52:16A-135
LEGISLATIVE HISTORY CHECKLIST

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LAWS OF: 2023 **CHAPTER:** 26

NJSA: 52:16A-135
(Enhances customer service experience with Business Action Center in Department of State by collecting and disseminating customer assistance metrics.)

BILL NO: A4748 (Substituted for S3195)

SPONSOR(S) Moriarty, Paul D. and others

DATE INTRODUCED: 10/3/2022

COMMITTEE: **ASSEMBLY:** Commerce & Economic Development
Community Development & Affairs

SENATE: --

AMENDED DURING PASSAGE: No

DATE OF PASSAGE: **ASSEMBLY:** 12/15/2022

SENATE: 02/27/2023

DATE OF APPROVAL: 3/20/2023

FOLLOWING ARE ATTACHED IF AVAILABLE:

FINAL TEXT OF BILL (A4748 enacted) Yes

A4748

INTRODUCED BILL: (Includes sponsor(s) statement) Yes

COMMITTEE STATEMENT: **ASSEMBLY**: Yes Commerce & Economic Development
Community Development & Affairs

SENATE: No

(Audio archived recordings of the committee meetings, corresponding to the date of the committee statement, ***may possibly*** be found at www.njleg.state.nj.us)

FLOOR AMENDMENT STATEMENT: No

LEGISLATIVE FISCAL ESTIMATE: No

S3195

INTRODUCED BILL: (Includes sponsor(s) statement) Yes

COMMITTEE STATEMENT: **ASSEMBLY**: No

SENATE: Yes Commerce

(Audio archived recordings of the committee meetings, corresponding to the date of the committee statement, ***may possibly*** be found at www.njleg.state.nj.us)

FLOOR AMENDMENT STATEMENT: No

LEGISLATIVE FISCAL ESTIMATE: No

VETO MESSAGE: No

GOVERNOR'S PRESS RELEASE ON SIGNING: Yes

FOLLOWING WERE PRINTED:

To check for circulating copies, contact New Jersey State Government Publications at the State Library (609) 278-2640 ext.103 or mailto:refdesk@njstatelib.org

REPORTS: No

HEARINGS: No

NEWSPAPER ARTICLES: Yes

Brent Johnson - For South Jersey Times, 'New state law speeds up jobless benefits to strikers', *South Jersey Times*(online), 26 Apr 2023 003

Brent Johnson - For The Star-Ledger, 'Law speeds up jobless benefits to strikers Murphy signs bill hailed by unions leaders as strongest such legislation in the nation.', *Star-Ledger, The* (online), 25 Apr 2023 013

Brent Johnson - For South Jersey Times, 'Gov signs laws to help small businesses after pandemic Brent Johnson For South Jersey Times', *South Jersey Times* (online), 22 Mar 2023 001

CL/JA

P.L. 2023, CHAPTER 26, ***approved March 20, 2023***
Assembly, No. 4748

AN ACT requiring the collection and dissemination of customer assistance metrics for the Business Action Center and supplementing P.L.1948, c.445 (C.52:16A-1 et seq.).

BE IT ENACTED *by the Senate and General Assembly of the State of New Jersey:*

1. a. No later than six months after the effective date of this act, the Business Action Center within the Department of State shall establish and maintain a customer assistance metrics program that tracks and analyzes customer satisfaction, outcomes of business inquiries, and the quality of service that the Business Action Center provides. The program shall consist of a post-call survey for customers, a live chat survey function, and a follow-up assessment via email or mail, depending on the customer's preference. The post-call survey, live chat survey function, and follow-up assessment shall include, at a minimum, questions concerning the customer's experience in utilizing ,the Business Action Center, any difficulties the customer encountered during the inquiry process, and how well the customer's questions and concerns were addressed by the staff at the Business Action Center.

b. The purpose of the surveys and assessments shall be to:

(1) identify the strengths and weaknesses of the Business Action Center in responding to customer inquiries;

(2) formulate trainings or strategies to improve the response of the Business Action Center; and

(3) assess whether recommended improvements require additional resources and staff support.

c. The Business Action Center shall analyze the data collected by the post-call surveys, live chat survey function, and follow-up assessments. No later than one year following the establishment of the customer assistance metrics program, and on an annual basis thereafter, the Business Action Center shall submit a report to the Governor and, pursuant to section 2 of P.L.1991, c.164 (C.52:14-19.1), the Legislature, with respect to its findings and conclusions. The Department of State shall post a copy of the report in a prominent location on the homepage of its Internet website and annually update the website with the most recent report.

