

2019
Taxpayer Satisfaction Survey
Results

TABLE OF CONTENTS

- EXECUTIVE SUMMARY 3**
 - Introduction..... 3
 - Background..... 3
 - Trends, changes, and significant observations 3
 - Opportunities for improvement..... 4
 - Next steps..... 4
- SURVEY PROFILE 5**
- RESULTS 6**

EXECUTIVE SUMMARY

INTRODUCTION

Improving the customer experience is one of the Department of Revenue's (Department) four goals. We strive to "build relationships and empower success" 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 2019 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

The Department has been conducting a Taxpayer Satisfaction Survey (survey) since 1992. For many years, the Department partnered with Washington State University's Social & Economic Sciences Research Center to conduct the survey every two years. In 2018, we began conducting the survey annually.

TRENDS, CHANGES, AND SIGNIFICANT OBSERVATIONS

Taxpayers responded very favorably when asked about the overall quality of service received from the Department. Of the taxpayers that responded, 94.5 percent responded that they were "very satisfied" or "satisfied." This is up slightly (0.6%) from last year. We also saw a slight increase when asked about their satisfaction level with their last interaction with the Department, from 84.9% positive response in 2018 to 88.2% in 2019.

We 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 2019 survey saw a small decrease in the percentage responding yes. For the 2016 survey, the percentage was 43%. In 2018, it was 38.5%. In 2019, it dropped to 37.6%

For most questions regarding satisfaction, the combined positive results (Strongly Agree and Agree) were slightly increased compared to 2018.

This year, question 12 was updated to help us evaluate our communication methods. The question asked customers to choose all options they would use, whether it is something we currently offer (email communication) or a method we could offer in the future (secure live chat or text messages). This helps us gauge if we are hitting the mark now and identify the communication channels we should be focusing on developing in the future.

OPPORTUNITIES FOR IMPROVEMENT

1. Offer a better communication tool for filing reminders and other notifications (easy to subscribe/unsubscribe and integrated with ATLAS).
2. Conduct additional usability testing on dor.wa.gov and ATLAS.
3. Conduct usability testing on the following processes as part of VI2 usability tests:
 - changing an address
 - closing a business
4. Look for additional ways to support new/small businesses:
 - Business Tax Basics workshops – develop specific content for new businesses
 - offer online videos/tutorials/webinars
 - gather additional voice of the customer feedback from new/small businesses to better understand their specific needs
5. Look into the \$50 threshold for warehousing a payment – reasons why, and should the amount be reduced?

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, 10,000 were selected to participate in the survey. Overall, the Department received 670 survey responses for a response rate of 6.7%.

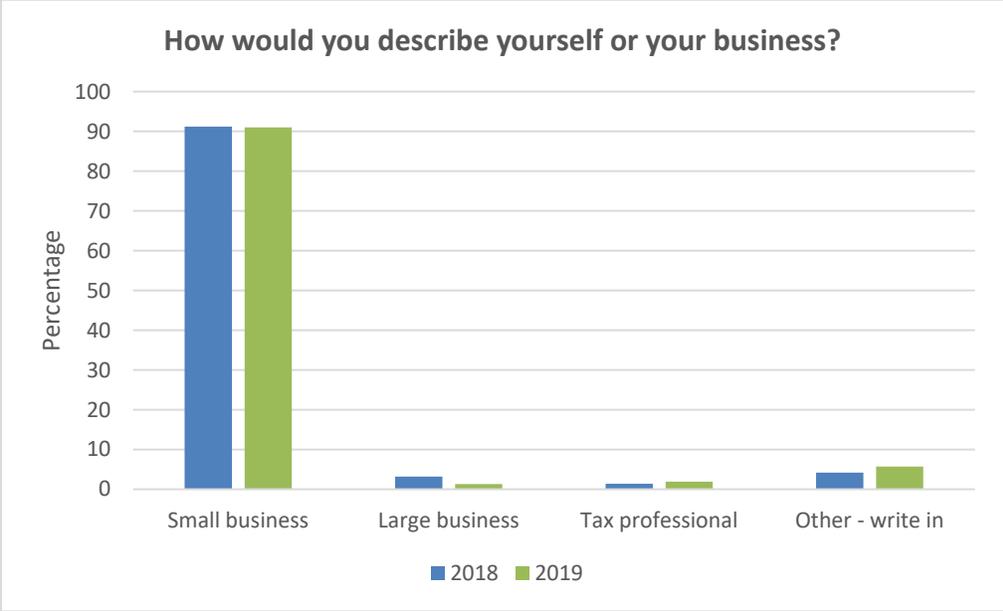
Timeframe

The Department conducted the survey between December 17, 2019 and January 17, 2020.

