

2022
Taxpayer Satisfaction Survey
Results

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EXECUTIVE SUMMARY

INTRODUCTION

Improving the customer experience is one of the Department of Revenue's (DOR/Revenue) four goals. DOR strives to "build relationships and empower success" to meet customers' needs, expectations, and to provide the highest level of service possible.

Surveys are one way to collect data from customers to measure progress and identify customer needs and expectations. The 2022 Taxpayer Satisfaction Survey (TSS/survey) provides a fresh opportunity to see Revenue as customers do and provides a roadmap to meet their expectations.

BACKGROUND

Revenue has been conducting a Taxpayer Satisfaction Survey since 1992. For many years, DOR partnered with Washington State University's Social & Economic Sciences Research Center to conduct the survey every two years. In 2018, DOR began conducting the survey annually in-house.

CHANGES TO THE SURVEY QUESTIONS

For 2022, DOR made a few changes to the survey questions. For "Question 9: How much do you agree with each of these statements about the Department of Revenue and its services?" previously the question was broken out to specifically address the website and My DOR separately. The feedback confirms that customers do not differentiate these two areas. For this reason, the question was changed to, "The website and My DOR (online filing and payment system) are easy to use."

Also, the following questions were removed for the 2022 survey because DOR had enough data and feedback to inform business decisions:

- How useful would it be to participate in an online training (webinar) that teaches you about taxes?
- The State of Washington has a Taxpayer Bill of Rights (Revised Code of Washington 82.32A.020). Click here to view taxpayer rights. To what extent do you agree that we respect your rights as a taxpayer?
- We continue to evaluate ways to better serve you. If we offered the following communication channels, would you use them?
- What is the one thing we should never stop doing?

DOR continues to evaluate the survey questions to make sure that the feedback is valuable and the results are actionable.

TRENDS AND SIGNIFICANT OBSERVATIONS

Taxpayers continue to respond very favorably when asked about the overall quality of service received from Revenue. Of the taxpayers that responded, 90.3% responded that they were “very satisfied” or “satisfied.” When asked about their satisfaction level with their last interaction, there was a 88.6% positive response.

Taxpayers continue to prefer using email/secure messaging or telephone to interact with Revenue (77.9%).

When asked if taxpayers had contacted the call center in the past year, the 2022 survey saw a decrease in the percentage responding “yes” compared to 2021. Office closures in 2021 impacted in-person services, which drove more customers to use our call center for support. That increase leveled out in 2022 when in-person services reopened.

SURVEY PROFILE

Method

Criteria used for pulling the pool of taxpayers:

- Either a monthly, quarterly, or annual filing frequency.
- Tax accounts were open.
- Tax accounts type was excise.
- A return had been filed in the last 365 days.

From this pool of 337,000, the survey was sent to a random sample of 10,000 taxpayers.

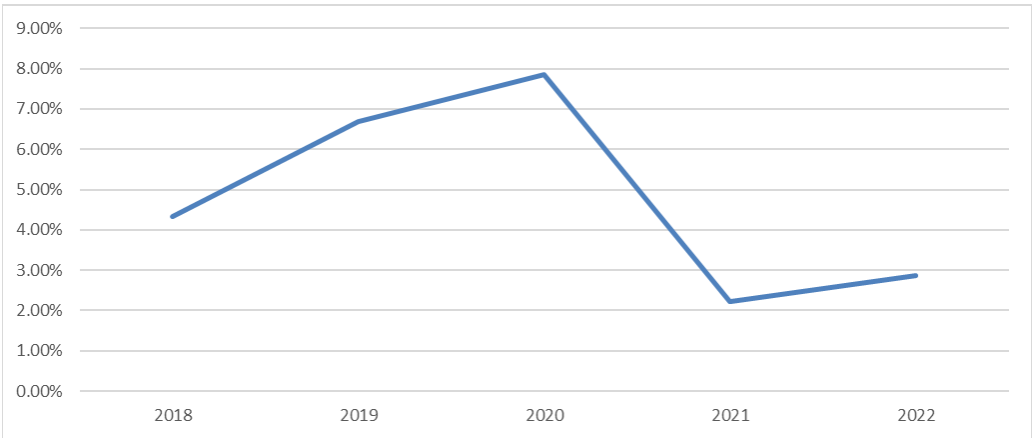
Timeframe

Revenue conducted the survey between Dec. 12, 2022, and Jan. 23, 2023.

Response rate

Since 2018, there has been a substantial change in the response rate. For the first 3 years, a steady increase in number of responses occurred. Between 2020 and 2021, the response rate decreased significantly. This might be due to “survey fatigue”, which refers to a lack of motivation to participate in assessments. The rise in survey distribution during the COVID-19 pandemic has likely led to survey fatigue and reduced response rates. The minimum number of responses required to be representative of the 337,000 taxpayers with a confidence level of 90% and a margin of error of +/- 5%, is 271. The 2022 survey received 287 responses.

