

2020 Taxpayer Satisfaction Survey

Excellent



Very Good



Good



Average



Poor



Survey profile

- ▲ Response rate up **1.2%** from last year (total 7.9%)
- ▲ Total number of responses 786 to 10,000 invitations

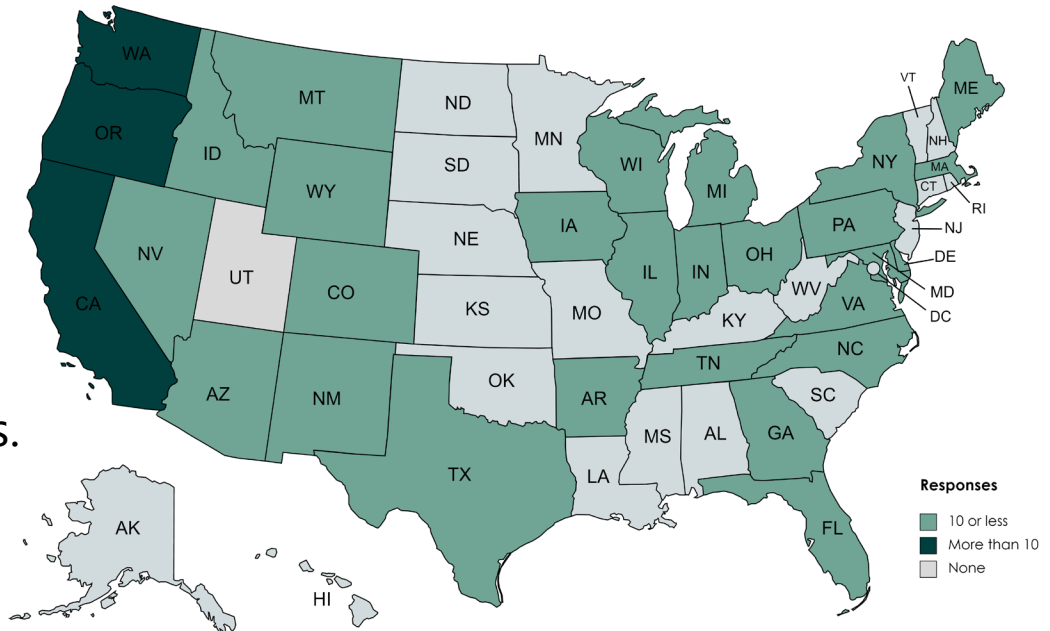
1% responses from 7 countries:

- Canada (3)
- Finland (1)
- Germany (1)
- Japan (1)
- Netherlands (1)
- Portugal (1)

99% responses from the 29 states.

The top three states are:

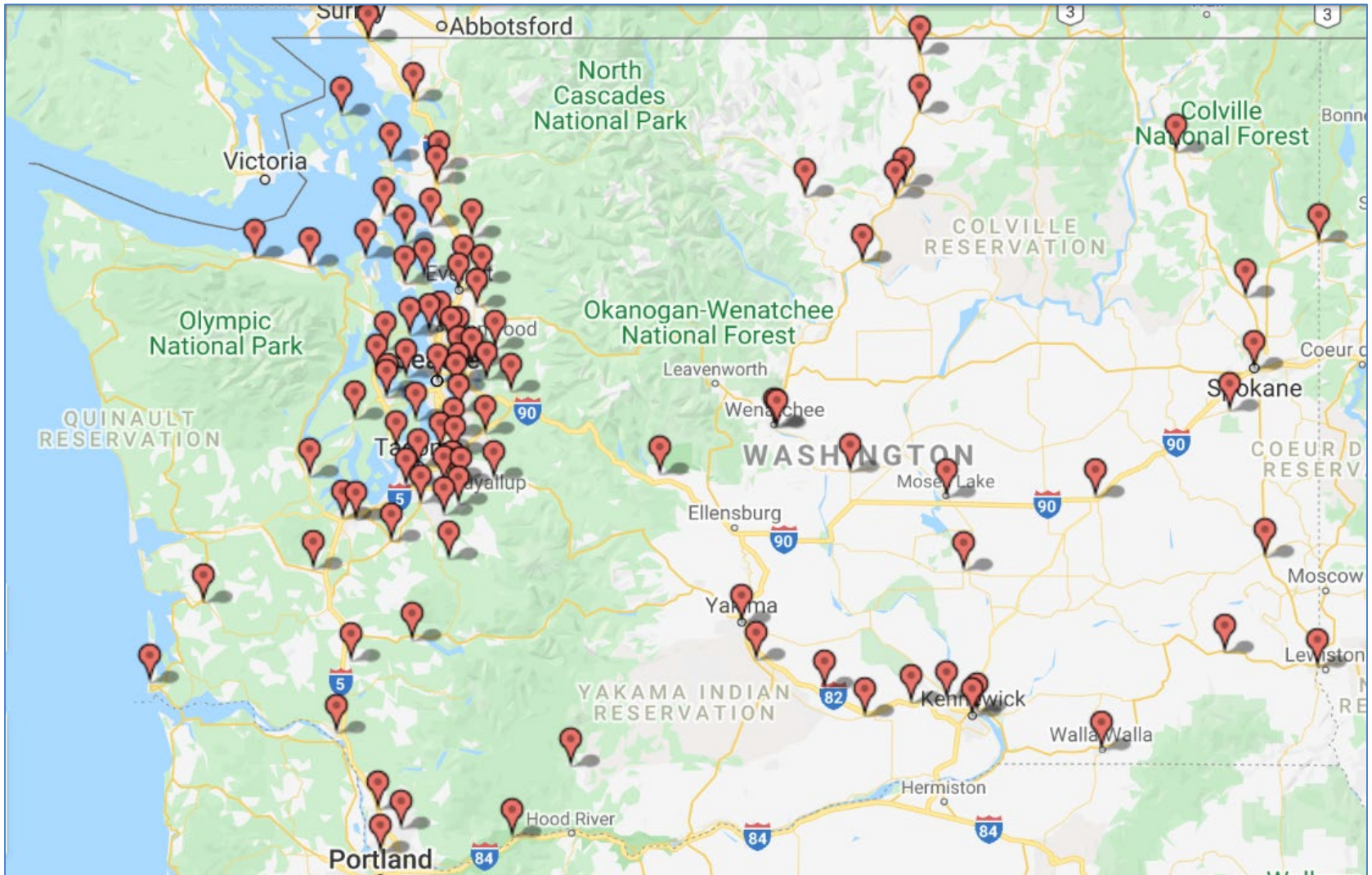
1. Washington (81.8%)
2. Oregon (4.6%)
3. California (4.4%)