RESULTS

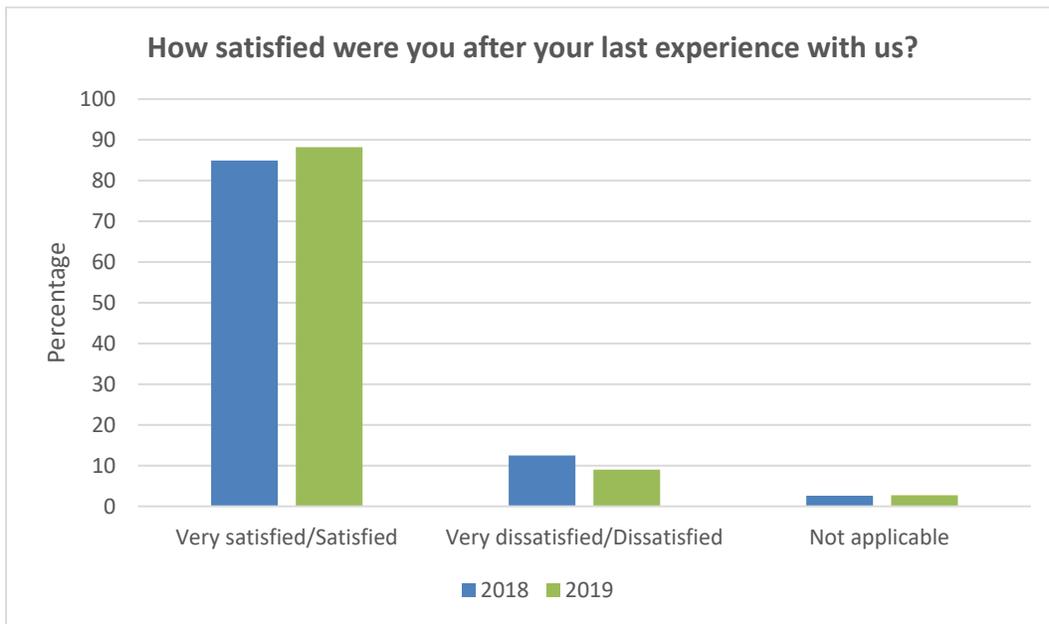
Q1. How would you describe yourself or your business?

	2018	2019
Small Business	91.2%	91.0%
Large Business	3.2%	1.3%
Tax Professional	1.4%	1.9%
Other	4.2%	5.7%



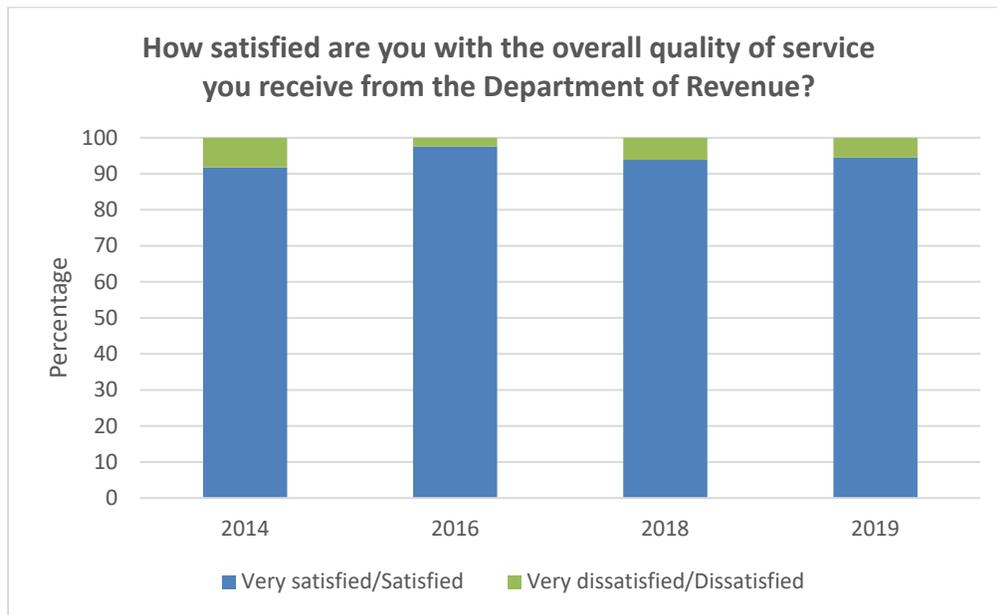
Q2. How satisfied were you after your last experience with us?

