Evolution of Customer Service & Outreach

PA Department of Revenue
Our duties were originally defined as:

- Collecting all state taxes
- Registering & titling all motor vehicles
- Protecting life on the highways
- Protecting life & property in aircraft operation
- Providing law enforcement
“To fairly, efficiently, and accurately administer the tax laws and other revenue programs of the Commonwealth of Pennsylvania.”
DOR Vision

“To be a leading tax administration and public service agency known for customer service, integrity, innovation, processing and compliance that funds government services for the benefit of all Pennsylvanians, with a caring and professional workforce.”
DOR Goals

- Continually Improve Customer Service
- Enhance Effectiveness of Tax Compliance
- Continually Improve Business Processes and Technology
- Continually Improve Public Confidence
Our Evolution

Customer Service

Outreach & Education

Customer Feedback
Outreach and Education

- Webinars with Partner Organizations
- Facebook Launch
- Twitter & LinkedIn Launch
- Marketing Videos
- Fast Fact Posters
- New Business 101 Seminars
- Voluntary Compliance Initiatives
- Webinars with Partner Organizations
- Facebook Launch
- Outreach & Education in CEC
- Tax Blog & Revenue 411
- Fall Tax Seminars
- Fed/State e-File Outreach
- Outreach 1980
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2019
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2020
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2021
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2022
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2023
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2024
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2025
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2026
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2027
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2028
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2029
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2030
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2031
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2032
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2033
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2034
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2035
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2036
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2037
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2038
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2039
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2040
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2041
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2042
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2043
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2044
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2045
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2046
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2047
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2048
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2049
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2050
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2051
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2052
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2053
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2054
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2055
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2056
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2057
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2058
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2059
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2060
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2061
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2062
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2063
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2064
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2065
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2066
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2067
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2068
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2069
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2070
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2071
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2072
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2073
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2074
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2075
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2076
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2077
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2078
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2079
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2080
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2081
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2082
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2083
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2084
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2085
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2086
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2087
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2088
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2089
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2090
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2091
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2092
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2093
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2094
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2095
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2096
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2097
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2098
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2099
- Tax Update Newsletter
- One-on-One Outreach
- Outreach 2000
Tax Update

- 6,400 recipients via email
- Promoted via social media
Marketing Videos

**e-Statement of Account**

2016

28,536 YouTube Views

**e-Correspondence**

2018

9,764 YouTube Views
Social Media

followers as of 9/3/2019
Pennsylvania Department of Revenue

August 8 at 9:34 AM

Happy International Cat Day! Did you know that pet sitting, boarding, walking and veterinarian services are not subject to Pennsylvania sales tax? In addition, grooming for purposes other than medical treatment is considered taxable.

Revenue 411

Presented
When to submit Forms W-2 and 1099
Customer Feedback

- General Feedback
- Post-audit Feedback
- Tax Seminar Feedback
- Outreach Feedback

Events
Customer Feedback Survey

714 Responses
January – December 2018

Customer Type
64% (Individuals)

23% Responded to in a timely manner
Represents the percent who Agree or Strongly Agree with this statement

36% Correspondence easily understood
Represents the percent who Agree or Strongly Agree with this statement

Website easy to navigate
19%

Customers self-select the category that best represents them and their reason for contacting the department.
Business Registration Survey

1,933 Responses  
January - August 2019

**Customer Type**
- 57% (Small Business)

**New online process less burdensome**
- 68%
  - Represents the percent who Agree or Strongly Agree with this statement

**Easy to understand what was required**
- 61%
  - Represents the percent who Agree or Strongly Agree with this statement

**New online process saved time**
- 82%
  - Represents the percent who Agree or Strongly Agree with this statement
Post-Audit Survey

33 Responses
March – August 2019

Audit Type & Location
24% (ST - Bethlehem)

Helpful and accurate information was provided
91%

Audit was conducted professionally
94%

Audit completed within a reasonable time
85%

Customers receive a link to a survey based on the tax type of the audit and the regional office conducting the audit.

Represents the percent who Agree or Strongly Agree with this statement.

Represents the percent who Agree or Strongly Agree with this statement.

Represents the percent who Agree or Strongly Agree with this statement.
Trends in Our Evolution

- Economic Factors
- Strategic Plan
- Generational Diversity
- Culture of the Administration
The Customer Experience

- Speaking with a Singular Voice to Our Customers
- Speaking with a Singular Voice to Our Employees
- Embracing New Technology and Processes
- Supporting the PA Customer Service Transformation Project
Thank You

Adria Senft, Division Chief
Strategic Planning & Performance
Bureau of Process Reinvention, Innovation, and Strategic Management

Contact Number
717.787.6386

Email Address
asenft@pa.gov