

2018
Taxpayer Satisfaction Survey
Results

TABLE OF CONTENTS

- EXECUTIVE SUMMARY2**
 - Introduction2
 - Background2
 - Trends, Changes and Significant Observations2
 - Opportunities for Improvement2
 - Next Steps4

- SURVEY PROFILE5**

- RESULTS6**

- APPENDIX A.....12**
 - Sample Survey12

EXECUTIVE SUMMARY

INTRODUCTION

Customer-focused service is one of the Department of Revenue's (Department) five goals. This goal is important in order to meet our customers' needs, expectations and to provide the highest level of service possible.

Surveys are one way we collect data from our customers to measure progress and identify customer needs and expectations. The 2018 Taxpayer Satisfaction Survey provides a fresh opportunity to see the Department as our customers see us, and gives us a roadmap to meet their expectations.

BACKGROUND

In 1992, the Department conducted its first Taxpayer Satisfaction Survey (survey). Currently, the Department conducts the survey every two years. In the past, the Department partnered with Washington State University's Social & Economic Sciences Research Center to conduct the survey. In 2016, to reduce costs, the Department decided to administer the survey using an online tool. For the 2018 survey, we again decided to conduct the survey ourselves.

TRENDS, CHANGES, AND SIGNIFICANT OBSERVATIONS

Taxpayers responded very favorably when asked about the overall quality of service received from the Department. Of the taxpayers polled, 93.9 percent responded that they were "very satisfied" or "satisfied."

We also found taxpayers continue to prefer using email/secure messaging or telephone to interact with the Department.

When asked if taxpayers had contacted the call center in the past year, the 2018 survey saw a small decrease in the percentage responding yes. In 2014, 34.3% of the responses indicated they had contacted the telephone information center in the past year. For the 2016 survey, the percentage rose to 43%. In 2018, it was 38.5%.

OPPORTUNITIES FOR IMPROVEMENT

Filing due date reminders

This was a reoccurring concern among survey participants. Some customers complained they didn't get reminders of upcoming filing deadlines, while others mentioned how happy they were we provided them. The Department concluded there must be a barrier preventing some taxpayers from either signing up for, or receiving, notifications. Notifications may also be too generic, which results in the taxpayer ignoring them.

Some potential solutions:

- Include communication preferences in the business license application and on MyDOR and allow more than one contact for each account.
- Develop a communication platform that could include push notifications to mobile devices.
- Develop a process to automatically subscribe customers for filing due date reminders. The legacy system accomplished this, but our current system requires customers to search for the feature. Customers are then re-directed to the ListServ sign up page, which contains ALL the listserv options. Customers find it confusing and cumbersome.
- Include a banner or some notification on the website as deadlines approach.

Provide support for taxpayers as they fill out a tax return

Of the customers who responded to the survey, 3% asked for access to additional resources while filling their tax returns. Some suggestions included: Department staff available to help during the process, more online support, additional training videos, pop-up explanations, glossary of terms, and/or a centralized training resource, especially for first time filers.

Some potential solutions:

- Add a chat function within MyDOR – post authentication – that customers can use while completing the return.
- Designate a group of call center staff to answer calls from customers who are in the middle of filling out their return.
- Develop more how-to videos customers can reference as they complete the return.
- Utilize existing call center groups to identify pain points during the filing process and develop additional resources or solutions to issues.
- Identify frequently asked questions and create more “tooltip” icons imbedded in the return that give information about the item when hovering over it.

NEXT STEPS

The Customer Experience and Communications Division will:

- Identify the affected division(s) and teams
- Share the findings with affected division(s) and teams for consideration
- Monitor other data sources for similar customer trends
- Include actions and improvements made to these issues in the next Customer Experience report

SURVEY PROFILE

Method

The survey was sent to a stratified random sample of selected Washington taxpayers.

The selected taxpayers received an email with a link to the survey. Out of 349,000 active taxpayers, 7,538 were selected to participate in the survey. Overall, the Department received 434 survey responses for a response rate of 5.7%. The email campaign process experienced a 30% delivery failure due to incorrect email addresses in our system. This will hopefully be remedied as annual filers accessed MyDOR for the first time at the end of January 2019 and were asked to update their contact information.

Timeframe

The Department conducted the survey between January 8 and February 25, 2019.

RESULTS

Q1. How would you describe yourself or your business?

	Responses	Percent
Small Business	395	91.2%
Large Business	14	3.2%
Tax Professional	6	1.4%
Other	18	4.2%
Answered	433	100%
Skipped	1	
Total	434	

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

	Responses	Percent
Very satisfied	144	33.4%
Satisfied	222	51.5%
Dissatisfied	39	9.0%
Very dissatisfied	15	3.5%
Not applicable	11	2.6%
Answered	431	100.0%
Skipped	3	
Total	434	

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

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

	Responses	Percent
Very satisfied	155	36.5%
Satisfied	244	57.4%
Dissatisfied	20	4.7%
Very dissatisfied	6	1.4%
Answered	425	100.0%
Skipped	9	
Total	434	

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

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

	Responses	Percent
In person	37	8.6%
Telephone	244	56.6%
Email or secure message	315	73.1%
Live chat	68	15.8%
Social media	4	0.9%
Text message (if it were available)	35	8.1%
Answered	597	100.0%
Skipped	6	
Total	603	

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

	Responses	Percent
Yes	166	38.5%
No	265	61.5%
Answered	431	100.0%
Skipped	36	
Total	434	

