDBACK THEMES
Major themes identified in plain text comments

Complaint. The customer visits our website for information on how to file a complaint against a financial insititution.

Fraud. The customer is looking for resolution, resources and a place to report the crime.

Usury. The customer has a loan with a high annual percentage rate.

Funds access. The customer has funds they cannot access or sent money to someone else who cannot access the funds.

HIGHLIGHTED COMMENTS

"Your instructions and website were very user friendly. Thanks from a 71 year old."

"If you really cared you would stop fraudulent paper program exchanges with the dirty and nameless in the face of congressional budget fallouts."

"I own and operate a Hardware store. Occasionally we provide credit sales to customers. Our accounts receivable balance is normally about $10,000. Why do I need a NMLS number."

Commission on Criminal and Juvenile Justice

HIGHLIGHTED ACHIEVEMENTS

Simplifying Victim Complaint Reporting

The Commission on Criminal and Juvenile Justice transitioned the Victim Complaint Form to the Victim Services Commission, creating an updated Qualtrics form. This ensures the collection of accurate and meaningful information to assist victims of crime.

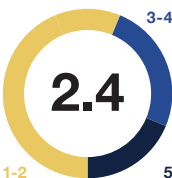**Total Responses**
across all channels

215

Incomplete Task
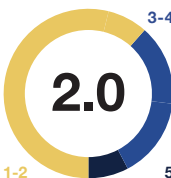# who said no to "Were you able to complete your task?"

59%

Support Request
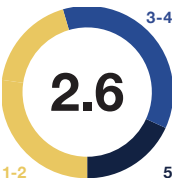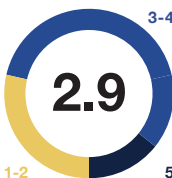# who asked for someone to reach out and help

34

Effort

3-4

2.4

1-2   5

Satisfaction

3-4

2.0

1-2   5

Empathy

3-4

2.6

1-2   5

Reliability

3-4

2.9

1-2   5

COMMENT FEEDBACK THEMES

Major themes identified in plain text comments

Theme	Frequency
Finding Information	38%
Phone Support	24%
Program/Service Application	22%

HIGHLIGHTED COMMENTS

"My family and I were the victims two individuals who came into our house unannouced and are now being held at ADC for kidnapping, assault, burgulary and others.. all charges being enhanced to aggravated,.. with that being said I am looking into getting some help some things that I have been unable to make happen or get done since this happening due to the traume they caused me mentally, and phsycially and things I might need long term treatment or help with. so please feel free to."

"I met a nice gentleman at the victims advocacy office. He instructed me to obtain my case number."

"Trying to fill out forms for Financial aid to get into an apartment after domestic violence situation."

Utah Labor Commission

HIGHLIGHTED ACHIEVEMENTS

From paperwork pain to digital relief for workers

The Utah Labor Commission is digitizing 36 essential forms to ease the burden on workers and employers navigating critical processes.

➜ Read the full article online

Streamlining Accident Reporting for Employers

The Utah Labor Commission streamlined accident reporting for the Utah Occupational Safety and Health Division (UOSH) by deploying an online system. This offers employers a more efficient, around-the-clock alternative to phone reporting, reducing potential errors and providing immediate proof of compliance through automated confirmation emails.

Improving Employment Discrimination Case Intake

The Commission enhanced user experience by introducing an online intake questionnaire for employment discrimination cases within the Utah Antidiscrimination and Labor Division. This online form provides clearer, contextual instructions, enables users to save progress, prevents incomplete submissions, and integrates with an online portal for claim status tracking. Since its implementation, 70% of completed questionnaires were submitted online.

Boosting Compliance Through Education

The Commission's Industrial Accident Division significantly boosted compliance through educational outreach. An improved cover letter for eligible employers led to a more than four-fold increase in penalty reduction utilization for Utah Workers' Compensation Act violations. Additionally, a new notice for incorrectly reported worker injuries resulted in 100% reporting, preventing penalties.

Total Responses
across all channels

168

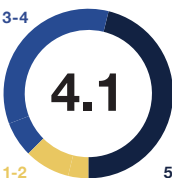**Incomplete Task**
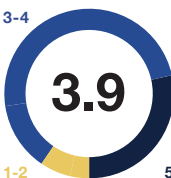# who said no to "Were you able to complete your task?"

