



Business Advisory Council

December 2023





Past Topics

What have you found most valuable?

- Top 25 guidance priorities (ITA)
- New program updates (WFTC and Capital Gains)
- Customer feedback updates (My DOR issues and Taxpayer Satisfaction Survey)
- Legislative updates
- Fraud issues
- Tax Structure Workgroup
- Audit, Tax Administration, and Compliance issues



Voice of the Customer

What is “Voice of the customer”?

Voice of the customer is a series of methods that includes gathering data and feedback to determine customer requirements and improve the customer experience.

Our goal

Voice of the customer informs everyday agency business decisions.

We serve...

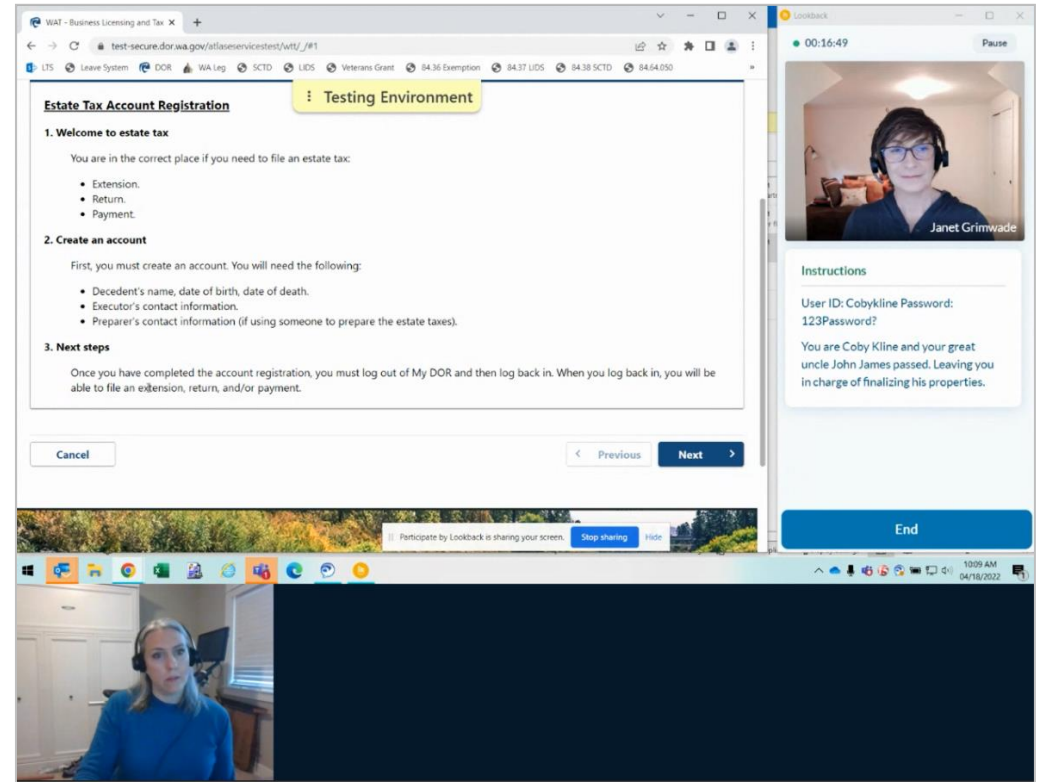
...as ***advocates*** for our customers by understanding their perspectives, goals, and motivation, gathering their feedback, and using insights to guide decision-making.



Who are we and what do we do

Voice of the Customer team of 5!

- User experience (UX) design
- Surveys and reports
- Listening sessions and external events
- Usability studies
- Customer research
- My DOR User Group



Usability study



Case study

Website suggestion

Many people do not read fluently or at all English. **Many Washington citizens who are born in the US and are Deaf use American Sign Language, but do not read English well or at all.**

In Austin, Texas evidently the Deaf Community has been educated on setting up business, as there are currently about 30. In other states too, some Deaf have set up distilleries, pizza and other restaurants, and law offices. However, we have not done so in Washington.

I suggest you make all information about **how to start a business, taxes, and other important things for new 1st-time business owners to know easy to find under one tab, and in simple language.** I also suggest making all that into **American Sign Language videos and embedding the video option onto the website with merely a click of a link.**

If your agency is unsure how to go about this, I actually know a professor at the only university on earth for ASL-using Deaf, **Gallaudet University**, that might be able to help you get started on accessibility for the Deaf who use ASL as a primary language.



What's happening now...

- Standardizing customer request process
- Exploring picture-in-picture ASL interpretation for videos
- Partnering with ORIA to participate in DDBHH outreach
- Contracting with Gallaudet University for accessibility review and focus group feedback on dor.wa.gov



Looking ahead...

2024

- Language support and expansion infrastructure and enhancements
- SAW Identity Access Management replacement project
- My DOR Help design
- Accessibility guidelines and design library
- Dor.wa.gov baseline for (re)design proposal
- Any suggestions?



User Experience Design Examples

Department of Revenue Washington State

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WORKING FAMILIES TAX CREDIT

A new tax credit for Washington workers

Individuals and families may receive up to \$1,200 back if they meet certain eligibility requirements.

[See if you qualify](#) [Apply now](#)

INDIVIDUALS AND FAMILIES: Get money back on taxes you've already paid.

TAX PREPARERS: Help individuals and families maximize their refunds.

COMMUNITY PARTNERS: Spread the word about this new tax credit.

Department of Revenue Washington State

Unclaimed Property reports are due Tuesday, October 31, 2023

Follow the link to file and pay your unclaimed property report at ucp.dor.wa.gov. **New!** Insurance Industries have a new annual reporting due date of April 30th. [Click here](#) to learn more.

SAW User ID: [Forgot User ID?](#)

Password: [Forgot Password?](#)

Show Password

[Log in to My DOR](#)

New user? Sign up

Check if you have a Secure Access Washington (SAW) user ID

Need help logging in?

- Check out our troubleshooting tips
- Watch step-by-step instructions (video)
- How to access your account information (help)

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What would you like to do today?

Businesses

- [Go to dor.wa.gov](#)
- [Open a business](#)
- [Renew a business license](#)
- [Log in to My DOR to:](#)
- [Apply for reseller permit](#)

Individuals

- [Working families tax credit](#)
- [Claim your cash or property](#)

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PROPERTY TAX RESOURCE CENTER

Search

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- [Find a property tax Special Notice](#)
- [Review the statistics*](#)

Stay informed

- [2023 proposed property tax bills](#)
- [Rate of Inflation](#)
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- [Monthly due dates](#)

Trainings and conferences

Trainings

- [Accreditation application training](#)

Register now!

IAAO Course 102

Conferences

- [Washington State Association of County Assessors \(WSACA\)](#)
The 125th Annual Assessor's Conference will be held June 12th - 15th, 2023.
- [Washington Association of County Officials \(WACO\)](#)

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