Year	# of responses received	# of invitations sent	Response rate
2018	434	10000	4.34%
2019	670	10000	6.70%
2020	786	10000	7.86%
2021	444	20000	2.22%
2022	287	10000	2.87%



Where did our responses come from?

Responses to the 2022 survey came from three countries including the United States. While 99.99% of responses were from the United States, 2 responses came from other countries:

- Japan (1)
- New Zealand (1)

Responses from the United States represented 20 states:

Alabama

Arizona

California

Colorado

Connecticut

Georgia

Idaho

Iowa

Kentucky

Maryland

Montana

New Mexico

New York

Ohio

Oregon

Pennsylvania

Texas

Utah

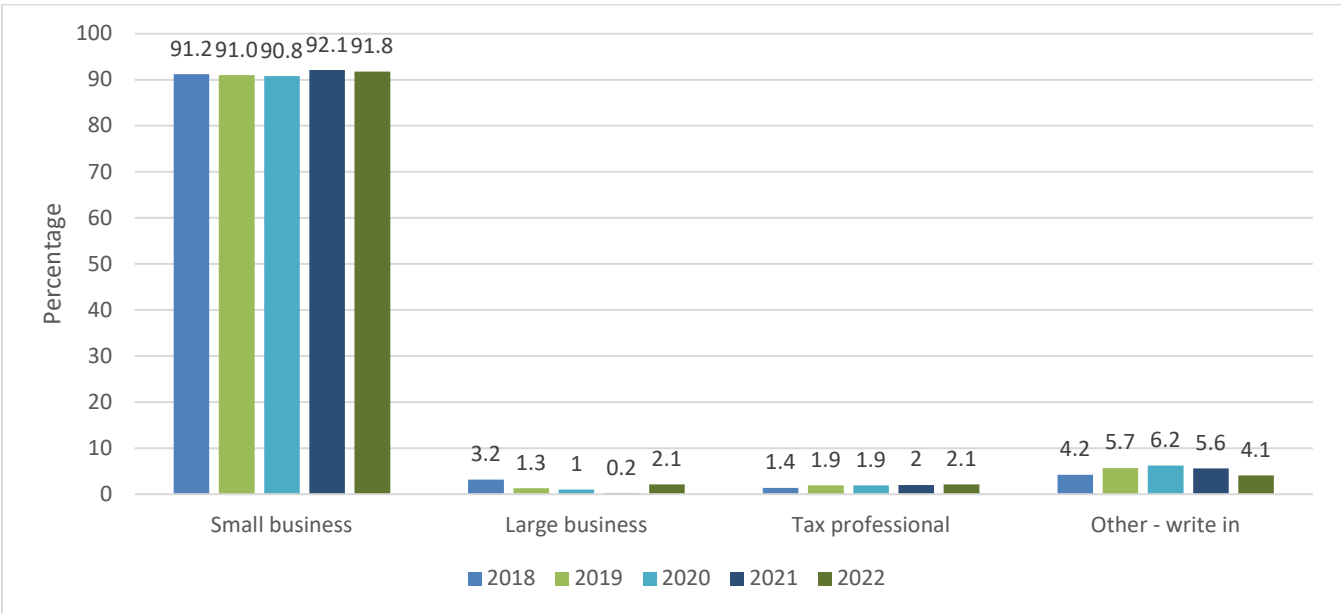
Virginia

Washington

RESULTS

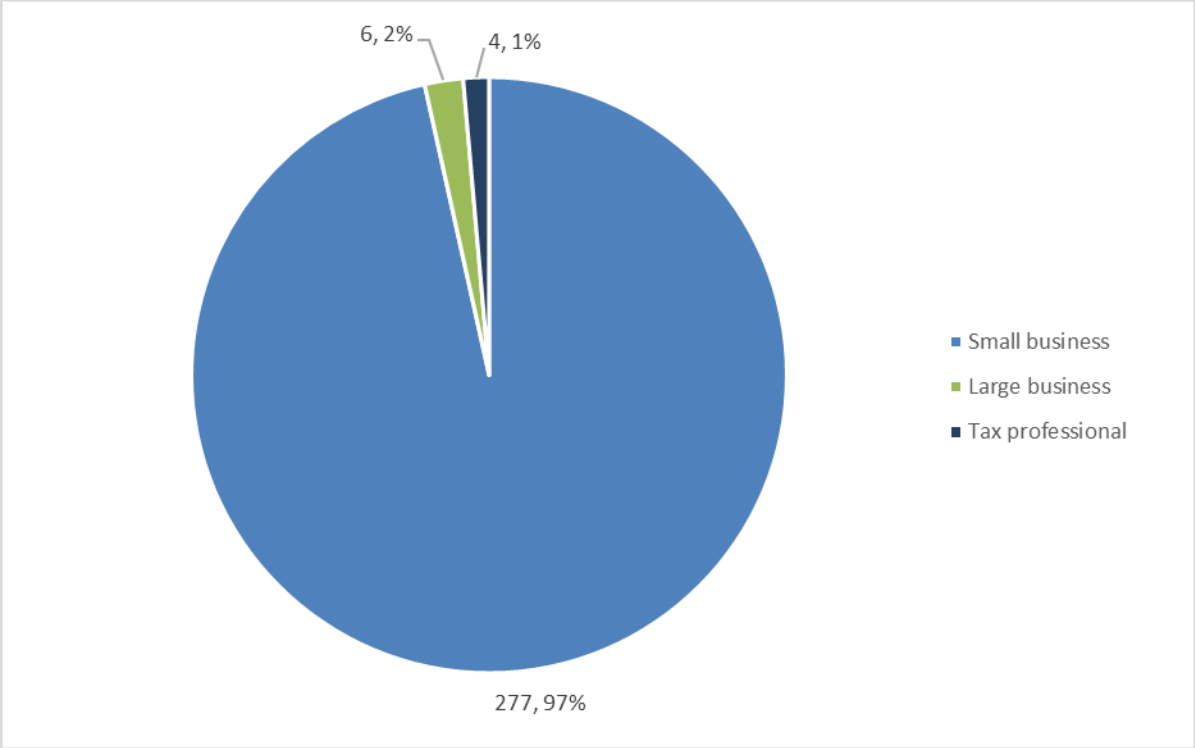
Q1. How would you describe yourself or your business?