Credited with mapcarta.net

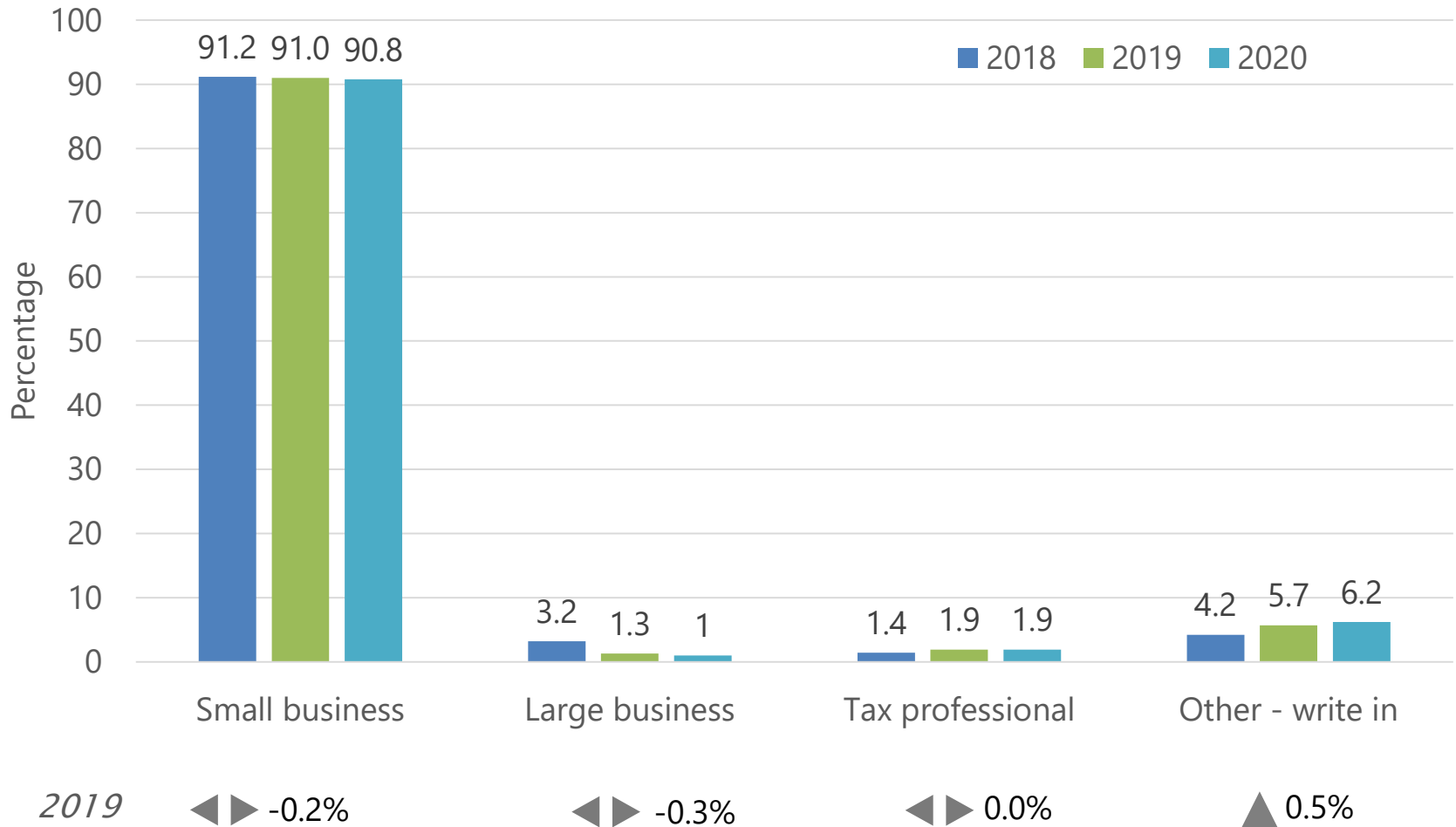
Survey profile

Washington responses came from 99 locations.