	2018	2019
Very satisfied	33.4%	34.9%
Satisfied	51.5%	53.3%
Dissatisfied	9.0%	4.8%
Very dissatisfied	3.5%	4.2%
Not applicable	2.6%	2.7%



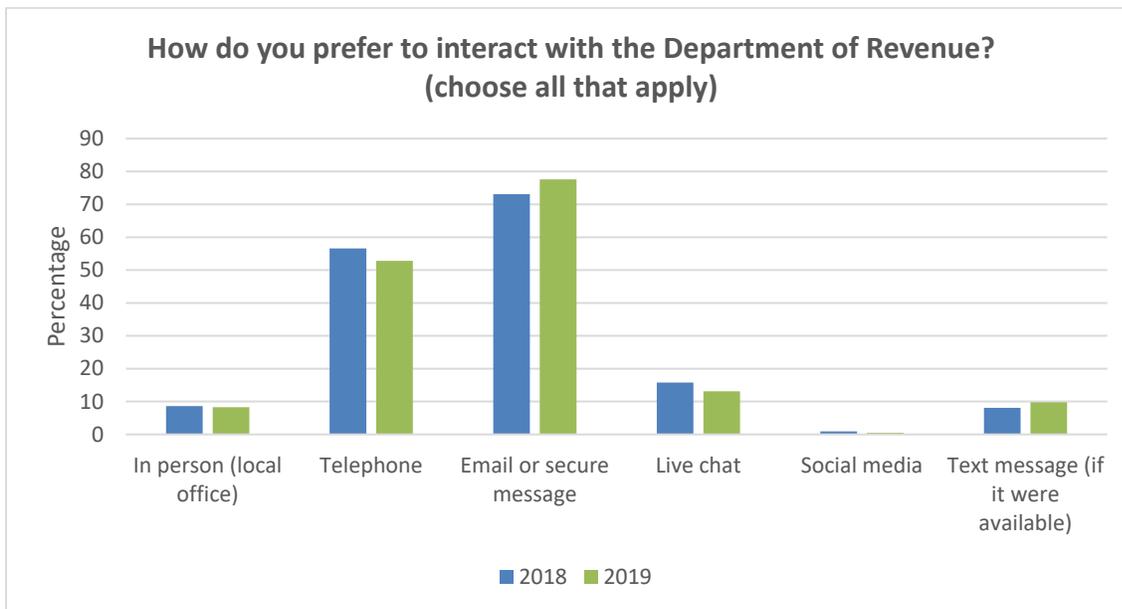
Q3. How satisfied are you with the overall quality of service you receive from the Department of Revenue?

	2014	2016	2018	2019
Very satisfied	57.7%	43.9%	36.5%	39.7%
Satisfied	34.1%	53.7%	57.4%	54.8%
Dissatisfied	4.9%	1%	4.7%	3.8%
Very dissatisfied	3.3%	1.4%	1.4%	1.7%



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

	2018	2019
In person	8.6%	8.3%
Telephone	56.6%	52.8%
Email or secure message	73.1%	77.6%
Live chat	15.8%	13.1%
Social media	0.9%	0.5%
Text message (if it were available)	8.1%	9.8%



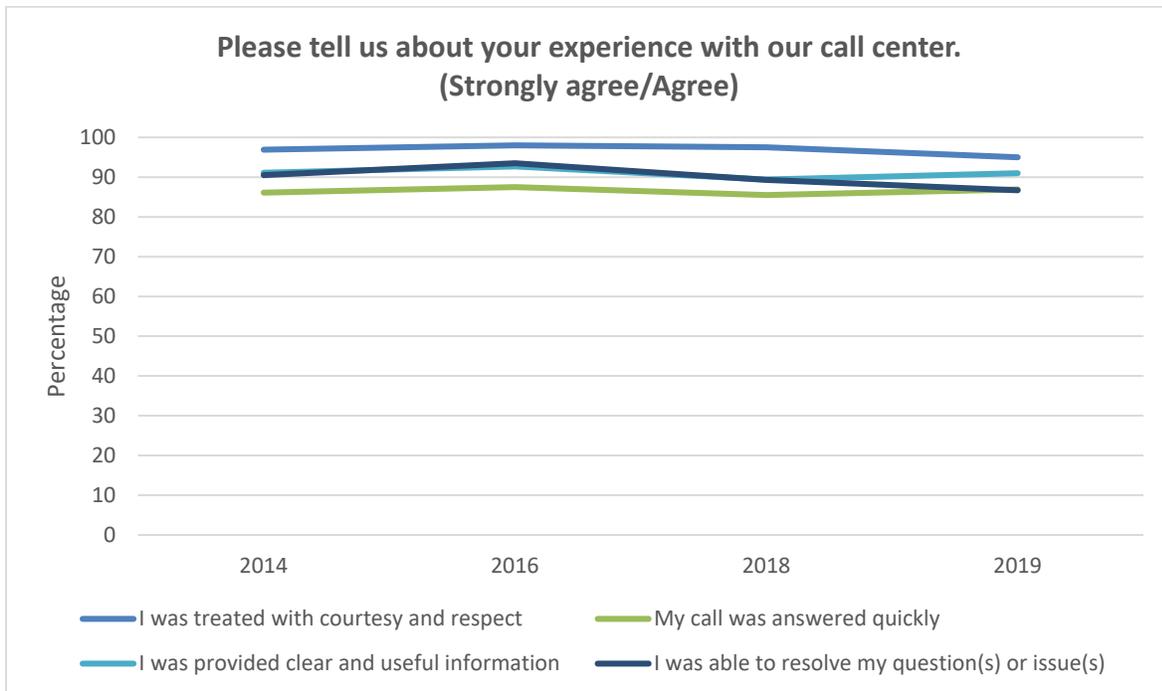
Q5. Did you contact our call center during the last year?

