



DOAA

Georgia Department
of Audits & Accounts

Greg S. Griffin
State Auditor

February 22, 2024

Honorable Marty Harbin
Chairman, Senate Government Oversight Committee
Coverdell Legislative Office Building, Suite 302-B
Atlanta, Georgia 30334

SUBJECT: Fiscal Note
Senate Bill 381 (LC 46 0788S)

Dear Chairman Harbin:

This bill would require each office within agencies or departments under the executive branch, the Secretary of State, the Commissioner of Labor, and the Commissioner of Insurance to provide an automated satisfaction survey at the end of every telephone call received by each office. The bill would also require each office to maintain a record of how many people discontinued their calls prior to speaking to an office’s representative, make survey results available to the public on their websites, and provide an annual report of the results to certain legislative committees.

Based on data obtained from the Georgia Technology Authority (GTA), Department of Labor (DOL), and the Office of the Commissioner of Insurance (OCI), the bill would increase costs by an estimated \$25.1 million each year and add one-time costs of \$7.6 million to establish automated surveys for existing phone services (Table 1). If the bill intends for post-call surveys to apply to all calls received by state employees, costs would likely be higher.

Table 1: Customer Satisfaction Survey Costs

	Annual Costs	One Time Costs
Georgia Technology Authority - Supported Agencies	\$25,114,752	\$7,500,000
Department of Labor	\$1,500	\$5,063
Department of Insurance	\$12,000	\$110,000
Office of the Secretary of State	\$30,000	---
Total	\$25,158,252	\$7,615,063

Georgia Technology Authority

Estimates provided by GTA reflect costs to implement and maintain data on automated surveys among the executive branch agencies it supports. GTA indicated that state agencies use a variety of service contracts for voice communications—traditional lines, VOIP, cellular phones—which presents a challenge for implementing customer service satisfaction surveys. Annual costs assume post-call survey technology would be applied to VOIP lines, as well as phone lines that cannot readily accommodate the survey feature (e.g., traditional lines), which is more costly than adding survey capabilities to VOIP and call center lines. In total, GTA reported that they provide support

for 27,519 phone lines in the executive branch. If GTA estimates were applied to only call centers (e.g., Department of Revenue), which are more likely to receive calls from the general public, estimates would be significantly lower.

In addition to annual costs, GTA estimated one-time costs of \$7.5 million for procurement of and transition to a statewide contract to implement automated surveys, which GTA anticipates would occur over multiple years.

Other Agencies

Estimates for DOL, OCI, and the Office of the Secretary of State (SOS) assume post-call survey features would only be applied to call center phone lines, which are most likely to be used to service the public. If the bill intends for post-call surveys to apply to calls made to all phone lines, costs would likely be higher.

- DOL indicated that minimal additional funds would be needed to incorporate post-call surveys for its existing call center. Costs include an estimated \$1,500 for additional telecom costs, reporting costs, and other related costs of maintaining or updating the system. In addition, DOL estimated one-time costs of \$5,063 for technical staff support associated with incorporating the surveys.
- OCI estimates are based on adding post-call survey capabilities for 20 staff who work in OCI's call center at a rate of \$50 per month per line. OCI also estimated that potential one-time enhancements could total up to \$110,000.
- SOS did not provide an estimate of the bill's impact. However, we were able to estimate a cost based on an estimated number of positions assigned to the call center (50) and the cost to add on the post-call survey feature to existing phone lines (\$50 per line per month).

Other Considerations

- Post-call survey costs can vary by vendor and by type of phone system in use by state agencies. According to GTA, costs are highest for traditional voice lines and cell phones and lower for VoIP and hosted call center lines.
- Estimates do not take into account adding post-call surveys to cell phones maintained by state employees. If the bill intends for calls to cell phones to prompt a post-call survey, total costs are likely to be higher. GTA reports that there are over 36,000 cell phone accounts through statewide contracts.
- Costs of posting information to websites and preparing annual reports would be minimal and not likely to have a significant impact on costs.

Respectfully,



Greg S. Griffin
State Auditor



Richard Dunn, Director
Office of Planning and Budget