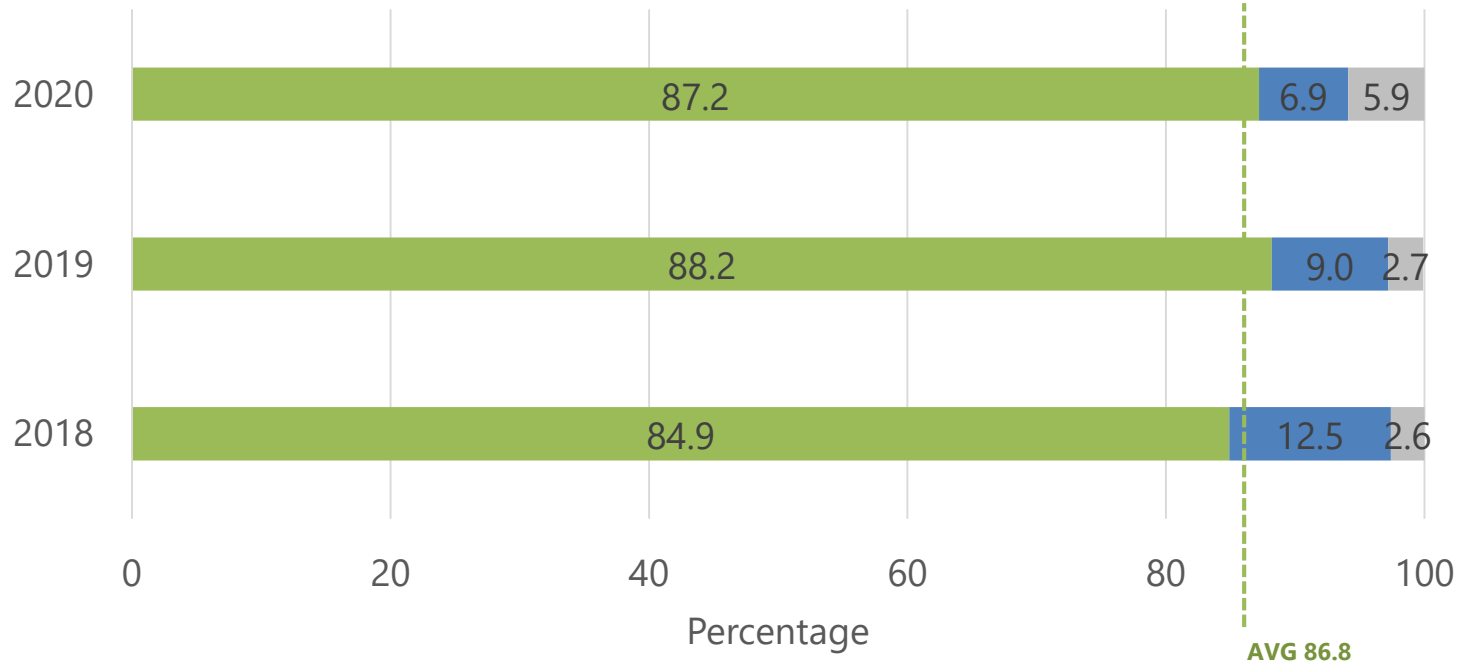
Respondent perception

How would you describe yourself or your business?



3-year trend

How satisfied were you after your last experience with us?



■ Very satisfied/Satisfied
 ■ Very dissatisfied/Dissatisfied
 ■ Not applicable

2019

▼ -1.0%

▼ -2.1%

▲ 3.2%

AVG

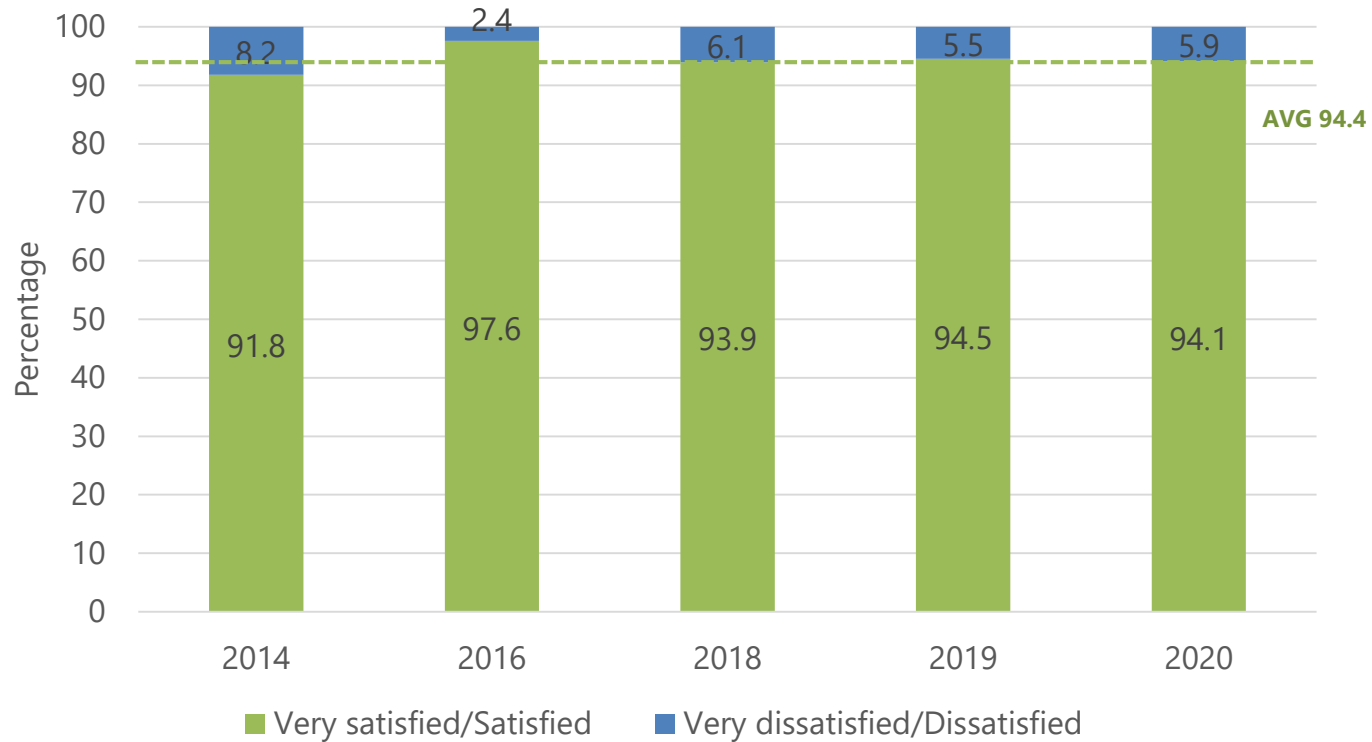
◀▶ 0.4%

▼ -2.6%

▲ 2.2%

5-year trend

How satisfied are you with the overall quality of service you receive from DOR?