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

	Responses	Percent
A. My call was answered timely		
Strongly agree	60	37.3%
Agree	77	47.8%
Disagree	15	9.3%
Strongly disagree	9	5.6%
Total	161	100.0%
B. I was treated with courtesy and respect		
Strongly agree	98	60.9%
Agree	59	36.6%
Disagree	3	1.9%
Strongly disagree	1	0.6%
Total	161	100.0%
C. I was provided with clear and useful information		
Strongly agree	81	50.6%
Agree	62	38.8%
Disagree	13	8.1%
Strongly disagree	4	2.5%

Total	160	100%
-------	-----	------

D. I was able to resolve my question(s) or issue(s)

Strongly agree	81	50.9%
Agree	61	38.4%
Disagree	9	5.7%
Strongly disagree	8	5.0%

Total	159	100.0%
-------	-----	--------

Answered	161
----------	-----

Skipped	273
---------	-----

Total	434
-------	-----

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

	Responses	Percent
Less than 2 minutes	91	22.2%
2 to 5 minutes	244	59.7%
5 to 10 minutes	56	13.7%
10 minutes or longer	18	4.4%
Answered	409	100.0%
Skipped	25	
Total	434	

Q8. How satisfied are you with our website and My DOR (online filing and payment system)?

	Responses	Percent
Very satisfied	145	33.6%
Satisfied	218	50.6%
Dissatisfied	46	10.7%
Very dissatisfied	22	5.1%
Answered	431	100.0%
Skipped	3	
Total	434	

Q9. How much do you agree with each of these statements about the Department of Revenue and its services?

	Responses	Percent
A. The website (dor.wa.gov) is easy to navigate		
Strongly agree	87	20.1%
Agree	261	60.3%
Disagree	58	13.4%
Strongly disagree	27	6.2%
Total	433	100.0%
B. My DOR (online filing and payment system) is easy to navigate		
Strongly agree	104	24.2%
Agree	248	57.8%
Disagree	54	12.6%
Strongly disagree	23	5.4%
Total	429	100.0%
C. Communication from DOR is clear and understandable		
Strongly agree	89	20.9%
Agree	286	67.1%
Disagree	42	9.9%
Strongly disagree	9	2.1%
Total	426	100.0%
D. Changes in tax laws and rules are communicated timely		
Strongly agree	105	24.8%
Agree	280	66.2%
Disagree	32	7.6%
Strongly disagree	6	1.4%
Total	423	100.0%

Q10. How useful would it be to participate in online training (Webinar) that teaches you about taxes?

	Responses	Percent
Very useful	95	22.1%
Useful	137	31.9%
Slightly useful	133	30.9%
Not useful at all	65	15.1%
Answered	430	100.0%
Skipped	4	
Total	434	

Q11. 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?

	Responses	Percent
Strongly agree	70	16.5%
Agree	242	57.1%
Disagree	8	1.9%
Strongly disagree	8	1.9%
No opinion/don't know	96	22.6%
Answered	424	100.0%
Skipped	10	
Total	434	

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

Q12. We continue to evaluate opportunities to provide new services for mobile devices. Would you use a mobile device for the following services?

	Responses	Percent
A. File your return		
Yes	58	13.5%
No	302	70.1%
Maybe	57	13.2%
I don't know	14	3.2%
Total	431	100.0%
B. Renew a business license		
Yes	101	23.4%
No	241	55.8%
Maybe	74	17.1%
I don't know	16	3.7%

Total	432	100.0%
-------	-----	--------

C. Lookup/verify reseller permit

Yes	143	33.2%
No	186	43.2%
Maybe	76	17.6%
I don't know	26	6.0%
Total	431	100.0%

D. Make payments

Yes	83	19.3%
No	273	63.6%
Maybe	61	14.2%
I don't know	12	2.8%
Total	429	100.0%

Q13. Please tell us how we can improve our service to you.

	Responses	Percent
Answered	175	40.3%
Skipped	259	59.7%
Total	434	100.0%

Q14. Please tell us what we are doing well.

	Responses	Percent
Answered	173	39.9%
Skipped	261	60.1%
Total	434	100.0%

Q15. What is the one thing we should never stop doing?

	Responses	Percent
Answered	155	35.7%
Skipped	279	64.3%
Total	434	100.0%

APPENDIX A

SAMPLE SURVEY



2018 Taxpayer Satisfaction Survey

1. How would you describe yourself or your business?

Small business

Large business

Tax professional

Other -

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

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

Not applicable

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

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

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

- In person
- Telephone
- Email or secure message
- Live chat
- Social media
- Text message (if it were available)

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

- Yes
- No

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

	Strongly agree	Agree	Disagree	Strongly disagree
My call was answered timely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was treated with courtesy and respect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was provided clear and useful information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was able to resolve my questions or issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- Less than 2 minutes
- 2 to 5 minutes
- 5 to 10 minutes
- 10 minutes or longer

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

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

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

	Strongly agree	Agree	Disagree	Strongly disagree
The website (dor.wa.gov) is easy to navigate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My DOR (online filing and payment system) is easy to navigate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication from DOR is clear and understandable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changes in tax laws and rules are communicated timely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How useful would it be to participate in an online training (webinar) that teaches you about taxes?

- Very useful
- Useful
- Slightly useful
- Not useful at all

11. 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?

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- No opinion/don't know

12. We continue to evaluate opportunities to provide new services for mobile devices. Would you use a mobile device for the following services?

	Yes	No	Maybe	I don't know
File your return	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renew a business license	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look up/verify reseller permit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make payments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

14. Please tell us what we are doing well.

15. What is the one thing we should never stop doing?

Thank you for taking the time to complete this survey. Your feedback is appreciated.