	2014	2016	2018	2019
Yes	34.3%	43.0%	38.5%	37.6%
No	65.7%	57.0%	61.5%	62.4%



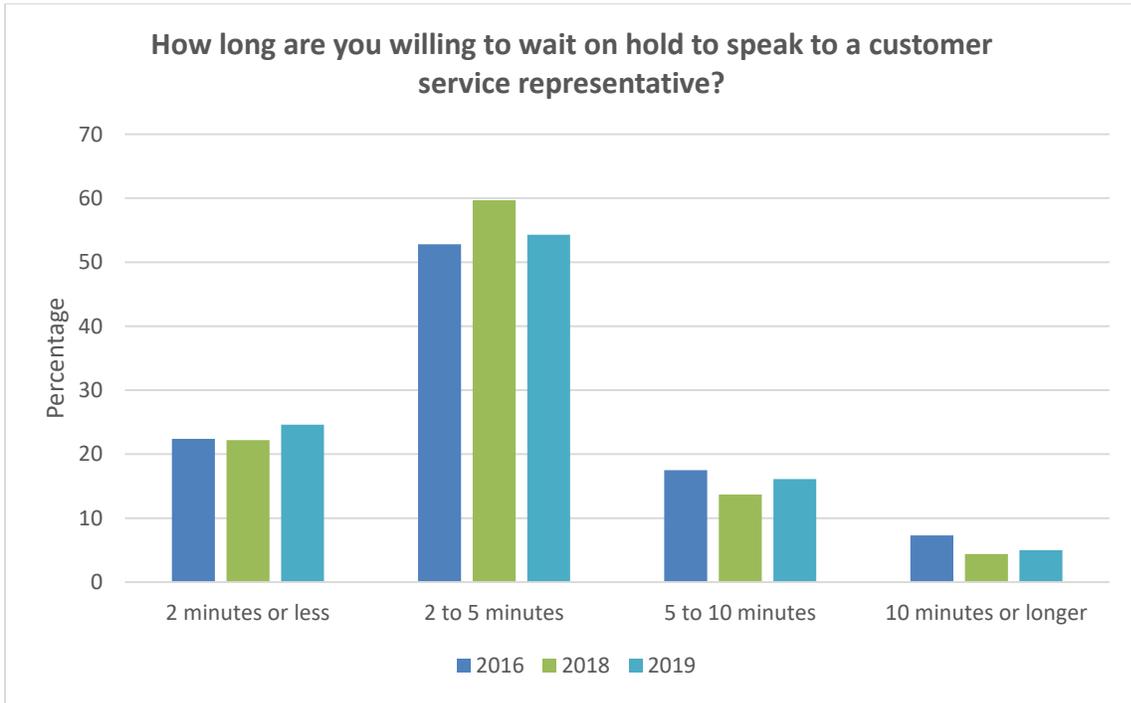
Q6. Please tell us about your experience with our call center.