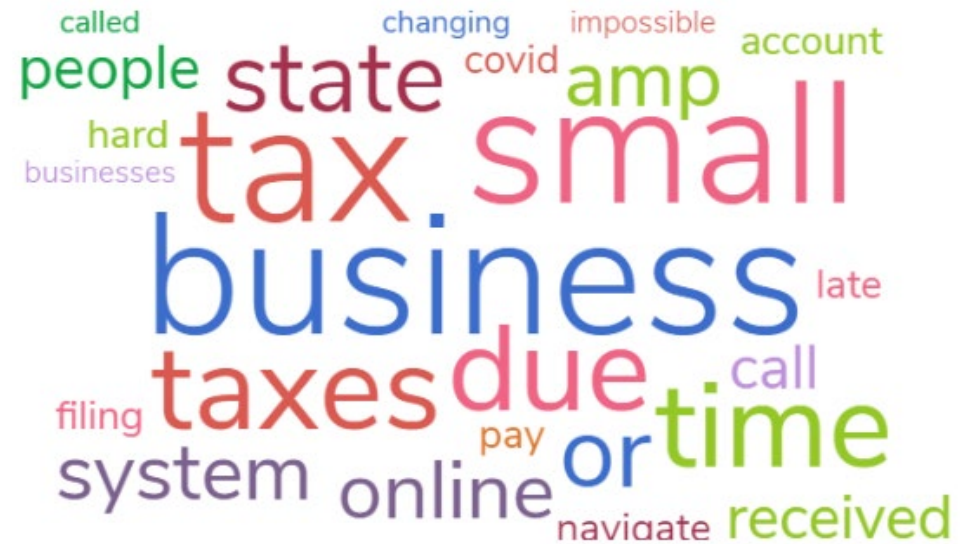
2019 ◀▶ -0.4%

AVG ◀▶ -0.3%

2020 themes

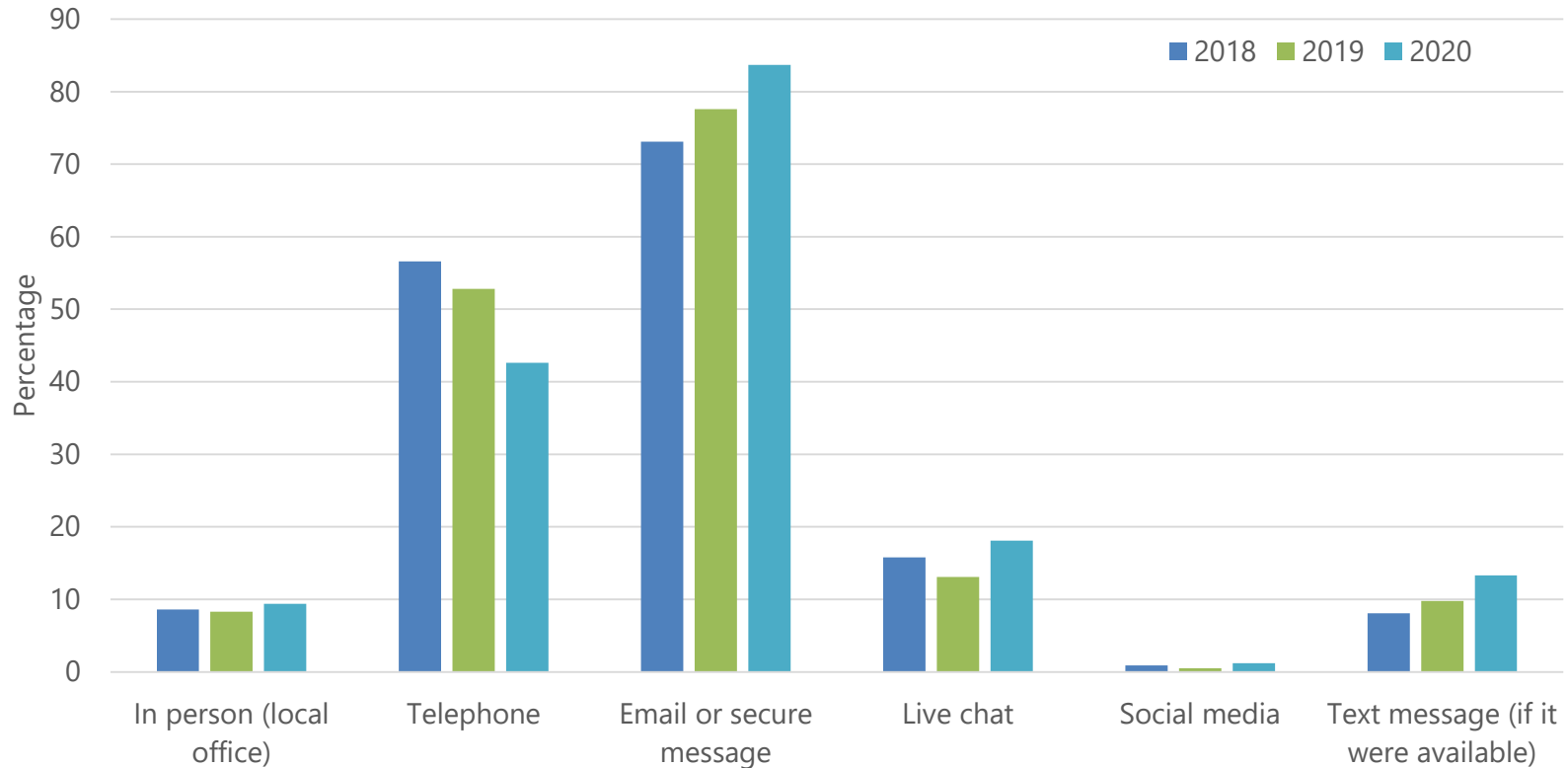
If you answered "dissatisfied" or "very dissatisfied", please tell us more.

