

From Feedback to Great Service

Citizen Feedback Report 2023

Statewide Customer Experience Initiative

Utah Code 63G-25-202

July 2024



Executive Summary

In the 2020 General Session, the Utah State Legislature passed [H.B. 304, “Citizen Feedback Program.”](#) 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 2023.

Since the passage of H.B. 304, 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. The state, through GOPB and the Customer Experience (CX) team at the Department of Government Operations (DGO), has increased the avenues through which customers are able to provide feedback, and has also standardized collection of feedback. These efforts provide a statewide view of customer service, while driving efficiency improvement and better decision-making.

Some examples of feedback collection methods include two-way text messaging, ticketing systems, and customizing a website survey to add agency-specific questions to standard questions. Our continued efforts to collect customer feedback and utilize it to provide exemplary service to Utah’s customers facilitates a culture of continuous improvement in Utah government.

This report highlights the way state agencies have taken action based on feedback, and summarizes the feedback agencies have brought in.

Highlighted Projects

The projects highlighted in the pages of this report showcase how feedback is at improving government experiences for Utahns. Examples include:

- Improving experiences for families of the incarcerated
- Expanding access to voting resources
- Improving tools for Adult Probation and Parole officers
- Reenvisioning how workplace safety grants are handled
- Expanding opportunities for customer feedback to the Tax Commission
- Improving the tax filing experience
- Enhancing customer service through the Drivers License Division website
- Improving service member retention for the Utah National Guard

Where We Listen

Over the last year, the Customer Experience Initiative expanded its listening program in the following ways:







- Filling the gaps to ensure every agency has a “Give Feedback” button on its public-facing websites
- Adding new feedback tools for most agencies
- Condensing the standard “Give Feedback” survey from six pages to a single-page, three-question survey

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

1,036%
Increase in the
number of responses
from 2022 to 2023

of responses each year

2022 2023
7,865 → 81,493

-  **Website Visits**
-  **Office Visits**
-  **Support Phone Calls**
-  **Support Email**
-  **Field Visits**
-  **After Submitting an Application**

Where We Listen

Filling the Gaps

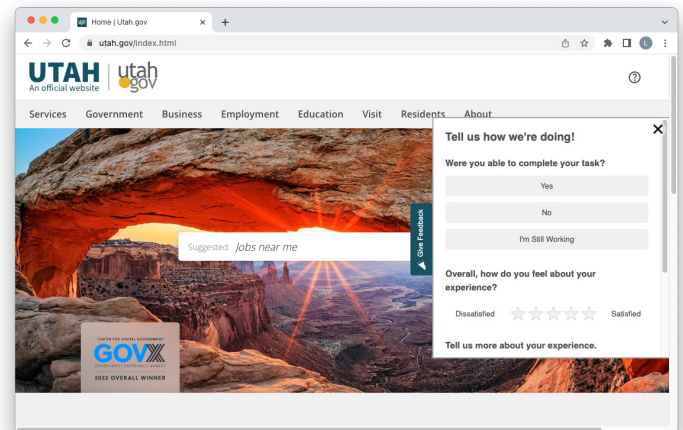
Last year, 19 agencies collected feedback through the Customer Experience Initiative. At the end of 2023, the initiative had expanded its coverage to collect feedback from all 26 agencies. Utah's National Guard was the last agency to participate, joining the Initiative mid-2023 and very quickly establishing an actionable feedback tool that informs their work across its administration.

of agencies gathering feedback each year



Three-Question Survey

After collecting feedback through the state's standard "Give Feedback" survey, agencies began to note some shortcomings. In the task completion question, "Yes" and "No" didn't reflect the reality of our customer's experiences. While comment feedback is the most useful, they didn't gather as much written feedback as they would like. The Customer Experience (CX) team tested multiple survey variations and found two changes that made a dramatic difference. Adding an "I'm still working" option increased the number of responses by 182% (from 722 to 2,033 on one website). By rotating out questions, the CX team was able to make a single-page, three-question survey that increased the number of comments by 724% (from 41 to 338 comments on one website). After validating the most impactful solutions, the CX team quickly gathered approvals and deployed the new format across all state websites to create one cohesive, effective feedback experience.



182%

Increased # of responses with the shortened survey in A/B tests conducted on Tax Commission websites

724%

Increased # of comments with new survey design in A/B tests conducted on Tax Commission websites

New Feedback Tools Added in 2023

The Customer Experience team worked with each agency to develop a custom survey that supports their strategic needs. During this phase of work, 19 agencies collaborated on and launched another way to gather feedback, two opted out, and four created solutions that transformed into other work.

Now, the majority of state agencies have QR codes and other opportunities to provide feedback located within their offices, for both customers and employees. This project focused on improving access to surveys, expanding the agencies and locations in which they are available, and increasing their availability to the public.

Expanding the listening touch-points for customers and employees has resulted in higher satisfaction rates and higher improvement rates compared to when touch-points were located only on agency websites.

Department of Commerce

Gauging customer experience after a call with the agency's contact centers: Automated distribution occurs by SMS message after call concludes.

Department of Public Safety

Understanding customer experience after their visit to a driver license division office: Customers access the survey via a QR code on their receipt.

"I just celebrated my 21st and came in to renew it expecting to go through a frustrating experience. It was anything but!"

(Comment gathered via QR code at the Drivers License Office)

Department of Veterans and Military Affairs

Understanding how veteran service officers are providing services and understanding what services are required by Utah veterans, military members, and their families. Links to the survey are included in the signature of every service email.

Department of Insurance

Gauging customer experience after a call with the agency: Surveys are automatically distributed by SMS after each call.

Department of Health and Human Services (DHHS)

DHHS uses surveys to measure the effectiveness of One Number initiative. SMS surveys are distributed after each call with a DHHS customer service representative.

Department of Alcoholic Beverage Services (DABS)

DABS uses email surveys to understand how well its new licensing & permitting platform meets customer expectations.

Department of Transportation

UDOT is establishing a tool that provides real-time guidance to customers via two-way text messaging, which will be part of its reimagined 511 experience next year.

Department of Agriculture and Food

After customers receive an inspection, project visit, field visit, and administrative service, customers are handed a business card with a QR code allowing them to give feedback.

"The inspector was very professional and understanding of our needs and concerns. She was very informative and answered our questions. One suggestion we have is to be informed of future visits or to make an appointment so we can better assist in her inspection."

(Comment gathered via a QR code on a business card provided by a field inspection.)

Department of Government Operations (DGO)

DGO created an email survey designed to gather a quarterly pulse on customer service for each DGO division.

Where We Listen

Department of Workforce Services (DWS)

DWS customized its website intercept to better gauge what led the customer to visit the website and ask program/service-specific questions (e.g., from a unsuccessful phone call, Job Center visit, etc.).

Tax Commission

Understanding customer experience office visits at both the Division of Motor Vehicles and Taxpayer Services offices. QR codes were placed on posters.

Department of Cultural and Community Engagement

Uses a customized website intercept to help identify and prioritize improvement areas to inform their website redesign efforts.

Governor's Office of Economic Opportunity

Distributes email surveys after grant application submissions to better understanding how to improve the clarity of the grant guidelines, ease of the application, confidence in the next steps, and other parts of the application process.