2. This act shall take effect immediately.

STATEMENT

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

(1) identify the strengths and weaknesses of the Business Action Center in responding to customer inquiries;

(2) formulate trainings or strategies to improve the response of the Business Action Center; and

(3) assess whether recommended improvements require additional resources and staff support.

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

Enhances customer service experience with Business Action Center in Department of State by collecting and disseminating customer assistance metrics.

ASSEMBLY, No. 4748

STATE OF NEW JERSEY

220th LEGISLATURE

INTRODUCED OCTOBER 3, 2022

Sponsored by:
Assemblyman PAUL D. MORIARTY
District 4 (Camden and Gloucester)
Assemblywoman SHAMA A. HAIDER
District 37 (Bergen)
Assemblyman WILLIAM B. SAMPSON, IV
District 31 (Hudson)
Senator FRED H. MADDEN, JR.
District 4 (Camden and Gloucester)
Senator SHIRLEY K. TURNER
District 15 (Hunterdon and Mercer)

Co-Sponsored by:
Assemblymen Benson, Conaway, Assemblywoman McKnight, Assemblyman Karabinchak, Assemblywomen Piperno, Eulner, Carter, Reynolds-Jackson, Assemblymen Atkins, Freiman, Assemblywomen Mosquera, Swain, Lopez, Park, Assemblyman Tully and Senator Greenstein

SYNOPSIS

Enhances customer service experience with Business Action Center in Department of State by collecting and disseminating customer assistance metrics.

CURRENT VERSION OF TEXT

As introduced.

(Sponsorship Updated As Of: 2/27/2023)

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(1) identify the strengths and weaknesses of the Business Action Center in responding to customer inquiries;

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

ASSEMBLY COMMERCE AND ECONOMIC DEVELOPMENT COMMITTEE

STATEMENT TO

ASSEMBLY, No. 4748

STATE OF NEW JERSEY

DATED: OCTOBER 20, 2022

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

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

(1) identify the strengths and weaknesses of the BAC in responding to customer inquiries;

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

(3) assess whether recommended improvements require additional resources and staff support.

The program will consist of a post-call survey for customers, live chat survey function, and a follow-up assessment via email or mail, depending on the customer's preference. The post-call survey, live chat survey function, and follow-up assessment will include questions concerning the customer's experience in utilizing the BAC, any difficulties the customer encountered during the inquiry process, and how well the customer's questions and concerns were addressed by the staff at the BAC.

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

ASSEMBLY COMMUNITY DEVELOPMENT AND AFFAIRS COMMITTEE

STATEMENT TO

ASSEMBLY, No. 4748

STATE OF NEW JERSEY

DATED: DECEMBER 5, 2022

The Assembly Community Development and Affairs Committee reports favorably Assembly Bill No. 4748.

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

(1) identify the strengths and weaknesses of the BAC in responding to customer inquiries;

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

(3) assess whether recommended improvements require additional resources and staff support.

The program will consist of a post-call survey for customers, live chat survey function, and a follow-up assessment via email or mail, depending on the customer's preference. The post-call survey, live chat survey function, and follow-up assessment will include questions concerning the customer's experience in utilizing the BAC, any difficulties the customer encountered during the inquiry process, and how well the customer's questions and concerns were addressed by the staff at the BAC.

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SENATE, No. 3195

STATE OF NEW JERSEY

220th LEGISLATURE

INTRODUCED OCTOBER 13, 2022

Sponsored by:
Senator FRED H. MADDEN, JR.
District 4 (Camden and Gloucester)
Senator SHIRLEY K. TURNER
District 15 (Hunterdon and Mercer)

SYNOPSIS

Enhances customer service experience with Business Action Center in Department of State by collecting and disseminating customer assistance metrics.