	2018	2019	2020	2021	2022
Small Business	91.2%	91.0%	90.8%	92.1%	91.8%
Large Business	3.2%	1.3%	1.0%	0.2%	2.1%
Tax Professional	1.4%	1.9%	1.9%	2.0%	2.1%
Other	4.2%	5.7%	6.2%	5.6%	4.1%



- The percentage of respondents who described themselves as a **small business** stayed about the same.
- The percentage of respondents who described themselves as a **large business** increased 1.9 percentage points.
- The **tax professional** percentage had almost no change in the last 4 years.
- There was a slight decrease in the number of respondents who described themselves as 'Other' from the previous year. The write-in explanations from respondents who selected 'Other' were categorized into the following:
 - Micro-business, self-employed or hobbyist.
 - Non-profit organization or government.

If the micro-business, self-employed or hobbyist respondent group is reclassified as small business, the 2022 respondent break down is:

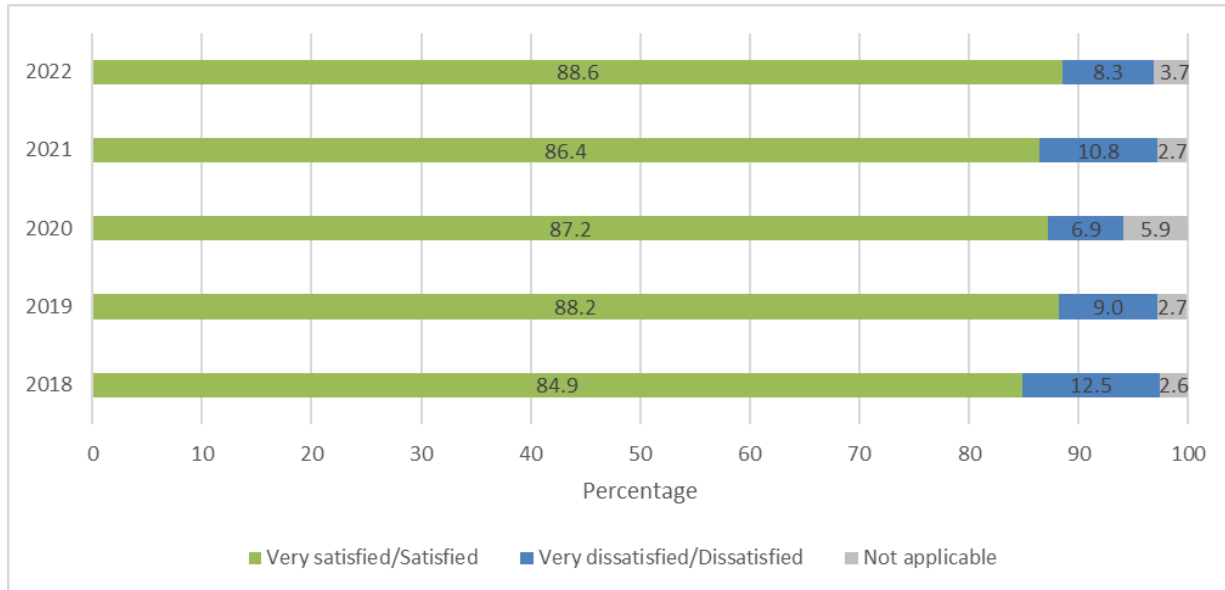


With this reclassification, 97% of respondents are described as a small business.

This reclassification is *not* used in any of the following results. All group descriptions are unmodified and exactly as the respondent indicated in the survey feedback.

Q2. How satisfied were you after your last experience with us?