Department of Environmental Quality

Sends surveys to understand customer experience after a customer makes an information request, receives an inspection, submits a permit/license/registration application, interacts with a program, or reports an incident.

“Thanks for the help. Our permitting contact effectively walked me through the permitting process and patiently answered my questions.”

(Comment gathered after permitting application)

Labor Commission

Gathers feedback from customers who recently submitted a wage claim assignment form, focusing on gauging and improving the clarity of the wage claim guidelines, ease of the form, and confidence in next steps.

“I wish the online wage claim submission had a space to write out an explanation”

(Comment collected after a wage claim submission)

Governor's Office of Planning and Budget

Captures and directs help requests from customers who use GOPB's Budget Builder tool.

Department of Corrections (UDC)

Will soon begin tracking interactions UDC's Constituent Services has with their customers and assigning tickets to other agencies as appropriate with plans of automatically distributing follow-up customer experience surveys after the interaction.

Career Service Review Office (CSRO)

Streamlined their grievance submission process by eliminating the need to print, scan, and send a physical form to CSRO.

Department of Financial Institutions

Created a navigator tool that helps constituents with complaints find the right authority toward whom to direct their comments.

Board of Pardons and Parole

Customized their “Give Feedback” survey to quickly guide their customers to solutions based on the feedback they share.

Commission on Criminal and Juvenile Justice

Digitized their Victim/Witness Complaint Form and enhanced handling of complaints with ticketing management.

Achievements

Improving Experiences for Families of the Incarcerated

The Corrections (UDC) website hosts the Offender Search database, enabling family members of incarcerated individuals to locate their loved ones within the system. This tool is among the most frequently used features on the Corrections site. Despite its demand, it has historically been unstable and challenging for users to navigate. Recognizing its need for improvement, UDC implemented a three-pronged approach to address this issue:

- **Identify pain points:** analyzing website survey feedback to pinpoint common complaints.
- **Collect detail and stories:** hosting a workshop with prisoner advocacy groups.
- **Synthesize results:** holding collaborative working sessions between Customer Experience and Corrections to identify opportunities.

Following this process, UDC developed a list of problems and potential solutions based on five primary problem areas that families identified:

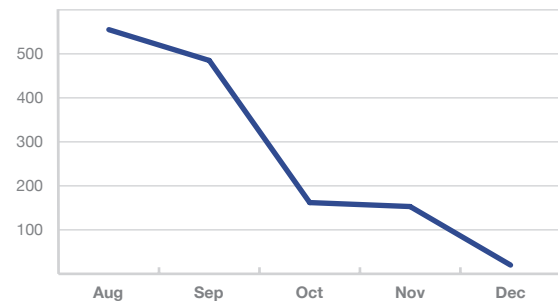
- Feeling fearful, nervous, and overwhelmed
- Juggling financial burdens
- Being starved of time
- Feeling society’s judgment
- Struggling to change their path

Within these five problem areas, UDC recommended 116 improvements to address various pain points. Since January 2024, UDC has completed 18 recommendations with an additional 50 more in progress, with completion targeted by the end of 2024.

These have created a more efficient tool for families to use, and will continue to increase transparency and a feeling of security for families of the incarcerated. After changes were implemented, the number of comments submitted on the Offender Search page decreased from 555 in August to 20 comments in December.

Highlighted Improvement

Corrections used feedback to isolate a bug, and repair their offender search tool, enabling family members to locate their loved ones within the system



Improvements Complete

18

Improvements In Progress

50

Other Selected Improvements

- Guide families to apply for visitation at intake
- Guide families and inmates to complete a health power-of-attorney form at intake
- Promote video visitation and simplify the process of scheduling remote visits
- Create a family resources webpage
- Eliminate bugs from Offender Search tool
- Give families a packet at intake containing all potential resources
- Create a workbook upon release to aid individuals in overcoming the struggles of reintegration

Expanding Access to Voting Resources

The office of the Lieutenant Governor, in collaboration with the Division of Technology Services, has increased citizens' access to voting resources and deadlines by expanding voting banners on state websites. Voting banners are small-scale advertisements on state of Utah websites that provide dates and resources for upcoming elections. Prior to the Customer Experience (CX) team's work, there was only one banner available starting two weeks before Election Day across all sites. To improve upon this, the team identified major milestones for the entire election year, and automated the banners to appear across every site throughout the election cycle. They now offer specific resources for each stage of the electoral process.

When Banners Display

Banners display for two weeks before each major election milestone.

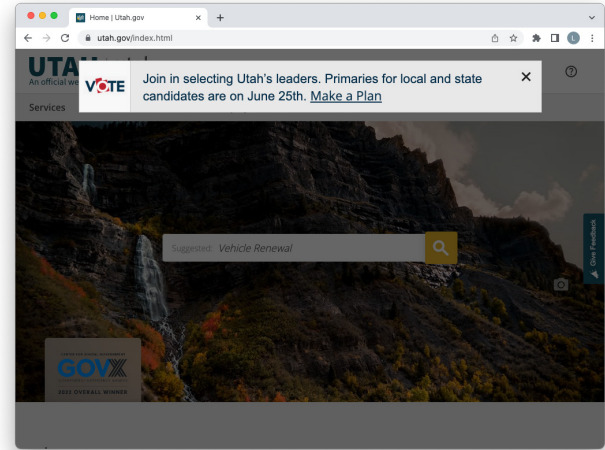
Caucuses and Primaries: Feb 20–Mar 5

State and Local Primaries: June 10–25

Digital Voter Registration Deadline: Oct 11–Oct 25

Election Preparation: Oct 26–Nov 4

Election Day: Nov 5



During the two weeks before the 2024 caucuses and primaries in March, the following engagement was recorded across state websites:

Total Views

of times the banner was viewed

119,698

Total Clicks

of visits to vote.utah.gov after viewing banner

7,166

Improving Tools for Adult Probation and Parole

AP&P's DTS Team collaborated with DTS' Customer Experience (CX) team to determine the technology and efficiency needs of the program by sending out surveys to AP&P staff to identify where their technology fell short. The survey responses uncovered three priorities:

- Load Performance
- Office Visits
- Field Visits

A fourth of all responses from AP&P indicated that their offender database is normally slow or broken. They complained about how frequently it crashed and lost their data entries.

During office visits, the CX team found that the offender database where AP&P agents enter information was slow and error-prone, significantly increasing the time required for data submission. The CX team proposed consolidating the necessary fields into a single form to streamline the process of storing and recording information.

To improve field visits, the CX team focused on the note-taking process used by AP&P staff, which involved using physical paper forms with limited space, followed by manual data entry into a slow database hours or days after the visit. This system often led to incomplete or forgotten information as a result of the limited space and delay in uploading notes. To address these issues, the CX team designed a mockup of a phone application that allows staff to take notes on their phones and upload them in real-time on site.

These simple proposals reduced data entry labor and increased the accuracy of records thereby allowing offenders to receive higher quality attention and care.

User reports of slow load times reduced from daily to once in a quarter.

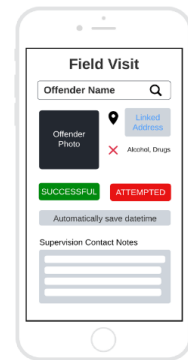
8 min → 10 sec

Load Time Improvements

After learning about how impactful load times are on staff, IT team jumped to work identifying in fixing the slowest page. While work continues on load time improvements for 40+ screens, results are already in for the slowest loading pages.