	2014	2016	2018	2019
A. My call was answered timely				
Strongly agree	55.1%	23.1%	37.7%	38.1%
Agree	31.0%	64.4%	47.8%	48.8%
Disagree	9.5%	10.5%	9.3%	11.9%
Strongly disagree	4.4%	2.0%	5.6%	1.2%
B. I was treated with courtesy and respect				
Strongly agree	80.8%	57.7%	60.9%	55.2%
Agree	16.1%	40.3%	36.6%	39.8%
Disagree	2.4%	1.2%	1.9%	3.7%
Strongly disagree	0.7%	0.8%	0.6%	1.2%
C. I was provided with clear and useful information				
Strongly agree	67.4%	51.6%	50.6%	49.8%
Agree	23.7%	41.1%	38.8%	41.2%
Disagree	7.9%	6.0%	8.1%	5.3%
Strongly disagree	1.0%	1.2%	2.5%	3.7%
D. I was able to resolve my question(s) or issue(s)				
Strongly agree	70.6%	49.4%	50.9%	49.6%
Agree	19.9%	44.1%	38.4%	37.1%
Disagree	6.6%	5.3%	5.7%	9.2%
Strongly disagree	3.0%	1.2%	5.0%	4.2%



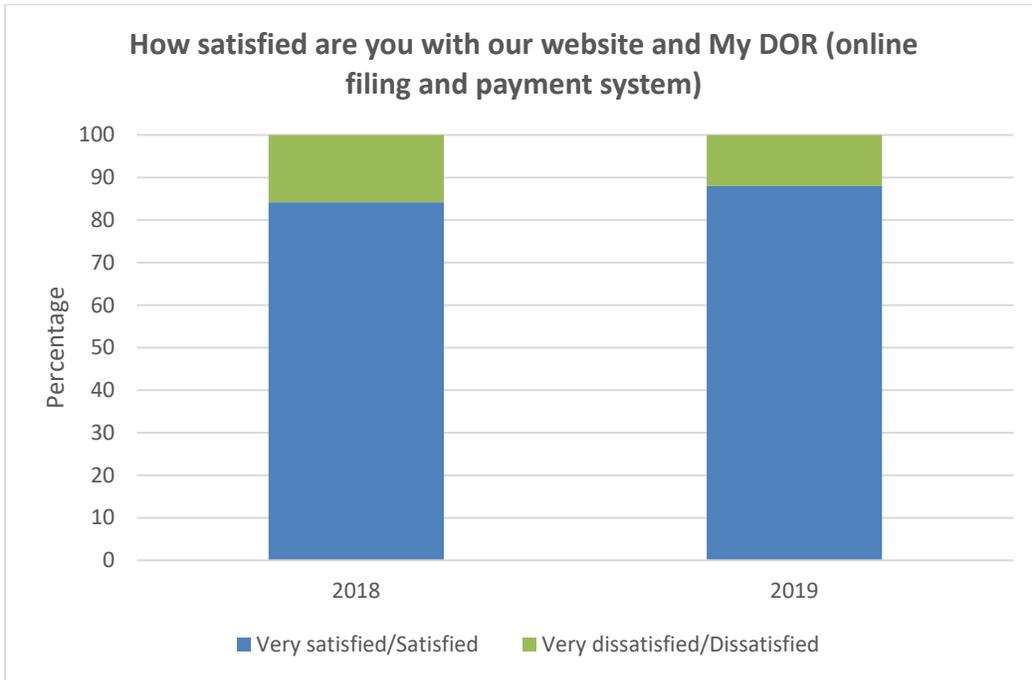
Q7. How long are you willing to wait on hold to speak to a customer service representative?

	2016	2018	2019
Less than 2 minutes	22.4%	22.2%	24.6%
2 to 5 minutes	52.8%	59.7%	54.3%
5 to 10 minutes	17.5%	13.7%	16.1%
10 minutes or longer	7.3%	4.4%	5.0%