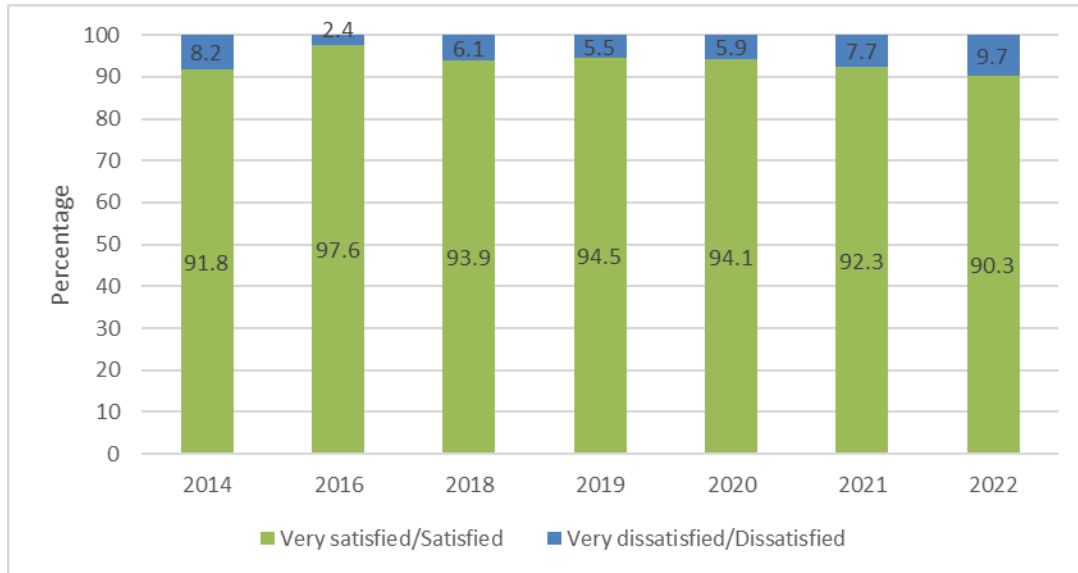
	2018	2019	2020	2021	2022
Very satisfied	33.4%	34.9%	30.0%	38.8%	37.4%
Satisfied	51.5%	53.3%	57.2%	47.6%	51.2%
Dissatisfied	9.0%	4.8%	4.6%	5.4%	2.4%
Very dissatisfied	3.5%	4.2%	2.3%	5.4%	5.9%
Not applicable	2.6%	2.7%	5.9%	2.7%	3.7%



- Overall satisfaction increased slightly by 2.2 percentage points for very satisfied/satisfied in 2022. This is the highest rate of satisfaction in this category in the past 5 years of the survey.
- Overall dissatisfaction decreased by 2.5 percentage points from 10.8% in 2021 to 8.3% in 2022.
- Not applicable increased by 1 percentage point from 2.7% in 2021 to 3.7% in 2022.

Q3. How satisfied are you with the overall quality of service you receive from the Department of Revenue?

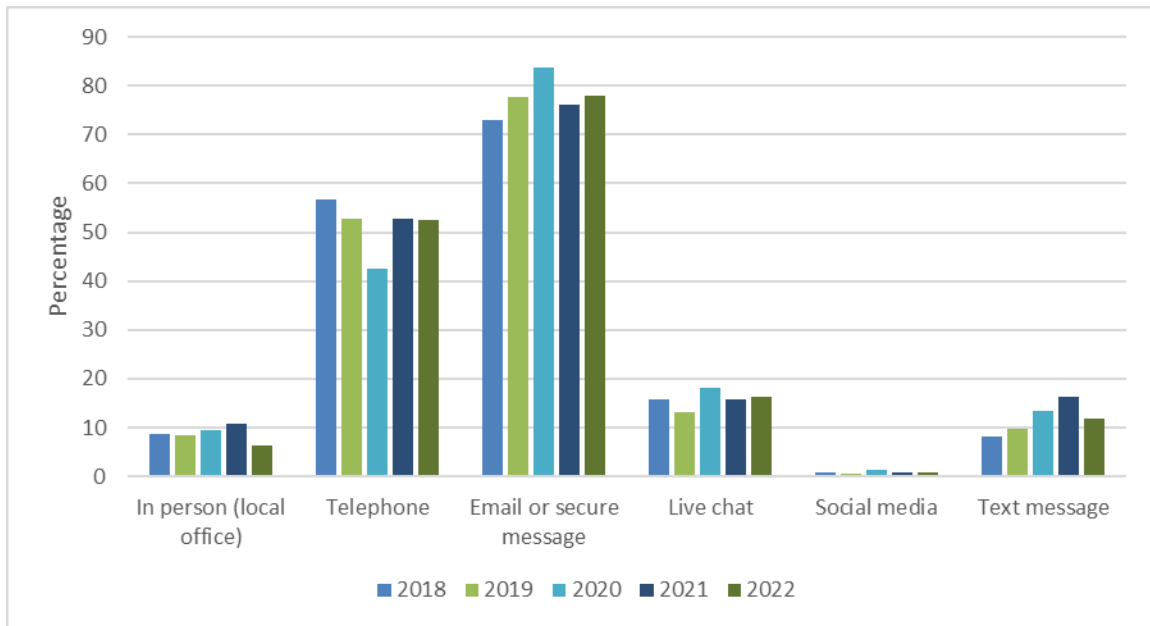
	2014	2016	2018	2019	2020	2021	2022
Very satisfied	57.7%	43.9%	36.5%	39.7%	32.3%	38.1%	40.1%
Satisfied	34.1%	53.7%	57.4%	54.8%	61.8%	54.2%	50.2%
Dissatisfied	4.9%	1%	4.7%	3.8%	4.3%	5.0%	8.0%
Very dissatisfied	3.3%	1.4%	1.4%	1.7%	1.6%	2.7%	1.7%