Proposed Workflow Improvements

After observing Parole Officers writing notes by hand rather than click through the many pages needed to compile a report, the CX team recommended and prototyped a consolidated workflow.



Reenvisioning Workplace Safety Grants

To expand and diversify their applicant pool, the Labor Commission evaluated their workplace safety grant application process. The Customer Experience (CX) team created a three-pronged approach to understand the existing experience:

- Surveying the applicants
- Interviewing the applicants
- Interviewing the review panelists

By surveying and interviewing applicants, the team gained a comprehensive understanding of the application experience and identified pain points within the process. Interviews with the review panelists provided insights into how applications were scored and ranked, and what characteristics comprise a successful application.

Based on these findings, the CX team proposed the following enhancements to the grant application process:

- Applicants often did not fully read significant blocks of text at the beginning of the application, resulting in confusion. To address this, the CX team recommended integrating instructions throughout the application, rather than presenting them all up front.
- The CX team recommended prominently positioning the “apply” button at the top of each page to increase visibility and accessibility.
- To help diversify applicants receiving the grant, the team proposed adding a question to differentiate repeat applicants from new applicants.
- The CX team laid out the anatomy of an effective budget so the LC can design an application that includes more targeted, budget-related questions.
- The CX team proposed an improved scoring rubric to better identify ideal candidates among the applicant pool. Once adopted, the rubric should be published to encourage applicants to respond with the most relevant information.

Once these recommendations are implemented, revising the application portal and introductory page for the grant is expected to significantly expand and diversify the applicant pool.

62%

applicants who responded to the grant experience survey

87%

organizations are extremely likely to apply next year

5

applicants interviewed about their experience completing the grant application

New scoring recommendations



Consider the grant’s return on previous investments by asking whether previously funded programs spent the full amount granted and how effectively they demonstrated an impact.



Consider how well the proposed program aligns with specific grant goals instead of vaguely scoring for quality.



Ask for the number of people directly impacted as a standard program output instead of asking for performance outcomes that are often too idealistic and impractical to measure.

Expanding Opportunities for Customer Feedback

To address the lack of listening opportunities across the Tax Commission, the Customer Experience (CX) team hosted a workshop with the Tax Commission to better understand the work they do and the gaps in feedback they were experiencing. As a result, the CX team created surveys at each individual touchpoint across the services provided at the Tax Commission. Instead of one uniform survey, the team is looking at implementing around 20 different surveys for each touchpoint and team. Each survey is only a couple of questions long, but is specific to each service customers are accessing. To create a touchpoint for people calling the Tax Commission, there is one SMS survey that goes out after every call.

Expanding the number of touchpoints has increased opportunities for customers to submit feedback they have about a variety of services. Expanding the types of surveys also allows for feedback to be tailored to the experiences customers had working with the Tax Commission, thus providing the agency with stronger feedback. In the first half of 2024, 18 SMS text surveys were added, increasing opportunities for customer feedback.

18

new SMS surveys created. Each is customized to match the specific Tax Commission work group with whom customers engaged.

SMS Survey Experience



- 1 If you are calling from a mobile device and would like to receive an SMS text message to take a 2-minute survey after the call to provide feedback, please press 1.



- 2 Thank you for calling the Utah State Tax Commission. If you have time, please help us improve by sharing your thoughts in this two-minute survey.



- 3 What problem were you trying to solve today?

Improving the Tax Filing Experience

The Customer Experience (CX) team approached this project with the goal of supporting the agency as the Tax Commission seeks to be the authoritative reference for taxpayers to rely on during their tax filing experience.

The CX team worked with the Volunteer Income Tax Assistance (VITA) program to understand their clients' questions, concerns, and common mistakes during the tax filing process, in addition to a day of in-person observation at the AARP tax filing clinic at the Kearns Senior Center.

The CX team created five proposals for the Tax Commission:

- **Address First-Time Filers:** Catering to first-time filers can help young taxpayers form positive habits that will help them over time.
- **Address Audiences by Life Situation:** Customers' circumstances determine how and what taxes they pay. By creating and distributing fliers about what people need to know about filing in different situations, customers can understand the filing experience throughout their different stages of life.
- **Expand Outreach:** Similar to voting information banners on state websites, the USTC should create and use website banners to promote tax resources and information.
- **Improve Website Wayfinding:** Make finding resources and information on the USTC website more intuitive for users.
- **Establish the Commission as a Source of Truth:** While the Utah Tax Commission does not oversee federal tax filing, it can become an authoritative reference for Utah taxpayers to access reliable tax information instead of third-party sources.

These proposals not only will help bring peace and transparency to concerned filers, but will help the Tax Commission establish themselves as an authoritative source. By increasing the kinds of information they provide, how it is presented or found on their site, and expanding outreach to disseminate information and sources, the Tax Commission can act as a guide and aid to Utahns navigating the tax filing process.

Filter the tax code for people's lives

After listening to the customers, the team learned that they struggle to understand how the tax code impacts them in their specific life situation. As a response, the Tax Commission can create filtered pages for common/complex life situations.





- Married
- Divorced
- Retired
- Parent/caregiver
- Multi-generational household
- Homeowner
- Student
- International student
- Immigrant
- Refugee
- Military
- Just moved to Utah
- Moving away from Utah
- Self-employed
- Freelancer
- Gig worker

2b. Enter on line 2b the number of other people to claim a dependent tax credit. You may not dependents.

2c. Enter on line 2c the number of dependents.

2d. Add lines 2a, 2b and 2c.

Are these instructions helpful?  

Learning that the instructions are often difficult to comprehend, the Tax Commission set up short feedback surveys to identify specific information gaps that can be improved.

Enhancing Customer Service through the Drivers License Division Website

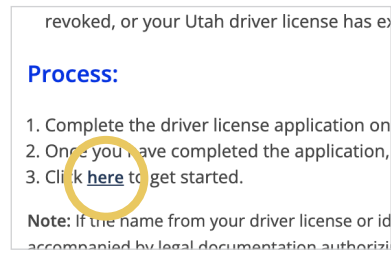
In the process of rebuilding the driver license system, the Driver License division (DLD) had the Customer Experience (CX) team test their website to see how people were responding to and using the site. The CX team set out to ensure that the site adequately set expectations for the services provided by the DLD, and to make sure that customers can get the information they need to complete their task from the website alone.

To do this, they conducted user testing and addressed feedback left from listening intercepts. Upon initial investigation, the team found that there was not a uniform distribution of information across services. While some services had ample information, others were severely lacking. To address this, the team created a strategy to determine how to fill the gaps in services on the website and address barriers on the site that prevent customers from completing their tasks. They found that the biggest barriers were that customers could not find the link to make an appointment and they got lost in walls of information. As such, the CX team proposed:

- Making a standardized action button on each page so customers do not get lost in the text.
- Moving the appointments button/actionable buttons to the top of each page for easy access.