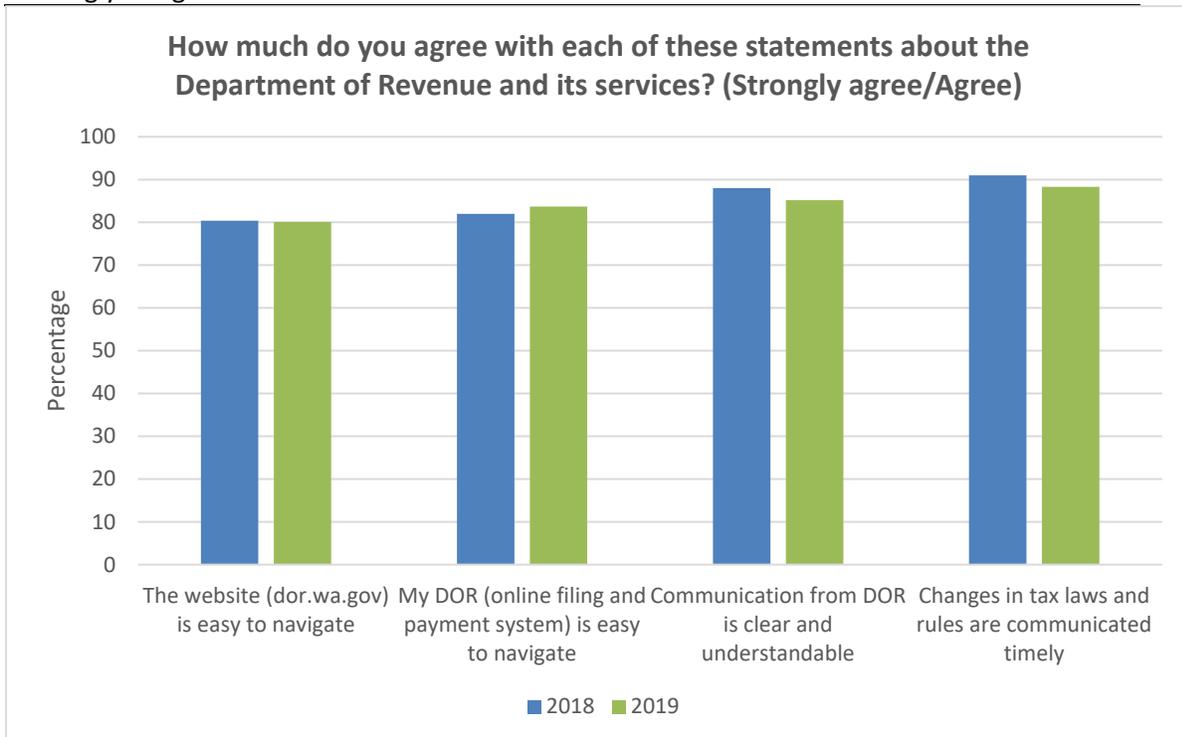
Q8. How satisfied are you with our website and My DOR (online filing and payment system)?

	2018	2019
Very satisfied	33.6%	32.1%
Satisfied	50.6%	55.9%
Dissatisfied	10.7%	8.8%
Very dissatisfied	5.1%	3.2%



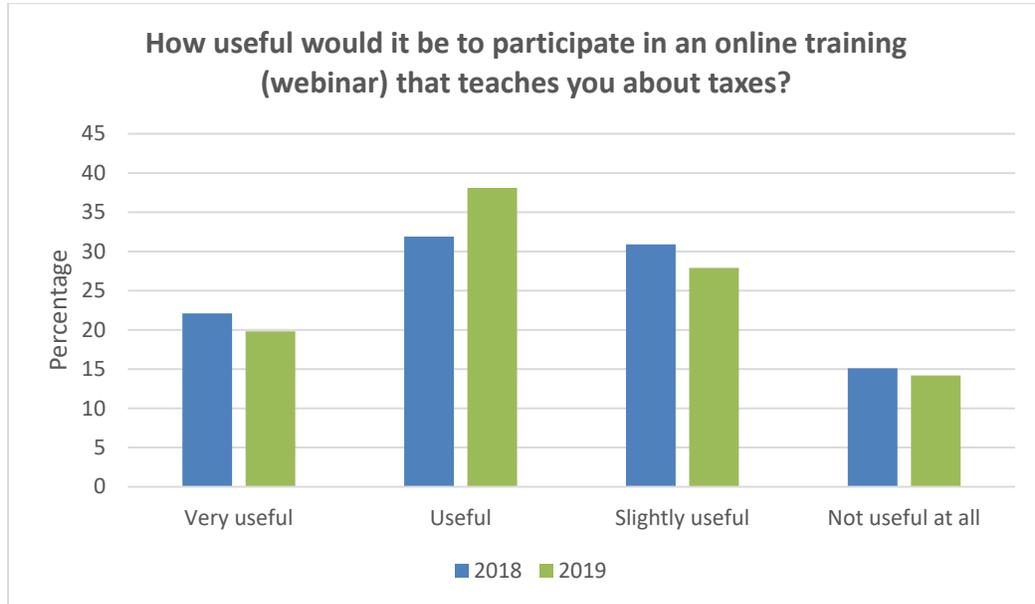
Q9. How much do you agree with each of these statements about the Department of Revenue and its services?

	2018	2019
A. The website (dor.wa.gov) is easy to navigate		
Strongly agree	20.1%	22.2%
Agree	60.3%	57.9%
Disagree	13.4%	16.3%
Strongly disagree	6.2%	3.5%
B. My DOR (online filing and payment system) is easy to navigate		
Strongly agree	24.2%	28.8%
Agree	57.8%	54.9%
Disagree	12.6%	13.0%
Strongly disagree	5.4%	3.4%
C. Communication from DOR is clear and understandable		
Strongly agree	20.9%	24.0%
Agree	67.1%	61.2%
Disagree	9.9%	12.1%
Strongly disagree	2.1%	2.8%
D. Changes in tax laws and rules are communicated timely		
Strongly agree	24.8%	25.8%
Agree	66.2%	62.5%
Disagree	7.6%	8.4%
Strongly disagree	1.4%	3.4%