62%

Support Request
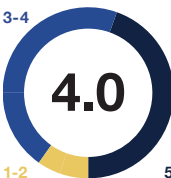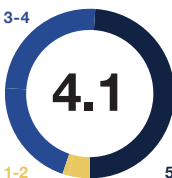# who asked for someone to reach out and help

20

Effort
3-4
4.1
1-2   5

Satisfaction
3-4
3.9
1-2   5

Empathy
3-4
4.0
1-2   5

Reliability
3-4
4.1
1-2   5

COMMENT FEEDBACK THEMES

Major themes identified in plain text comments

Theme	Mentions
Claim	16
Wage	11
File	13
Page	12

HIGHLIGHTED COMMENTS

"Easy to follow links and upload/pay. Thanks for a great experience!! :)"

"I have filled out the 1st 2 pages, but unable to see the next 2 pages to fill out"

"Unable to file a claim online after the questions the page doesn't work and gives a 404 error."

Board of Pardons and Parole

HIGHLIGHTED ACHIEVEMENTS

Reducing overwhelm with clearer parole hearing procedures

The Board of Pardons and Parole (BOPP) clarified its complex process for offenders, victims, and families to prioritize transparency.

➜ Read the full article online

Launching a Victim-Centered Notification System

BOPP launched phase 1 of MyVoice, a system that replaces victim-facing elements of the offender management system with trauma-informed features. Phase 2 will add text notifications and a secure portal for victims to update information and set preferences.

Trauma-Informed Victim Notification Letters

As part of the MyVoice launch, BOPP now uses revised victim notification letters, developed in partnership with victims, victim advocates, and criminal justice professionals. These come with an information packet explaining the post-sentencing parole process.

Completing BOPP's First Inmate Handbook

BOPP's new handbook is a clear, plain-language guide for inmates and their families to understand the parole process. It outlines expectations, answers common questions, and explains key terms.

Engaging on Release and Intake Days

BOPP now regularly attends weekly on-site prison release and intake days as part of its commitment to procedural justice. Staff answer questions about individual cases and provide information, enhancing collaboration with UDC caseworkers and AP&P agents.

Transparency through Stakeholder Outreach

BOPP increased transparency and educated criminal justice stakeholders by delivering presentations to prosecutors, defense attorneys, and other professionals through continuing legal education sessions and conferences. This clarifies the Board's role and builds stronger relationships across the justice system.

Total Responses
across all channels

49

Incomplete Task
who said no to "Were you able to complete your task?"

63%

Support Request
who asked for someone to reach out and help

not applicable

Effort

no data

Satisfaction

2.9

Empathy

3.3

Reliability

3.3

Each metric is calculated from fewer than 10 responses

HIGHLIGHTED COMMENTS

"My son was the last inmate seen at board of pardons today I believe the board member was [redacted] this is the 1st time I've seen anyone actually take time and even change the way he asked questions and was able to see if mental struggles I just want to say thank u"

"View button not working"

"I am trying to look at information on a hearing, and it says under more information view. When I click on that it does nothing."

Feedback and Achievements

Governor's Office of Planning and Budget

HIGHLIGHTED ACHIEVEMENTS

Improving the Budget Building Experience

The Governor's Office of Planning and Budget (GOPB) has prioritized enhancing the budget building experience for its customers, state agencies. GOPB utilizes feedback tools to identify when users encounter difficulties with the budget builder tool, enabling them to provide timely support. These tools also help assess agencies' overall experience with the budget cycle, allowing GOPB to pinpoint areas for improved support.
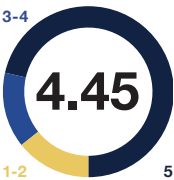
Total Responses
across all channels

36

Incomplete Task
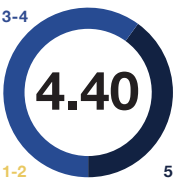# who said no to "Were you able to complete your task?"

not applicable

Support Request
who asked for someone to reach out and help
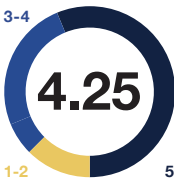
not applicable

Knowledgable Analyst
3-4
1-2   5
4.45

Guidance Clarity
3-4
1-2   5
4.40

Budget Form Effectiveness
3-4
1-2   5
3.95

Ease of Seeking Authorization
3-4
1-2   5
4.25

HIGHLIGHTED COMMENTS

"I really appreciate the analyst willingness to meet and discuss at anytime. Iso was very patient as we had to make corrections or changes through the process."

"The requirement to build our base budget every year is frustrating. The information is in the system from prior years so it would be helpful to pre-populate the information and then have us modify rather than load it all from scratch."

"Federal funds was definately more difficult this year with the transition to the new system. The FFRS is more detailed and tied to the actual awards which made it a bit more difficult to do."