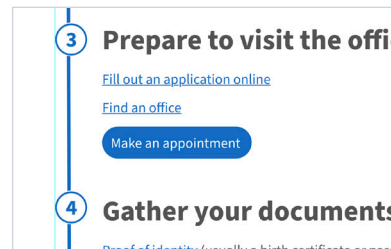
These changes are expected to increase the number of customers who are able to successfully complete their tasks, such as scheduling appointments and applying for renewals. Additionally, these changes will help make the DLD site a reliable source for customers to efficiently get information.

While observing people using the website, the team watched as they went in circles in search of where to make an appointment. Adding a simple button will unblock users' workflow.



Old Website

Link is hidden in the text



New Website

Link is clearly visible as a button

Improving Service Member Retention

To address concerns regarding low retention, the Utah National Guard embarked on a mission to understand why service members leave the military prior to retirement, and to devise strategies to enhance service members' experiences. Prior to the Customer Experience (CX) team's intervention, the UNG had three separate surveys aimed at deciphering the factors influencing service member retention. Despite these efforts, identifying actionable insights remained difficult. Recognizing the limitations of the existing survey setup, the CX team analyzed the three surveys to identify commonalities and discrepancies. Their analysis revealed that the surveys were not comprehensive and lacked the necessary survey logic for effective data collection and analysis.

Subsequently, the CX team combined the surveys into a single, comprehensive questionnaire designed to be completed in approximately 20 minutes during their annual training weekends. Furthermore, they introduced a non-retaliation statement at the survey's outset and integrated each member's service number, enabling tracking of individual responses over time throughout their tenure.

By uniquely identifying each member, the UNG can now track how an individual's feelings and motivations change over time. In addition, they can address knowledge deficits about benefits and send timely information to the member. As they better understand how their population is changing over time, and how these changes affect retention, they can take steps to help improve members' experiences. When members report that they are dissatisfied with their unit or career field, the UNG can pair these members with leadership to figure out how to improve this experience. By capturing UNG demographics, they can also help isolate data to different units, so they can capture how units are performing as a whole. This information allows the National Guard to use these surveys to continually improve member experience, and therefore retention.

1,343

of responses collected during the pilot phase. Multiple units shared their views during their annual training.

After surveys, the guard follows up with personalized support. For example:



Connect them with benefit information.

If a member is unaware of a benefit, the system automatically emails them with information about it and where to find more details. Benefits are a key reason for volunteering, and understanding them increases retention.



Send benefit information to spouses.

Volunteers can provide their spouse's or partner's contact information for communication about benefits. Spousal support is crucial for volunteer retention, so keeping them informed leads to more support for the volunteer.



Begin the process to change work units.

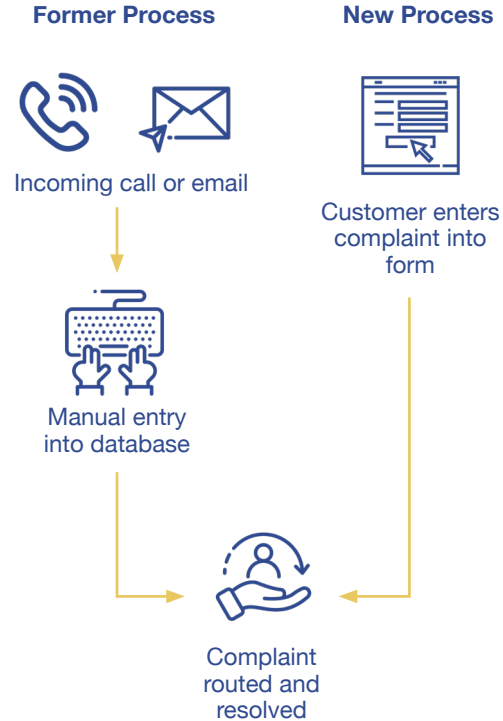
We are gathering feedback on volunteers' satisfaction with their current units to see if they are likely to remain, volunteers, if they find satisfaction in their work and unit.

Improving the Complaints Form Process

DWS handles complaints about employers, discrimination complaints, complaints regarding their own processes, and more. They have several employees who are responsible for handling the intake and processing of complaints, and did not have an automated process for this whole service. Prior to the Customer Experience (CX) team’s intervention, the employees would receive the complaints via email or phone before manually entering them into a trackable worksheet. This system was extremely inefficient and susceptible to errors.

The CX team transitioned the complaint processing tool to Qualtrics, integrated two complaint forms into one, and simplified the wording and design of the form. Now complaints are received in a uniform format, and employees are able to easily sort through and respond to complaints without spending their time trying to manually enter and organize them. The system also maintains a record of past events and enables employees to assign work to one another with streamlined communication.

This process is easier for both customers and those working to solve these problems. With increased efficiency and organization, DWS is able to respond to complaints easier while streamlining their data processes.



Achievements

Feedback Highlights

81,493

of responses collected in 2023 across all state agencies

26 of 26

agencies collect feedback through the Customer Experience initiative

Shared Metrics

During 2022, the state established shared metrics to measure the quality of its customer-facing experiences. The numbers below reflect the average across all state agencies on these shared metrics.

49%

Task Completion

% of people who responded that they weren't finished, or were successfully able to complete their task.

↑ from 35% in 2022

3.6

Effort

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

↑ from 2.7 in 2022

3.7

Satisfaction

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

↑ from 2.5 in 2022

3.8

Empathy

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

↑ from 3.2 in 2022

3.9

Reliability

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

↑ from 3.2 in 2022

Feedback Data

Feedback Collected

Platform Usage

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

152

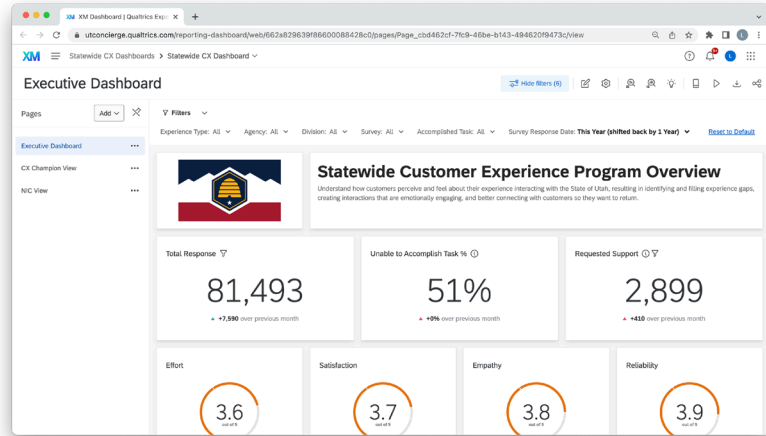
active surveys with more than 10 responses

544

new users from 599 total users of both the survey creator and data dashboard in 2023

11,617

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. Filter by:

URL: enables agency to target improvements for specific pages

Date Range: understand changes over time

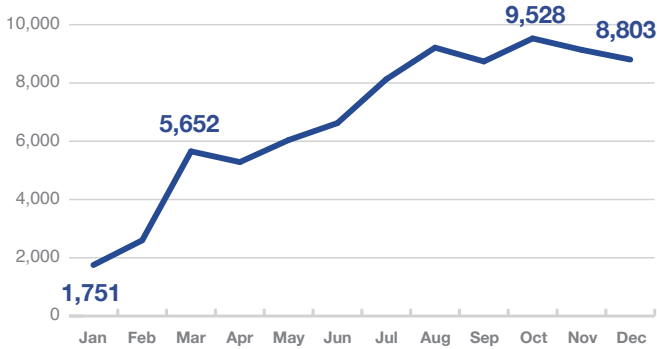
Division: understand how divisions within an agency compare