1. Website navigation and My DOR login/account access
2. Tax and agency confusion
3. Frustrations with penalties and fees
4. Customer service hold time and responsiveness
5. Pandemic-related stress



3-year trend

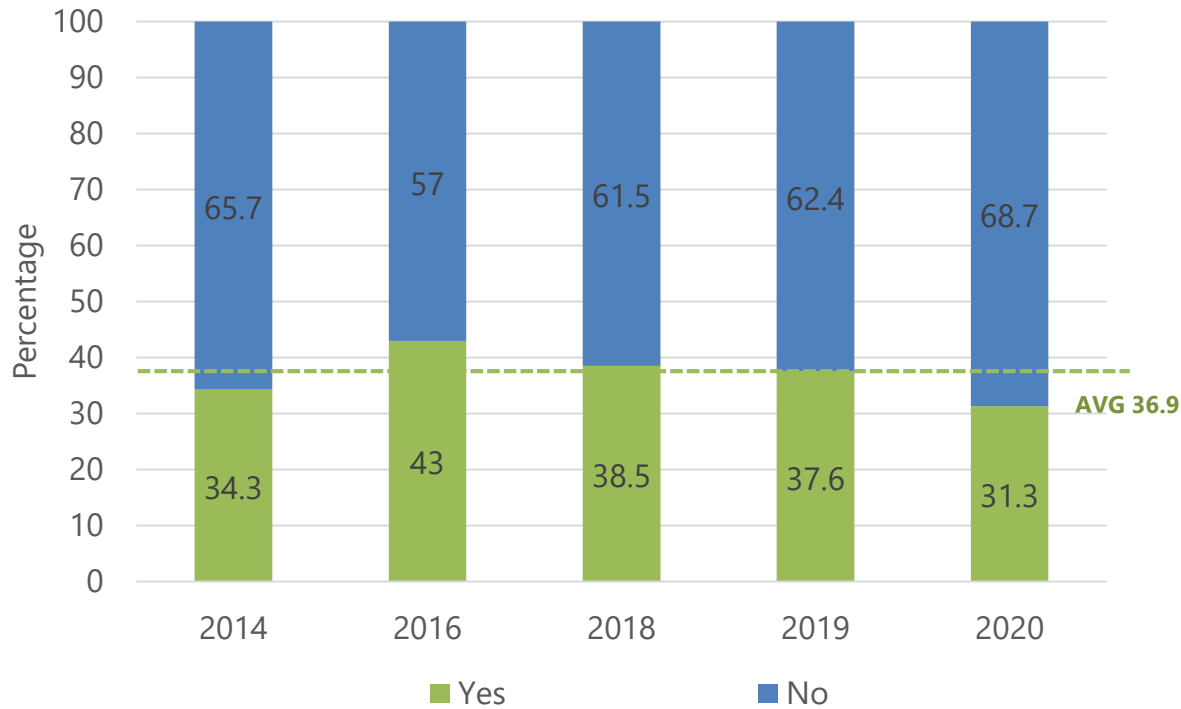
How do you prefer to interact with the Department of Revenue?
(choose all that apply)?



<i>2019</i>	▲ 1.1%	▼ -10.2%	▲ 6.1%	▲ 5.0%	▲ 0.7%	▲ 3.5%
<i>AVG</i>	▲ 0.6%	▼ -8.7%	▲ 5.6%	▲ 2.4%	◀▶ 0.3%	▲ 2.9%

5-year trend

Did you contact our call center during the last year?