CURRENT VERSION OF TEXT

As introduced.

(Sponsorship Updated As Of: 2/27/2023)

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

SENATE COMMERCE COMMITTEE

STATEMENT TO

SENATE, No. 3195

STATE OF NEW JERSEY

DATED: DECEMBER 19, 2022

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

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

(1) identify the strengths and weaknesses of the Business Action Center in responding to customer inquiries;

(2) formulate trainings or strategies to improve the response of the Business Action Center; and

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The program will consist of a post-call survey for customers, live chat survey function, and a follow-up assessment via email or mail, depending on the customer's preference. The post-call survey, live chat survey function, and follow-up assessment will include questions concerning the customer's experience in utilizing the Business Action Center, any difficulties the customer encountered during the inquiry process, and how well the customer's questions and concerns were addressed by the staff at the Business Action Center.

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Governor Murphy Signs Legislation to Support New Jersey Sm Businesses

Posted on - 03/20/2023

Bills Are Part of Speaker Coughlin's Small Business Legislative Package

Legislation Enhances Customer Service at the New Jersey Business Action Center and Gives Small Businesses More Flexibility to Resolve Violations Without Incurring Fines

TRENTON – Governor Phil Murphy today signed three bills into law to support New Jersey small businesses. A-4748/S-3195 and A-4749/S-3204 enhance the customer service experience at the New Jersey Business Action Center by establishing a publicly available small business manual and collecting and disseminating customer assistance metrics information, respectively. A-4753/S-3208 allows a cure period for businesses to address and resolve certain violations. Together, these bills will make life easier for small busine owners while bolstering New Jersey's standing as an attractive place for starting and growing a business.

"Today we underscore once again that economic opportunity is abundant and accessible in New Jersey, especially for the small businesses that line our main streets and under local communities," **said Governor Murphy.** "I thank Assembly Speaker Coughlin for leading the preparation of this comprehensive bill package, which will ensure that we continu respond to the needs and concerns of small business owners as effectively as possible. This legislation will enable us to attract, retain, and inspire small businesses to expand i state that remains at the national forefront of economic vitality and innovation."

"The Business Action Center exists to help New Jersey companies navigate how state government rules and resources impact their operations," **said New Jersey Secretary of S Tahesha Way.** "This legislation strengthens the Business Action Center and ensures that it is responsive to the needs of the constituents we serve."

"Helping New Jersey's small businesses thrive and grow was one of the top priorities we identified at the outset of this session. These bills are essential to our efforts. We thank Governor for signing these bills," **said Assembly Speaker Craig J. Coughlin.** "We also appreciate the valuable insights provided by business leaders to the Assembly members w crafted this legislation. From mom-and-pop shops to our tech start-ups, small businesses contribute to the unique and defining character that make New Jersey communities th of places people want to live and raise a family."

"As inflationary pressures and other economic uncertainties continue to linger for business owners in New Jersey, the last thing they need to worry about is a steep fine or punis for a minor, often unintentional violation. This law [A-4753/S-3208] will give them a little breathing room and reasonable extra time to come into full compliance," **said Senator Vi Gopal.**

"The Business Action Center provides invaluable guidance to business owners throughout the State. This law would identify the strengths and weaknesses of the Center in resp to customer inquiries and formulate trainings or strategies to improve the services provided. Enhancing customer service will ensure that business owners are maximizing availa resources," **said Senator Fred Madden.**

"Starting a small business and making a go of it, especially in that first year, can be daunting. Given our uncertain economic climate, even the most well thought out business pla go awry. Fortunately though, there is useful information available to help new businesses navigate those challenges and gain a solid foothold for future success," **said Senator A Zwicker.**

"For small business owners, the fines associated with minor violations can be a significant setback," **said Assemblyman Roy Freiman.** "By giving businesses the opportunity to f harmless mistakes without being subjected to penalties, we make good on our commitment to create an environment that attracts new businesses to our State and allows thos already here to prosper."

"Being a good steward of taxpayer money means we need to maximize our investments into programs, like the Small Business Improvement Grant," **said Assemblyman Paul Mo**