Agent: understand a call/email agents' service levels

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

Feedback Data

Feedback Collected



of responses collected monthly in 2023 across all state agencies

81,493

of responses collected in 2023 across all state agencies

26 of 26

agencies collect feedback through the Customer Experience initiative

18,074

surveys disseminated via SMS through the tool

22,783

of surveys that included a comment

Feedback by Agency

of responses each agency collected in 2023

- 19,330 Department of Commerce
- 18,778 Utah State Tax Commission
- 14,988 Department of Workforce Services
- 7,293 Department of Government Operations
- 5,703 Department of Public Safety
- 3,457 Department of Corrections
- 1,527 Department of Health and Human Services
- 1,352 Department of Natural Resources
- 1,330 Lieutenant Governor's Office
- 1,137 State of Utah
- 1,097 Department of Environmental Quality
- 1,025 Utah Department of Agriculture and Food
- 839 Utah Department of Transportation
- 810 Department of Cultural & Community Engagement
- 721 Governor's Office of Economic Opportunity
- 700 Utah Insurance Department
- 234 Department of Veterans and Military Affairs
- 205 Utah Labor Commission
- 176 Board of Pardons and Parole
- 168 Commission on Criminal and Juvenile Justice
- 149 Department of Alcoholic Beverage Services
- 64 Utah Department of Financial Institutions
- 27 Capitol Preservation Board
- 17 Governor's Office of Planning and Budget
- 10 Public Service Commission
- 6 Utah Boards and Commissions
- 1 Career Service Review Office

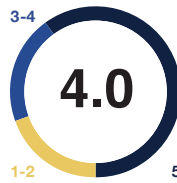
Department of Commerce

Total Responses

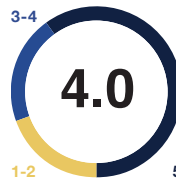
across all channels

19,330

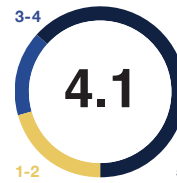
Effort



Satisfaction



Empathy



Reliability



Task Accomplishment

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

31%

Requested Support

who asked to have some-one follow-up with them

871

"The renewal requirements should be clearly listed. It was somewhat difficult to locate this information."

"To renew my license. It says I'm required to submit fingerprints but i have previously done so. Do i need to do it again?"

Comment Feedback

Major themes identified in plain text comments

Renewal/Reinstatement	57
Finding Information	46
Userfriendliness	46
Phone Support	38
Update/Change Information	31
Info/Content	31

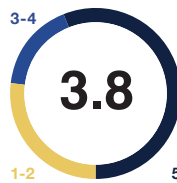
Tax Commission

Total Responses

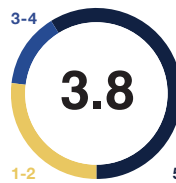
across all channels

18,788

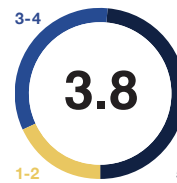
Effort



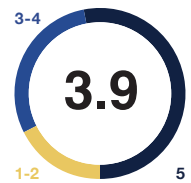
Satisfaction



Empathy



Reliability



Task Accomplishment

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

51%

Requested Support

who asked to have some-one follow-up with them

724

"This is very handy. I had a car break down and was forced to use my [second car] for a daily. It wasn't current on licensing, so this made it possible to get to work on Monday. Thank you!"

"Won't let me select car."

Comment Feedback

Major themes identified in plain text comments

Registration	1,922
Renewal/Reinstatement	1,854
Tax Filing	758
Payment	748
Finding Information	638
User Friendliness	448
Scheduling	420
Update/Change Info	361

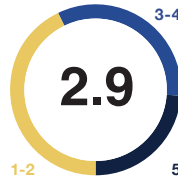
Department of Workforce Services

Total Responses

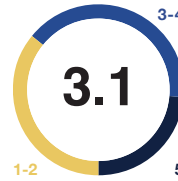
across all channels

14,988

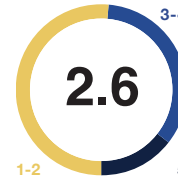
Effort



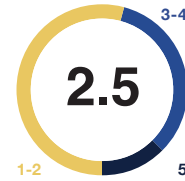
Satisfaction



Empathy



Reliability



Task Accomplishment

who said no to “Were you able to complete your task?”

73 %

Requested Support

who asked to have some-one follow-up with them

n/a

“I am having a hard time in general just finding the way to access Unemployment (...). It’s not easy to just click and get going.”

“I am unable to work at this time and can’t figure out how to get help.”

Comment Feedback

Major themes identified in plain text comments

Service	612
Site Experience	231
Support	193
Account	137
Site Performance	52

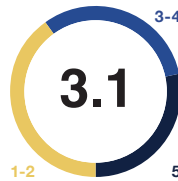
Department of Government Operations

Total Responses

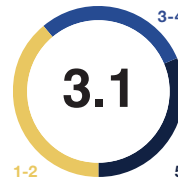
across all channels

7,293

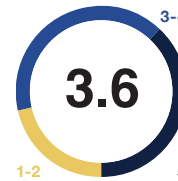
Effort



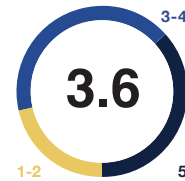
Satisfaction



Empathy



Reliability



Task Accomplishment

who said no to “Were you able to complete your task?”

66%

Requested Support

who asked to have some-one follow-up with them

3

“I have been trying to set a password. I did the password requirement but it keeps saying I didn’t”

“My phone number changed, so now I’m locked out because it requires that phone number for two-factor authentication”

Comment Feedback

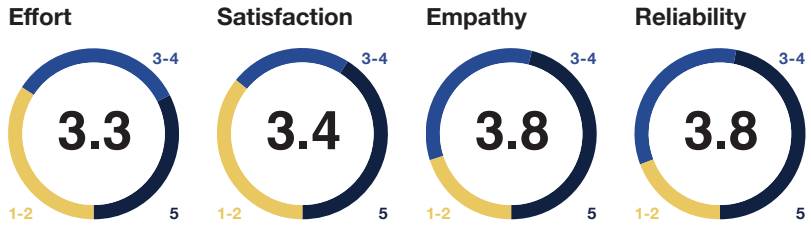
Major themes identified in plain text comments

Login Issues	232
Update/Change Information	101
Phone Support	82
Finding Information	74
Userfriendliness	64
Program or Service Application	42
Payment	42
Email Support	41

Department of Public Safety

Total Responses
across all channels

5,703



Task Accomplishment
who said no to “Were you able to complete your task?”

57%

Requested Support
who asked to have some-one follow-up with them

426

“I purchased my Motor Vehicle Record and it says click the purple download button to get the pdf, yet nothing happens when I click download and i still don’t have my record I paid for.”