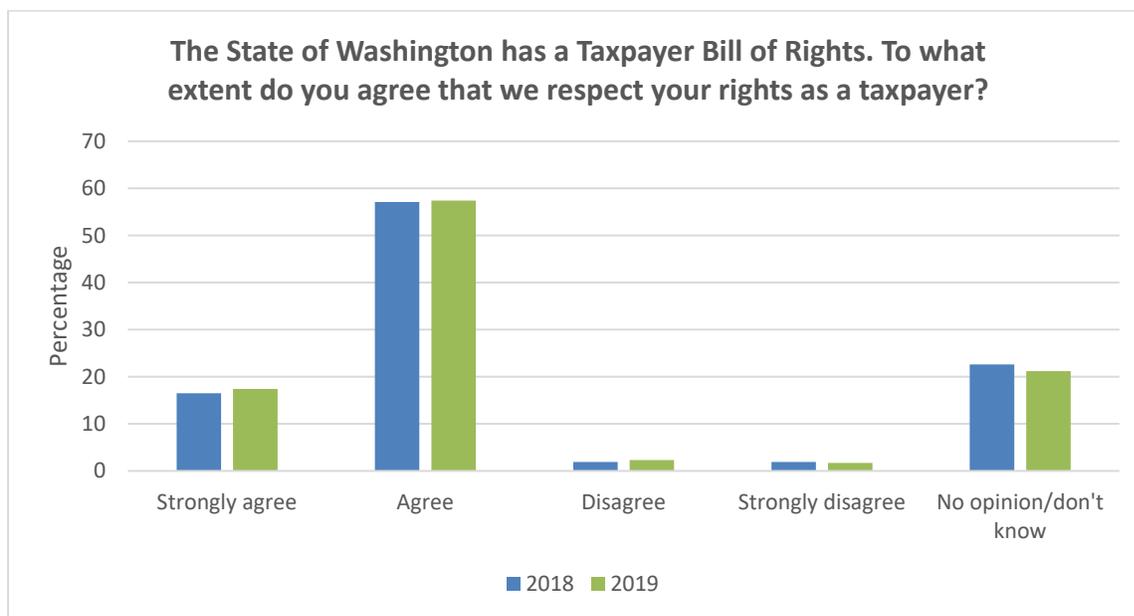
Q10. How useful would it be to participate in online training (webinar) that teaches you about taxes?

	2018	2019
Very useful	22.1%	19.8%
Useful	31.9%	38.1%
Slightly useful	30.9%	27.9%
Not useful at all	15.1%	14.2%



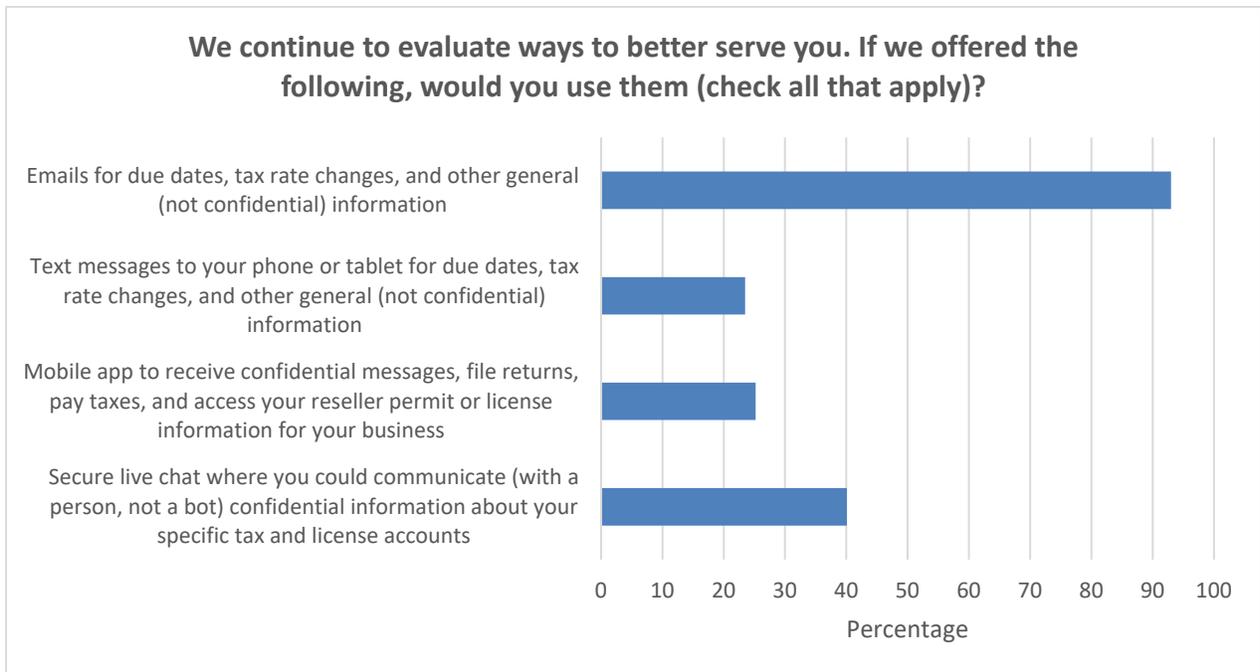
Q11. The State of Washington has a Taxpayer Bill of Rights (Revised Code of Washington 82.32A.020). Click here to view taxpayer rights. To what extent do you agree that we respect your rights as a taxpayer?