- Overall satisfaction decreased slightly by 2 percentage points from 92.3% in 2021 to 90.3% very satisfied/satisfied in 2022.
- Overall dissatisfaction increased by 2 percentage points from 7.7% in 2021 to 9.7% in 2022. This is the highest level of overall dissatisfaction we have seen in this category.
- The dissatisfier themes include:
 - Communications and notifications.
 - General tax frustration.
 - Agency confusion (ex. DOR, ESD, LNI).
 - Penalties and fees.
 - Multiple touchpoints and attempts to resolve issues.

Q4. How do you prefer to interact with the Department of Revenue? (choose all that apply)

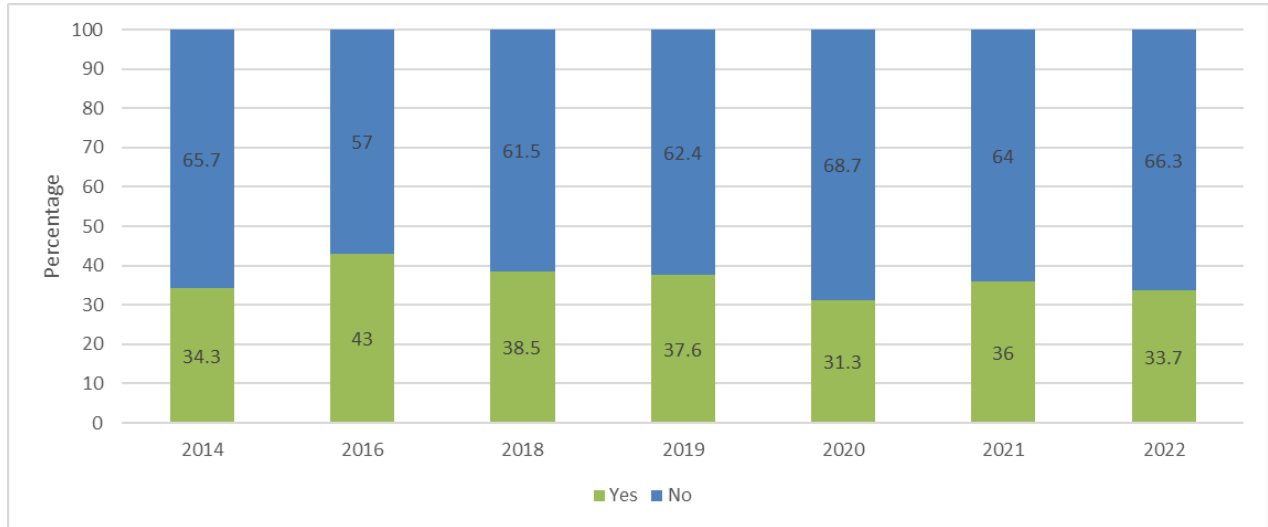
	2018	2019	2020	2021	2022
In person	8.6%	8.3%	9.4%	10.9%	6.2%
Telephone	56.6%	52.8%	42.6%	52.8%	52.6%
Email or secure message	73.1%	77.6%	83.7%	76.1%	77.9%
Live chat	15.8%	13.1%	18.1%	15.7%	16.3%
Social media	0.9%	0.5%	1.2%	0.7%	0.7%
Text message	8.1%	9.8%	13.3%	16.4%	11.8%



- Telephone stayed about the same at 52.6 percentage points. Telephone remains the second most preferred way to interact with the Department of Revenue since 2018.
- Email or secure message increased by 1.8 percentage points in 2022.
- Live chat stayed about the same.
- Text message saw the largest decrease of 4.6 percentage points. From 2018 to 2021, it increased 8.3 percentage points. This is the first year there has been a decline in the upward trend of preference.
- In person decreased by 4.7 percentage points. This is the lowest percentage of preference seen in this category since 2018.
- Social media continues to be the least preferred method to interact with the Department of Revenue.

Q5. Did you contact our call center during the last year?