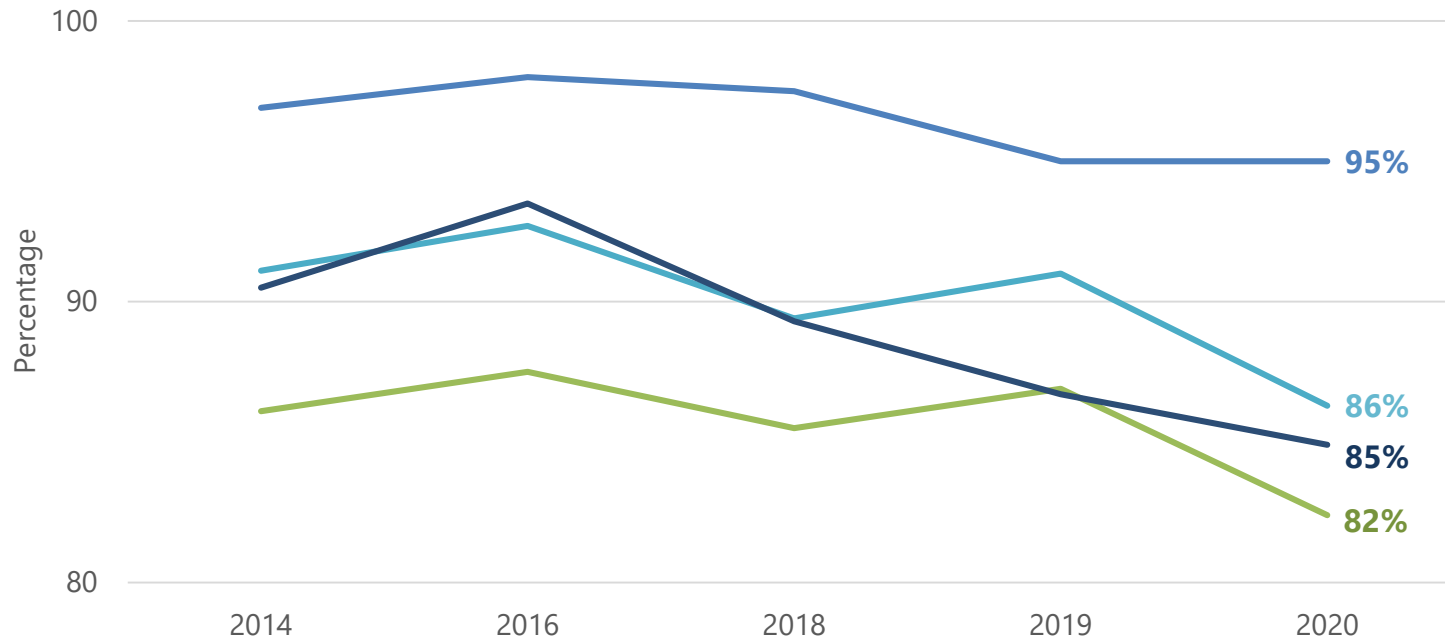


2019 ▼ -6.3%

AVG ▼ -5.6%

5-year trend

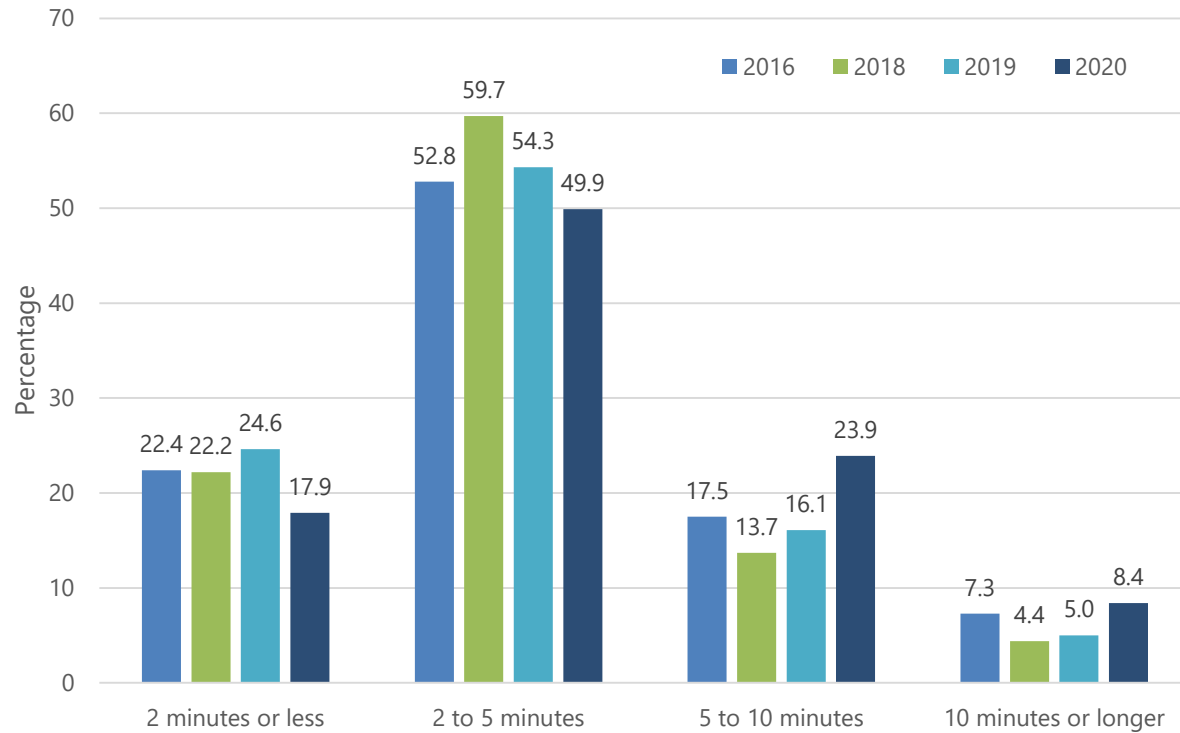
Please tell us about your experience with our call center. (Strongly agree/Agree)



	2019	AVG
I was treated with courtesy and respect	◀ ▶ 0.0%	▼ -1.5%
I was provided clear and useful information	▼ -4.7%	▼ - 3.8%
My call was answered quickly	▼ -4.5%	▼ - 3.3%
I was able to resolve my questions or issues	▼ -1.8%	▼ -4.1%

4-year trend

How long are you willing to wait on hold to speak to a customer service representative?
(choose all that apply)?