“My email is correct and it keeps saying it isn’t. So I am not able to send my filled out application for in person drivers license renewal”

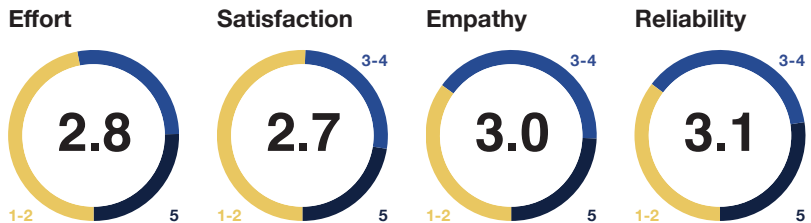
Comment Feedback
Major themes identified in plain text comments

Service	78
Support	16
Technical Issues	13
Usability	8
Design/Content	7

Department of Corrections

Total Responses
across all channels

3,457



Task Accomplishment
who said no to “Were you able to complete your task?”

80%

Requested Support
who asked to have some-one follow-up with them

155

“I don’t know if I am waiting for a response or if the program is stuck. I waited about 30-40 minutes refreshed and I still don’t know. I have been trying to renew my application for a while. I might just mail in a hard copy. Application renewal needed because it4 expired. It should not be this difficult.”

“Trying to get an application to visit, but the .pdf won’t open and the online application won’t load.”

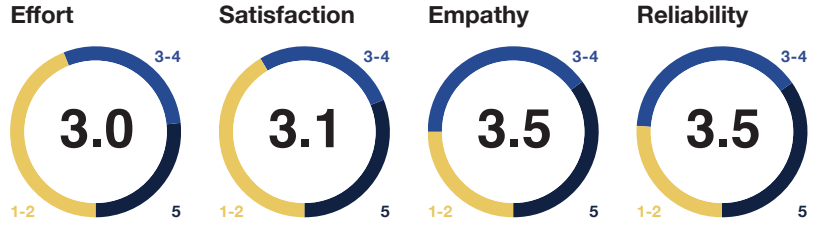
Comment Feedback
Major themes identified in plain text comments

Service	342
Usability	303
Technical Issues	50
Support	34
Design/Content	31

Department of Health and Human Services

Total Responses
across all channels

1,527



Task Accomplishment
who said no to “Were you able to complete your task?”

64%

Requested Support
who asked to have some-one follow-up with them

208

“I have completed the Medicaid application and now am just trying to login to see the application results. I am not able to login as it says I don’t have a member id?? How to find out if my Medicaid application was accepted or rejected.”

“Suicide prevention resources. I got an error message each time I clicked on the link, it just spun and spun then timed out.”

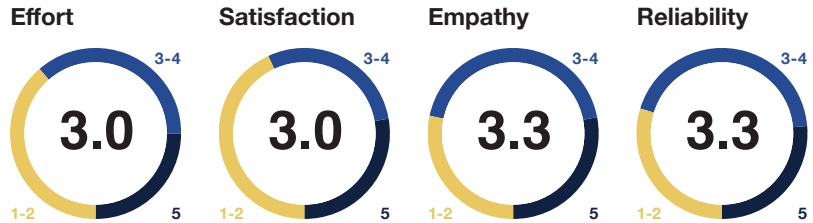
Comment Feedback
Major themes identified in plain text comments

Finding Information	264
Update/Change Information	113
Service	113
Search	88
Phone Support	75
Userfriendliness	63
Info/Content	63

Department of Natural Resources

Total Responses
across all channels

1,352



Task Accomplishment
who said no to “Were you able to complete your task?”

59%

Requested Support
who asked to have some-one follow-up with them

84

“Escalante SP needs signage to tell campers where their site is. I took us more than an hour to find site 40. And the map on the bulletin board of the bathrooms doesn’t show the new camp-sites. Updated Maps should also be available at the check-in building AFTER HOURS..”

“i wanted to know why their charging ten dollars a day to fish lost creek when they have not done anything to improve the place.”

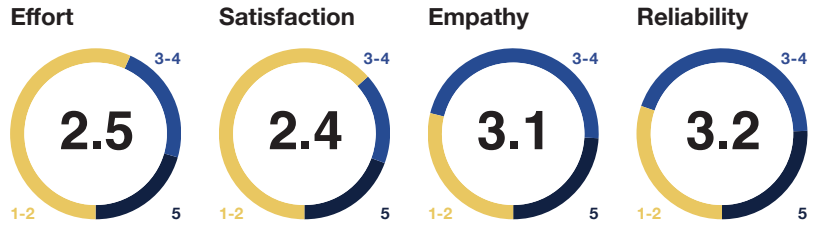
Comment Feedback
Major themes identified in plain text comments

Service	83
Usability	31
Support	28
Technical Issues	17
Design/Content	16
State Taxes	6

Office of the Lieutenant Governor

Total Responses
across all channels

1,330



Task Accomplishment
who said no to “Were you able to complete your task?”

74%

Requested Support
who asked to have some-one follow-up with them

222

“I would have liked something that tells me that my info was accepted and that everything is registered.”

“I’m trying to change my party affiliation but I can’t figure out how to do it.”

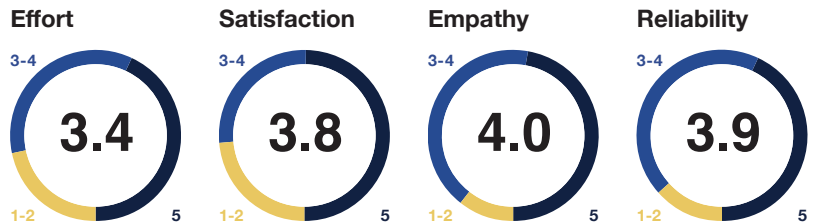
Comment Feedback
Major themes identified in plain text comments

Voting	875
Registration	472
Update/Change Information	359
Finding Information	212
Info/Content	110
Error Message	85
Phone Support	77
Search	72

Department of Environmental Quality

Total Responses
across all channels

1,097



Task Accomplishment
who said no to “Were you able to complete your task?”

68%

Requested Support
who asked to have some-one follow-up with them

120

“It was helpful to learn about emergency drinking water storage recommendations and when to replenish/refresh them.”

“The user interface is very slow and clunky. Please hire expert user-interface/data visualization people to design a better website. Thanks!”

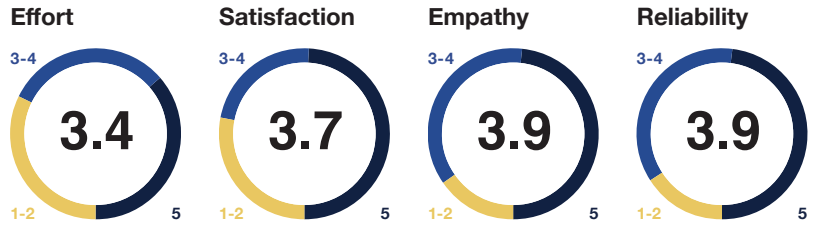
Comment Feedback
Major themes identified in plain text comments

Finding Information	48
Info/Content	26
Search	25
Update/Change Information	25
Examination/Testing	21
Userfriendliness	20
Features/Functionality	16
Look/Design	15

Department of Agriculture and Food

Total Responses
across all channels

1,025



Task Accomplishment
who said no to “Were you able to complete your task?”