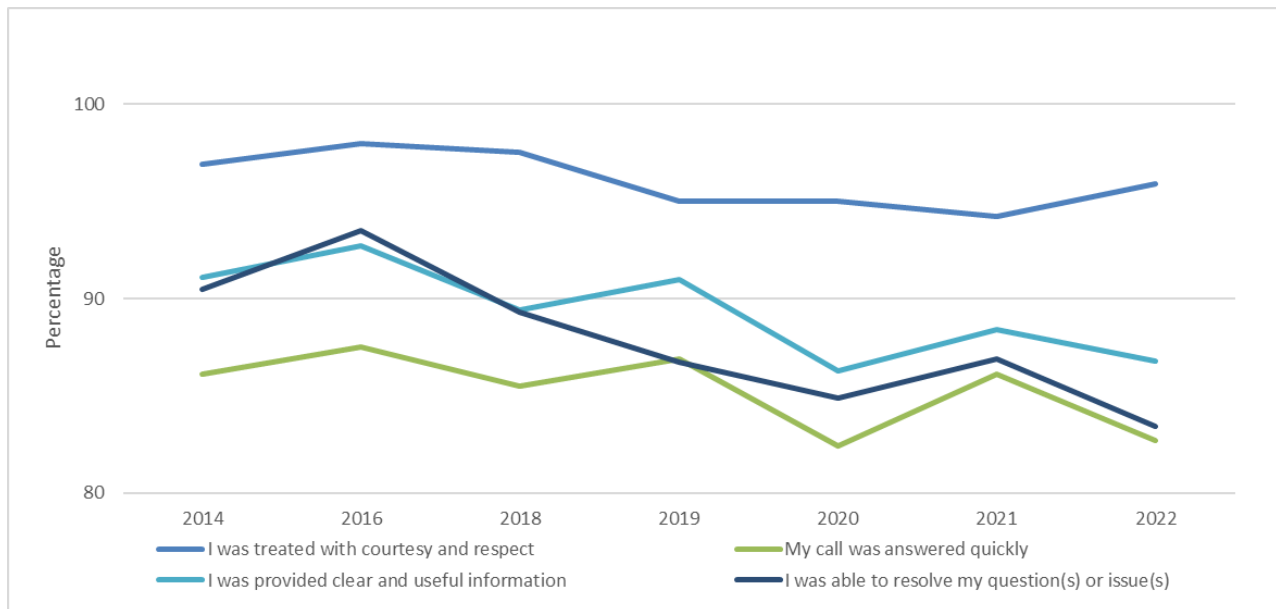
	2014	2016	2018	2019	2020	2021	2022
Yes	34.3%	43.0%	38.5%	37.6%	31.3%	36.0%	33.7%
No	65.7%	57.0%	61.5%	62.4%	68.7%	64.0%	66.3%



In 2022, the percentage of customers who contacted the call center decreased by 2.3 percentage points. Because Revenue front counters were closed for all of 2021, more customers contacted us via phone that year.

Q6. Please tell us about your experience with our call center.