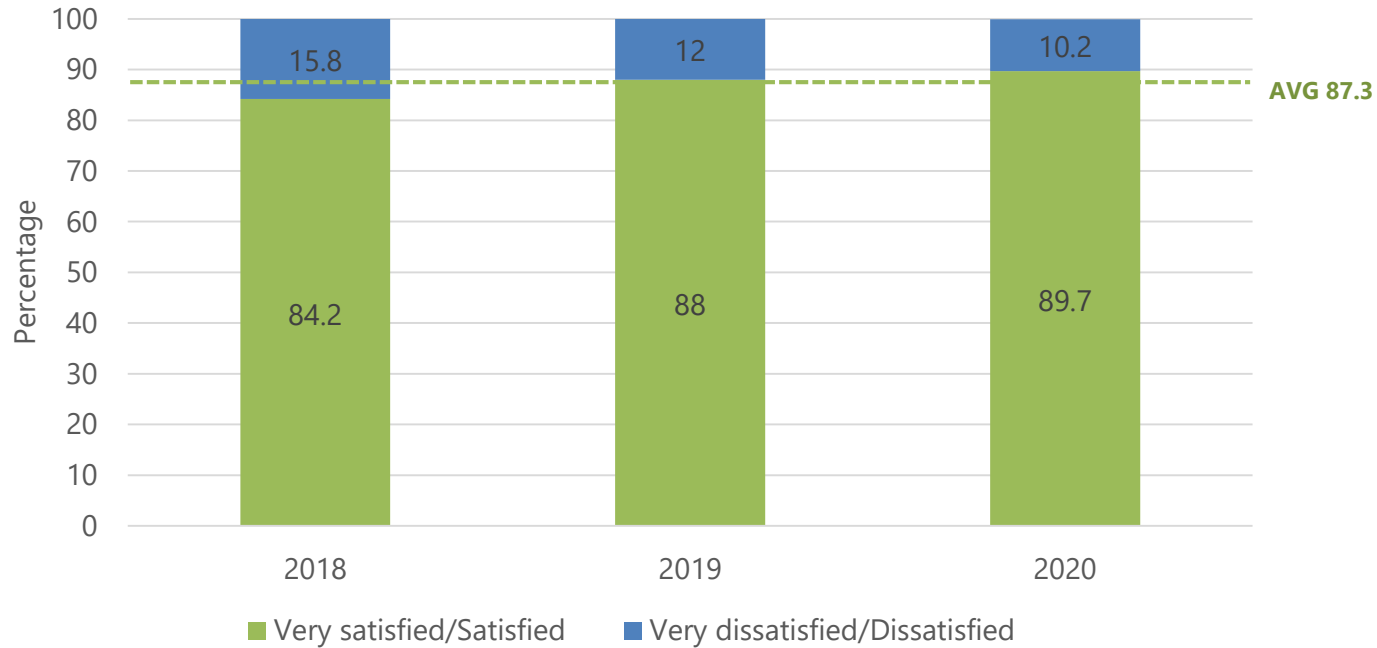


2019 ▼ -6.7% ▼ -4.4% ▲ 7.8% ▲ 3.4%

AVG ▼ -3.9% ▼ -4.3% ▲ 6.1% ▲ 2.1%

3-year trend

How satisfied are you with our website and My DOR (online filing and payment system)?



2019 ▲ 1.7%

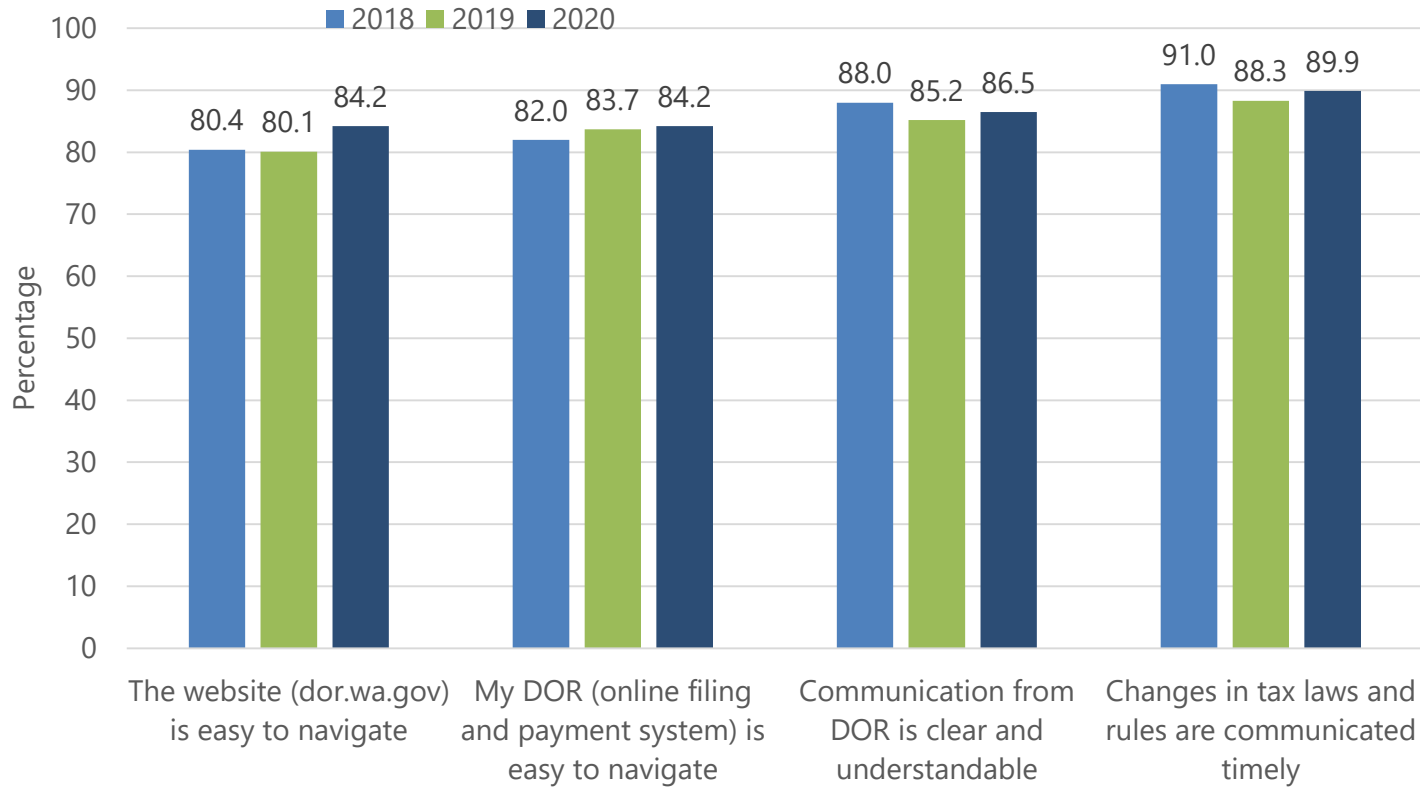
AVG ▲ 2.4%

90.1% (640) of respondents who described themselves as **small business** were very satisfied/satisfied.