	2018	2019
Strongly agree	16.5%	17.4%
Agree	57.1%	57.4%
Disagree	1.9%	2.3%
Strongly disagree	1.9%	1.7%
No opinion/don't know	22.6%	21.2%



Q12. We continue to evaluate ways to better serve you. However, we cannot send confidential information (such as balance due amounts) through unsecured channels. If we offered the following, would you use them (check all that apply)?

	2019
A. Emails for due dates, tax rate changes, and other general (not confidential) information	93.0%
B. Text messages to your phone or tablet for due dates, tax rate changes, and other general (not confidential) information	23.5%
C. Mobile app to receive confidential messages, file returns, pay taxes, and access your reseller permit or license information for your business	25.2%
D. Secure live chat where you could communicate (with a person, not a bot) confidential information about your specific tax and license accounts	40.1%



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

	Responses	Percent
Answered	275	41.0%
Skipped	395	59.0%
Total	670	100.0%

An interdivisional team was formed to review the survey responses and develop an action plan. The following were identified as opportunities for improvement:

1. Offer a better communication tool for filing reminders and other notifications (easy to subscribe/unsubscribe and integrated with ATLAS).
2. Conduct additional usability testing on dor.wa.gov and ATLAS.
3. Conduct usability testing on the following processes as part of VI2 usability tests:
 - changing an address
 - closing a business
4. Look for additional ways to support new/small businesses:
 - Business Tax Basics workshops – develop specific content for new businesses
 - offer online videos/tutorials/webinars
 - gather additional voice of the customer feedback from new/small businesses to better understand their specific needs
5. Look into the \$50 threshold for warehousing a payment – reasons why, and should the amount be reduced?

Q14. Please tell us what we are doing well.

	Responses	Percent
Answered	268	40.0%
Skipped	402	60.0%
Total	670	100.0%

Sampling of responses:

- Emails on tax rate changes are nice and appreciated for their timeliness.
- The representatives I've spoken with on the phone have been the most polite persons anyone could hope to work with. While I don't call frequently (the website tells me what I need most often), I've never had a bad experience in more than 12 years as a foreign LLC.
- System to file monthly taxes works very well for me – quick and easy.
- You have some helpful and capable employees who seem to be interested in getting from A to B and are not bogged down in procedure. It is always a joy to have an opportunity to interact with one of these people. Also, your website is much improved over the past few years from the way it was.
- DOR is quite efficient and I have found the representatives to be quite helpful and thorough whenever I have had to contact the office.
- I appreciate the reminders and communications sent to me in email.
- I appreciate the pleasantness of the people I have chatted with and their willingness to problem solve when I don't know what to do. They never make me feel foolish or inadequate.
- This survey is a good start.
- We recently had a DOR audit. The representatives that worked with me were **OUTSTANDING**. They explained things clearly for me and offered **MUCH** patience on the items that I did not understand.

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

	Responses	Percent
Answered	250	37.3%
Skipped	420	62.7%
Total	670	100.0%

Sampling of responses:

- Offering online access for clients, nor stop improving the experience for taxpayers or tax professionals.
- You should never stop being kind, considerate, and understanding.
- Serving with kindness.
- Never stop answering the phone.
- Treating others how you want to be treated.
- Asking questions, and trying to improve.
- Realizing that customers are people and not numbers.
- New business owner tax classes.
- Sending reminders.
- Listening to the taxpayer, trying to understand his situation.
- Communicating changes and information.
- Maintaining confidentiality of information.
- Paying attention to customers.
- Please never stop asking for feedback and acting to correct issues in order to increase accessibility. Seriously. Knowing that this department is willing to improve, and asking end users for feedback towards that end, betokens a great deal of success.