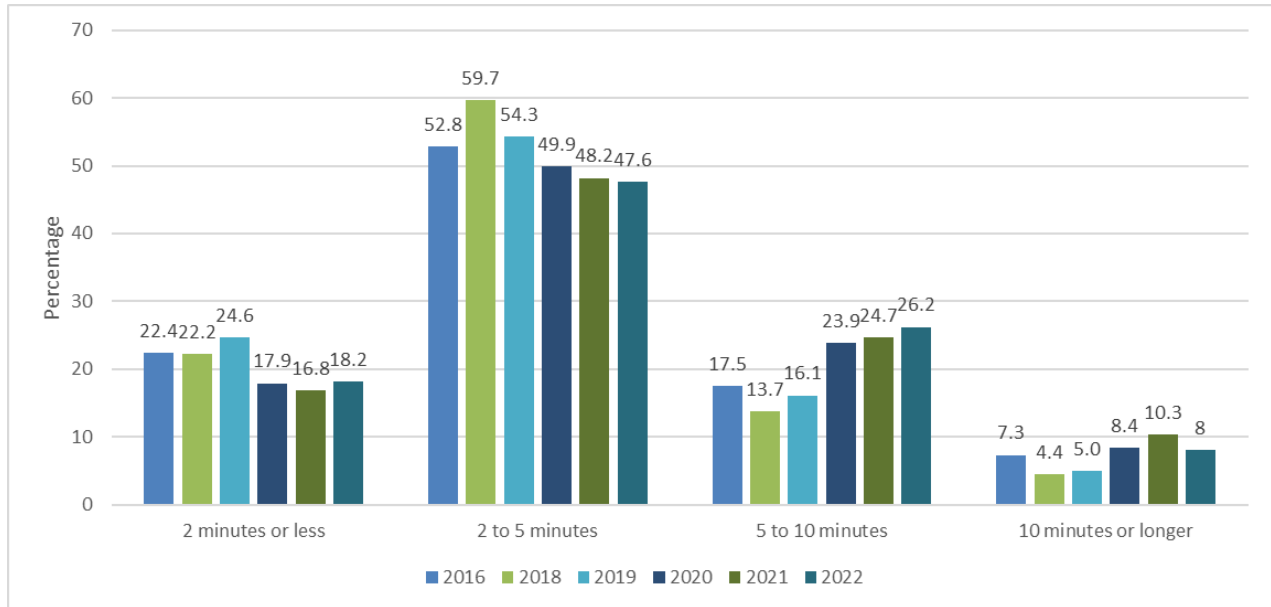
	2014	2016	2018	2019	2020	2021	2022
A. I was treated with courtesy and respect							
Strongly agree	80.8%	57.7%	60.9%	55.2%	54.1%	59.1%	56.1%
Agree	16.1%	40.3%	36.6%	39.8%	40.9%	35.1%	39.8%
Disagree	2.4%	1.2%	1.9%	3.7%	2.9%	1.9%	2.0%
Strongly disagree	0.7%	0.8%	0.6%	1.2%	2.1%	3.9%	2.0%
B. My call was answered quickly							
Strongly agree	55.1%	23.1%	37.7%	38.1%	34%	38.6%	32.7%
Agree	31.0%	64.4%	47.8%	48.8%	48.4%	47.5%	50.0%
Disagree	9.5%	10.5%	9.3%	11.9%	12.3%	7.6%	10.2%
Strongly disagree	4.4%	2.0%	5.6%	1.2%	5.3%	6.3%	7.1%
C. I was provided clear and useful information							
Strongly agree	67.4%	51.6%	50.6%	49.8%	45.2%	51.0%	53.1%
Agree	23.7%	41.1%	38.8%	41.2%	41.1%	37.4%	33.7%
Disagree	7.9%	6.0%	8.1%	5.3%	9.5%	5.2%	9.2%
Strongly disagree	1.0%	1.2%	2.5%	3.7%	4.1%	6.5%	4.1%
D. I was able to resolve my question(s) or issue(s)							
Strongly agree	70.6%	49.4%	50.9%	49.6%	46.2%	50.7%	52.1%
Agree	19.9%	44.1%	38.4%	37.1%	38.7%	36.2%	31.3%
Disagree	6.6%	5.3%	5.7%	9.2%	8.8%	5.3%	7.3%
Strongly disagree	3.0%	1.2%	5.0%	4.2%	6.3%	7.9%	9.4%



- ***I was treated with courtesy and respect*** strongly agree/agree responses had a slight increase to 95.9%.
- ***My call was answered quickly*** strongly agree/agree responses decreased by 3.4 percentage points since 2021.
- ***I was provided clear and useful information*** strongly agree/agree responses decreased by 1.6 percentage points since 2021.
- ***I was able to resolve my questions(s) or issue(s)*** strongly agree/agree responses decreased by 3.5 percentage points since 2021.

Q7. How long are you willing to wait on hold to speak to a customer service representative?

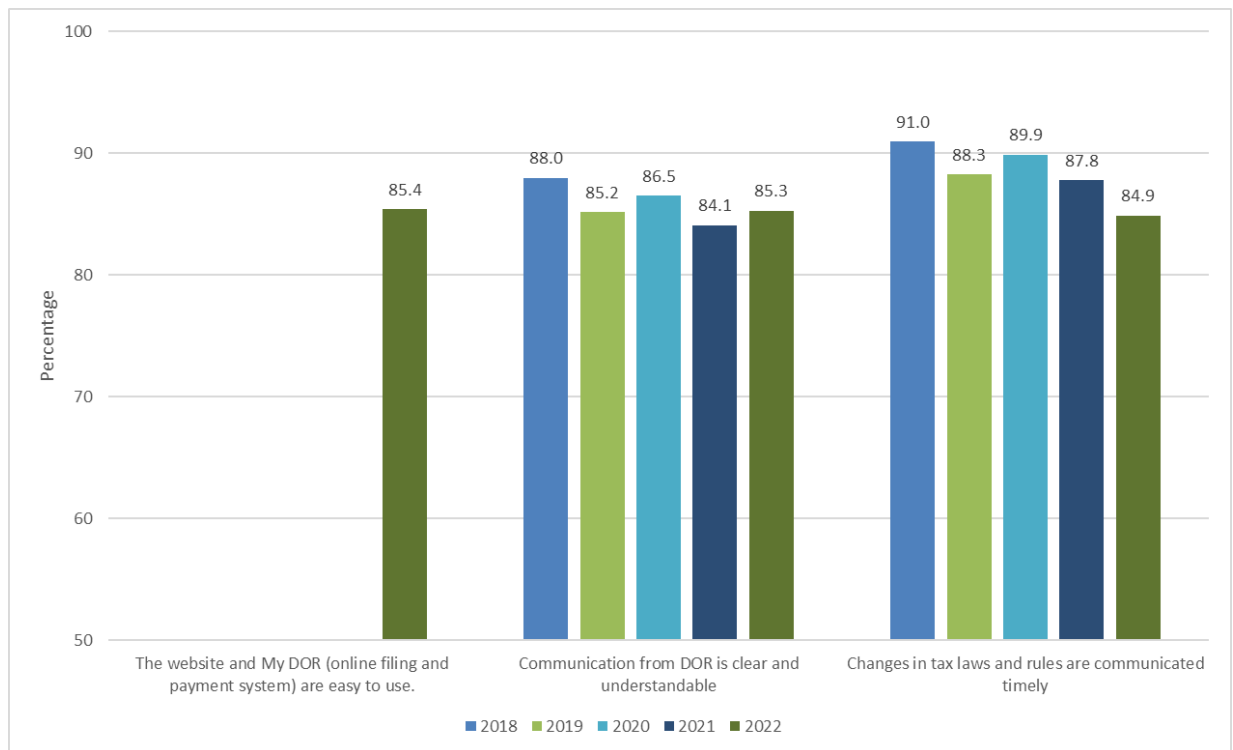
	2016	2018	2019	2020	2021	2022
Less than 2 minutes	22.4%	22.2%	24.6%	17.9%	16.8%	18.2%
2 to 5 minutes	52.8%	59.7%	54.3%	49.9%	48.2%	47.6%
5 to 10 minutes	17.5%	13.7%	16.1%	23.9%	24.7%	26.2%
10 minutes or longer	7.3%	4.4%	5.0%	8.4%	10.3%	8.0%