49%

Requested Support
who asked to have some-one follow-up with them

54

“We are not sure how to renew our permit”

“Not happy! Trying to renew my nursery license but no longer use the credit card on file and am unable to find how to use a new one. You don’t have an option to do that, and I’m unable to find a telephone # or chat option for help!”

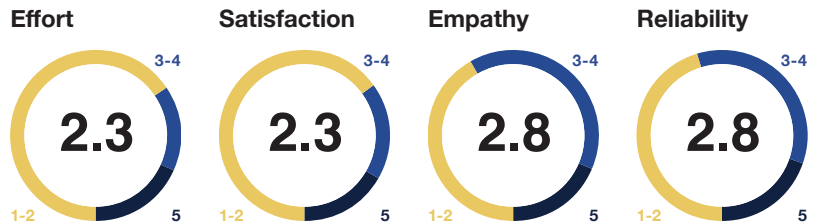
Comment Feedback
Major themes identified in plain text comments

Finding Information	40
Renewal / Reinstatement	33
Userfriendliness	23
Registration	21
Search	19
Program or Service Application	17
Payment	16
Look / Design	15

Department of Transportation

Total Responses
across all channels

839



Task Accomplishment
who said no to “Were you able to complete your task?”

78%

Requested Support
who asked to have some-one follow-up with them

68

“This is much better than your last program, but it would be more helpful if you had road conditions like wet, snow, ice, even wind.”

“I want to find a forecast of road conditions. This website and the app have changed so much! Both are too complicated. I used the old app and website all of the time during the winter and when storms were forecast. Both website and app are now useless to me.”

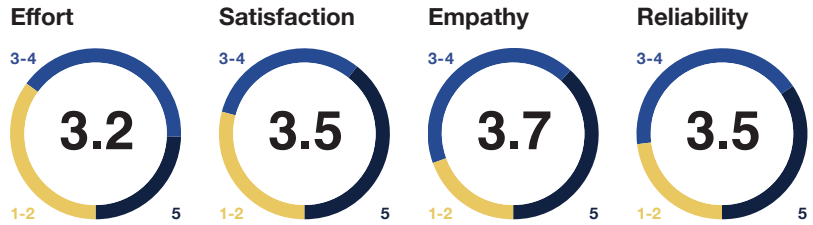
Comment Feedback
Major themes identified in plain text comments

Finding Information	37
Userfriendliness	30
Update/Change Information	22
Search	20
Browsing/Navigating	12
Look/Design	10
Info/Content	10
Login Issues	9

Department of Cultural & Community Engagement

Total Responses
across all channels

810



Task Accomplishment
who said no to “Were you able to complete your task?”

50%

Requested Support
who asked to have someone follow-up with them

46

“I have been asked to verify my card several times recently and the result is always “We are unable to reach your library.” Please try again later. It hasn’t worked so far. What are you trying to do here?”

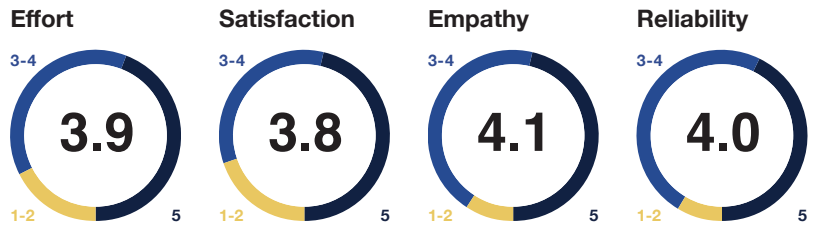
Comment Feedback
Major themes identified in plain text comments

Service	26
Usability	11
Design/Content	8
Technical Issues	5
Support	4bo

Governor’s Office of Economic Opportunity

Total Responses
across all channels

721



Task Accomplishment
who said no to “Were you able to complete your task?”

35%

Requested Support
who asked to have someone follow-up with them

16

“I’m trying to learn more about opportunity zones |I’m interested in a property within a certain OZ, I’m looking for information on how investors work with local administrations within opportunity zones.”

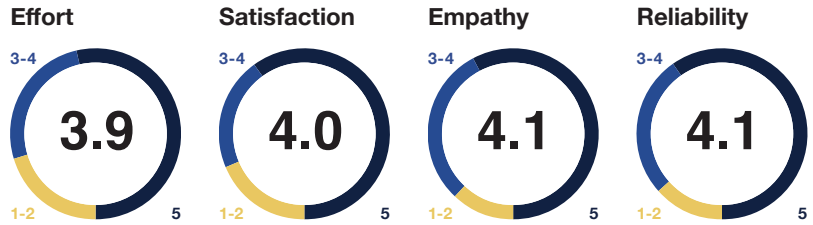
Comment Feedback
Major themes identified in plain text comments

Service	45
Usability	17
Design/Content	9
Support	4
No Comment	3
Technical Issues	2

Department of Insurance

Total Responses
across all channels

700



Task Accomplishment
who said no to “Were you able to complete your task?”

58%

Requested Support
who asked to have some-one follow-up with them

39

“Unfortunately I had an unusual circumstance that they were unable to help with, but they provided a clear understanding of why that was the case and an offer to assist if needed after I take a few more steps with my new insurance.”

“You have a great team that did their best to help me. After a year of frustration with the insurance company the state came through for us.”

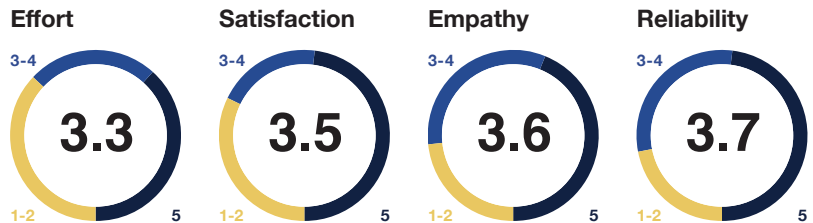
Comment Feedback
Major themes identified in plain text comments

Staff Helpfulness	161
Staff Demeanor	106
Staff Knowledgeability	54
Staff Personable	34
Issue Resolved	16
Prompt Response	11
Staff Attentiveness	9
Hold Time	7

Department of Veterans and Military Affairs

Total Responses
across all channels

234



Task Accomplishment
who said no to “Were you able to complete your task?”

53%

Requested Support
who asked to have some-one follow-up with them

39

“I had been putting off going in and seeking help for 20 years. Ive heard enough horror stories about the VA and just continued to deal with the issues myself. After enough pressure from my wife and recently losing one of my close Marine Corps buddies to suicide. I reluctantly went in. [My agent] genuinely made me feel that she wanted to help me. I was able to be open and honest without feeling judged or pressured in any way. The entire visit was the complete opposite of what I expected.”

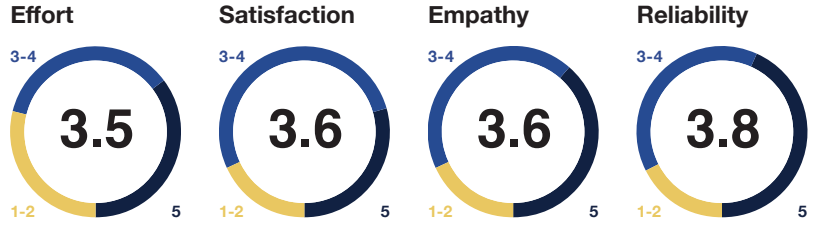
Comment Feedback
Major themes identified in plain text comments

Staff Helpfulness	12
Staff Knowledgeability	9
Staff Demeanor	7
Prompt Response	2
Staff Personable	1

Labor Commission

Total Responses
across all channels

205



Task Accomplishment
who said no to “Were you able to complete your task?”