70 (9.9%) respondents were very dissatisfied/dissatisfied.

3-year trend

How much do you agree with each of these statements about DOR and its services?



2019 ▲ 4.1%

▲ 0.5%

▲ 1.3%

▲ 1.6%

AVG ▲ 2.6%

▲ 0.9%

◀▶ .07%

▲ .17%

2020 Strengths

Please tell us what we are doing well.

Answer rate 34%

1 Online services, ease of use for filing, and recent improvements (88 comments)

Your website is great, and makes filing quarterlies a very efficient and simple process. THANK YOU!

2 Quality of customer service (53 comments)

I prefer telephone and I love the people who answer the phone and help me. They are always efficient and helpful and solve my problems. I should call them more often. I wish every office I call had people as nice as your office.

3 Communications including filing reminders, letters, and sales tax change notifications (50 comments)

Communication is timely and concise. The "due date" emails are extremely helpful.

2020 Critical Satisfier Themes

What is the one thing we should never stop doing?

Answer rate 31%

- 1** Communications including filing reminders, letters, and sales tax change notifications (52 comments)

Never stop the communication ...whether it is timely or not, the fact that an on-going relationship builds trust and support for all involved. I thank you!

- 2** Customer service and ability to connect with a live person (45 comments)

Never stop allowing taxpayers to talk to actual human beings. Your staff is really helpful, and no amount of website tutorials will ever replace being able to ask a person a question and get an informed answer.

- 3** Keep making improvements including online services and listening to feedback (44 comments)

Working to improve ease of operation and navigation. It's good now but things can always be improved.

2020 Opportunity Themes

Please tell us how we can improve our service to you.

Answer rate 35%

1 Doing well/keep doing what you are doing (58 comments)

All seems straight forward. Website updates have been very helpful in making filing easier. Please continue to do so. Also your email letters are very helpful. Thank you.

2 Education, user assistance, and outreach (35 comments)

Please set up a guide for new business owners as well as a small self-quiz to let new business owners be able to find out what taxes they need to pay.

3 Filing reminders, letters, and sales tax change notifications (28 comments)

Reminders should be automatic on all tax accounts filled online.

Online services (dor.wa.gov and My DOR) (28 comments)

Seems like a universal passcodes for the state of WA or SAW is a pain. Every time I try to do one thing or another for a different agency I have to change passwords. I prefer a password for L & I a password for B & O and a Password for billing to L & I.

Next Steps: Workgroup Recommendations

Quick wins

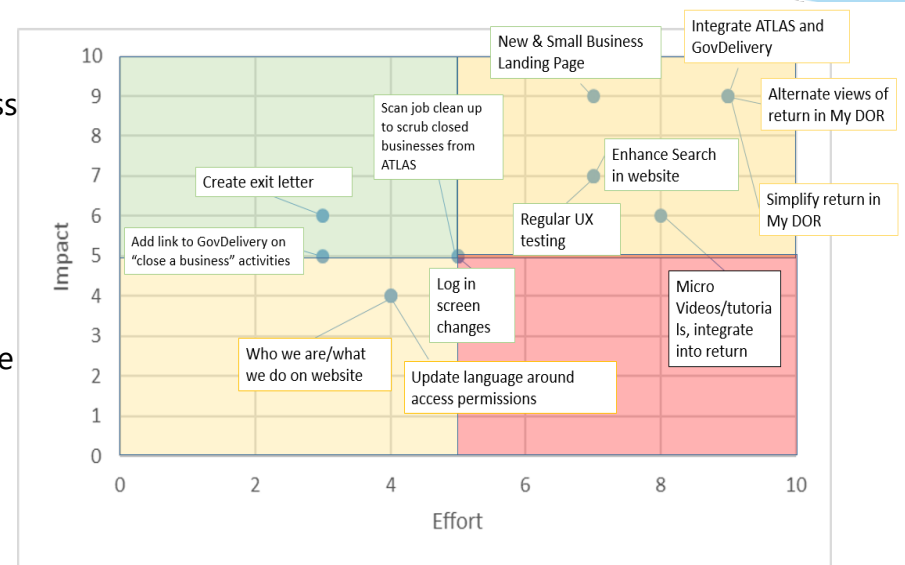
Theme: Closed business and My DOR login and account access

- Create exit letter
- Add link on close business confirmations to GovDelivery subscription page
- ATLAS scan-job to clean up closed accounts from mass communication
- Login page changes that simplify and add user assistance

Incremental improvements (fill-in work)

Themes: DOR purpose and My DOR login and account access

- Add DOR purpose on website
- Update language around access permissions



Major project/activities

Themes: DOR online services, Reminders and Notifications, Education and Outreach

- Regular UX/usability testing
- Enhance website search and make content updates
- Create new and small business resource page(s) and DOR calendar
- Webinars, micro-videos, and tutorials strategy and dedicated resources
- Integrate My DOR/ATLAS and GovDelivery for reminders and notification management
- Create alternate views/simplify the online return