In 2022, some respondents were willing to wait on hold longer to speak to a customer service representative. Waiting 5 to 10 minutes increased by 1.5 percentage points. This category has continued to see steady increases since 2018.

Q8. How much do you agree with each of these statements about the Department of Revenue and its services?

	2018	2019	2020	2021	2022
A. The website and My DOR (online filing and payment system) are easy to use.					
Strongly agree					32.5%
Agree					52.9%
Disagree					9.3%
Strongly disagree					5.2%
B. Communication from DOR is clear and understandable					
Strongly agree	20.9%	24.0%	22.3%	27.5%	28.9%
Agree	67.1%	61.2%	64.2%	56.6%	56.4%
Disagree	9.9%	12.1%	11.7%	12.0%	11.8%
Strongly disagree	2.1%	2.8%	1.8%	3.9%	2.8%
C. Changes in tax laws and rules are communicated timely					
Strongly agree	24.8%	25.8%	20.9%	23.8%	26.4%
Agree	66.2%	62.5%	69.0%	64.0%	58.5%
Disagree	7.6%	8.4%	8.4%	7.9%	11.6%
Strongly disagree	1.4%	3.4%	1.7%	4.4%	3.5%



- ***The website and My DOR (online filing and payment system) are easy to use*** is a new question for 2022. Prior to this year, DOR asked two questions separately:
 - *The website (dor.wa.gov) is easy to navigate.*
 - *My DOR (online filing and payment system) is easy to navigate.*

In prior years, the average response for strongly agree/agree for these two questions was 84.4%. The positive response to the 2022 combined question was 85.4%.

- ***Communication from DOR is clear and understandable*** strongly agree/agree responses increased by 1.2 percentage points since 2021.
- ***Changes in tax laws and rules are communicated timely*** strongly agree/agree responses decreased by 2.9 percentage points since 2021.

Q9. Please tell us how we can improve our service to you.

	Responses	Percent
Answered	123	42.9%
Skipped	164	57.1%
Total	287	100.0%

Top themes and comment sampling

- 37 responses indicated that our services work well and we should continue “doing what we are doing”.

Can't say much, your office is running very efficient. Easy to work with.

Website is great and easy to use. I pay quarterly and all communications are easy to understand. Thank you!

- 12 responses were related to communications.

A calendar (or field in the profile) that shows when next payment will need to be made.

If I have already filed for a specific month, instead of a reminder email that the deadline is coming, send an email noting that I have already filed.

I am not sure I have ever received a notice on tax law and rules changes.

- 11 responses were related to logging into My DOR.

Don't make it so difficult to sign in. It should be one and done.

Make it easier to sign into our account. We are paying you!!

Q10. Please tell us what we are doing well.

	Responses	Percent
Answered	131	45.6%
Skipped	156	54.4%
Total	287	100.0%

- 21 responses referenced DOR's telephone information center's customer service.

Your telephone support people are usually super helpful and efficient.

Phone assistants are invariably helpful and courteous.

Representatives are always very helpful and patient.

- 21 responses referenced ease of use of My DOR.

The online filing is convenient and generally easy to follow.

Offering an online option to access one's account and to file forms is well done.

The tax filing system is fast and simple to use.

- 12 responses referenced communications.

Quick, clear, and precise communications are much appreciated.

You send reminders to file.

The communication is great, so is the whole process of filing business taxes online. Great job, keep up the good work!