

Smarter eGovernment
The Benefits of Online Services for Utah Businesses
Spring 2013

The State of Utah has received numerous accolades nationally for its positive business environment, including recently being named number one in Forbes' December 2012 ranking of the Best States to Do Business. Utah.gov helps promote this positive environment by providing more effective ways for businesses to interact with state government, which saves both time and money for the private sector.

The task of providing a wide range of eGovernment business services that support a variety of distinct user groups is complex. The task becomes even more daunting by trying to meet the rising customer expectations of high quality, user friendliness, and speed. Despite these challenges, the partnership between the State of Utah and eGovernment provider Utah Interactive is accomplishing just that – offering hundreds of online services and meeting expectations of the State's business customers.

To gauge customer opinions and to better understand their needs, the Center for Public Policy & Administration at The University of Utah conducted a telephone survey of Utah.gov business subscribers.ⁱ The survey included more than 900 interviews of customers who are frequent users of seven different high-volume Utah.gov digital government services.ⁱⁱ

easier to do business

The percent of businesses that say Utah.gov's services make it easier to conduct business in Utah.



Results of the study reveal high overall satisfaction with the online services Utah.gov provides to business subscribers. These findings underscore Utah's success in creating a positive environment for businesses,

with 85% of Utah Interactive subscribers agreeing that the state's online services reinforce the perception that Utah is indeed friendly to businesses. The vast majority of respondents (86%) also say that Utah.gov's eGovernment commercial services make it easier to conduct business in the state.

saves time

The percent of businesses that say the services provided by Utah.gov save them time.



Approximately one-in-five subscribers also report that their business operations have expanded in the last three years. Of this subgroup, more than half (54%) reported that the business-friendly services provided by Utah.gov are a positive contributing factor in their expanded operations.

By using e Government services, transactions that once took hours or days frequently take just minutes and 91% of business subscribers agree that Utah.gov services are saving them time compared to offline methods like mail, phone, or in-person visits to an agency office.

Customers are generally satisfied with the service provided by Utah.gov when it comes to reliability, ease of use, speed of delivery, and the cost of the service for the value received. Subscribers give each of these attributes even higher ratings when asked how they would rate each in importance, which implies that Utah Interactive will continue to face rising expectations because users have such exceedingly high demands of Utah.gov's business service.

Half of all customers (50%) claim their financial bottom line is better because they use Utah.gov services, while only a very small number of subscribers (3%) say the service has had a negative impact their bottom line. The remaining businesses (42%) say Utah.gov has had a neutral impact on them financially.

The majority of subscribers (56%) have not used the customer support services provided by Utah Interactive. Those who have are by and large satisfied (78%) with the support they have received.

When asked, some customers mention applications and services they would like to see added such as including more information on searches or ability to search using a smart phone. And when given the opportunity to provide comments or suggestions to those who operate Utah's eGovernment services, many respondents praise the system and give positive comments about its impact on their business.

Conclusion

In its partnership with the State of Utah, Utah Interactive is providing quality online services that make conducting business in the state easier. One respondent described the service this way:

"I have been on other state websites and I am a proud user of the Utah.gov site and view them very highly. They should be the poster child for other sites."

Subscribers have high expectations of online services. They want a dependable system that is available when they need it and they want it to be user-friendly. With a continued focus on meeting the diverse needs of business customers, Utah.gov's eGovernment services will help keep Utah at the top of the list of business-friendly states.

bottom line growth

The majority of Utah businesses say that the services provided by Utah.gov have a positive impact on their financials.



i The study was completed by The Center for Public Policy & Administration at The University of Utah. The research firm of Dan Jones & Associates was contracted to conduct and compile the actual interviews of Utah Interactive business subscribers during late November/early December, 2012. The research was commissioned by NICUSA, the parent company of Utah Interactive. The research objective was to have opinions and attitudes of their subscribers gathered and analyzed independently.

ii In Department of Commerce Business Entity and UCC, State Construction Registry and Continuing Education / Department of Public Safety Vehicle Safety Inspection / Utah State Tax Commission – Impound Vehicle System, Electronic Lien Transfer, and Vehicle Title Lien Search)

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easier to do business

The percent of businesses that say Utah.gov's services make it easier to conduct business in Utah.



85%
pro-business

The percent of businesses that say the services provided by Utah.gov reinforce the perception that Utah is a business-friendly state.



Smarter eGovernment

How Online Services Benefit Utah Businesses

Based on a survey of 923 businesses who subscribe to Utah.gov



research by:
The Center for Public Policy & Administration
at The University of Utah
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**GOOD FOR
BUSINESS**