76%

Requested Support
who asked to have someone follow-up with them

30

“I just have a question about elevator inspection and would like to speak with a real person! Do you not have that option?”

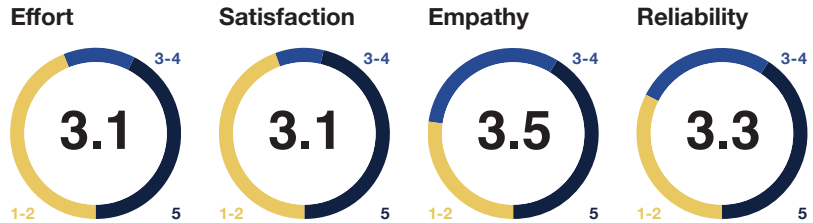
Comment Feedback
Major themes identified in plain text comments

Phone Support	6
Complaint Submission	4
Userfriendliness	3
Payment	3
Email Support	3
Performance	2
Search	2
Features/Functionality	1co

Board of Pardons and Parole

Total Responses
across all channels

176



Task Accomplishment
who said no to “Were you able to complete your task?”

72%

Requested Support
who asked to have someone follow-up with them

8

“I’m looking for info about my son’s case, can’t get through to any website and a search of his name and ID# did not find him.”

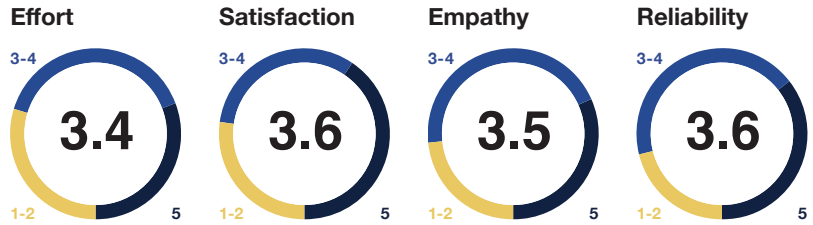
Comment Feedback
Major themes identified in plain text comments

Site Experience	16
Service	13
Support	4
Site Performance	2

Commission on Criminal and Juvenile Justice

Total Responses
across all channels

168



Task Accomplishment
who said no to “Were you able to complete your task?”

50%

Requested Support
who asked to have some-one follow-up with them

24

“Looking for information on the board—when does it meet, what is time commitment, are members paid (is this a full or part time job).”

“A streamlined step by step online here for what documents or actions you need, and when you need them. Like a workflow, would be helpful.”

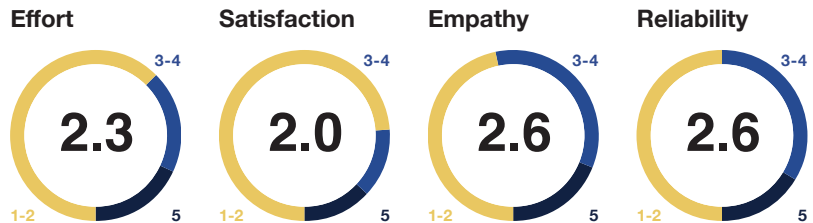
Comment Feedback
Major themes identified in plain text comments

Service	18
Usability	11
Support	6
Design/Content	5

Department of Alcoholic Beverage Services

Total Responses
across all channels

149



Task Accomplishment
who said no to “Were you able to complete your task?”

77%

Requested Support
who asked to have some-one follow-up with them

25

“The licensee ordering does not work from a mobile device. The page size is not appropriate and you are unable to scroll/zoom to hit the “Next” button after selecting a store to place an order at.”

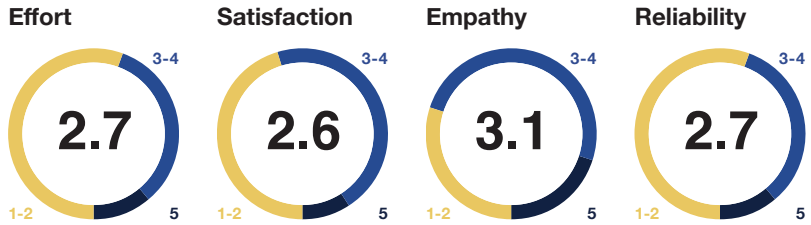
Comment Feedback
Major themes identified in plain text comments

Placing Order	14
Finding Information	7
Features/Functionality	6
Error Message	5
Login Issues	5
Mobile/PDA	5
Performance	4
Info/Content	4

Department of Financial Institutions

Total Responses
across all channels

64



Task Accomplishment
who said no to “Were you able to complete your task?”

78%

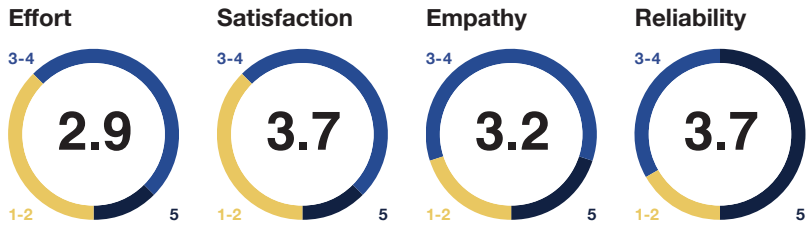
Requested Support
who asked to have some-one follow-up with them

7

Governor’s Office of Planning and Budget

Total Responses
across all channels

17



Task Accomplishment
who said no to “Were you able to complete your task?”

14%

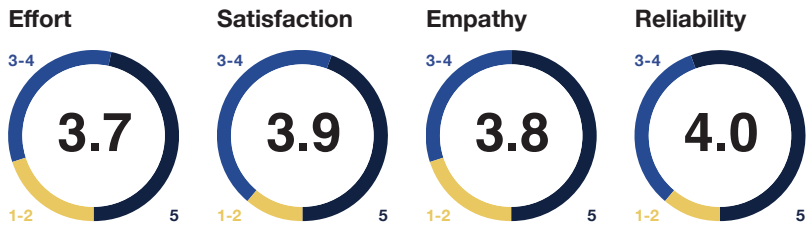
Requested Support
who asked to have some-one follow-up with them

1

Capitol Preservation Board

Total Responses
across all channels

27



Task Accomplishment
who said no to “Were you able to complete your task?”

42%

Requested Support
who asked to have some-one follow-up with them

1

National Guard

Total Responses

across all channels

1,654

“Explore other MOS options sooner, work towards the officer route earlier on in my career and utilize my civilian education benefits prior to working full time for the Guard.”

Comment Feedback

Major themes identified in plain text comments

MOS	30
Pay	27
Opportunities	25
Training	18
Unit	11
Drill	11
Benefits	10
School	10

Public Service Commission

Total Responses

across all channels

10

Requested Support

who asked to have someone follow-up with them

4

Career Service Review Office

Total Responses

across all channels

1

Requested Support

who asked to have someone follow-up with them

n/a