

# *Evolution of Customer Service & Outreach*

PA Department of Revenue





**pennsylvania**  
DEPARTMENT OF REVENUE



# DOR Duties - *the 1930s*

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**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**



# DOR Mission - *today*

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**“To fairly, efficiently, and accurately  
administer the tax laws and  
other revenue programs of the  
Commonwealth of Pennsylvania.”**

# DOR Vision

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**“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**



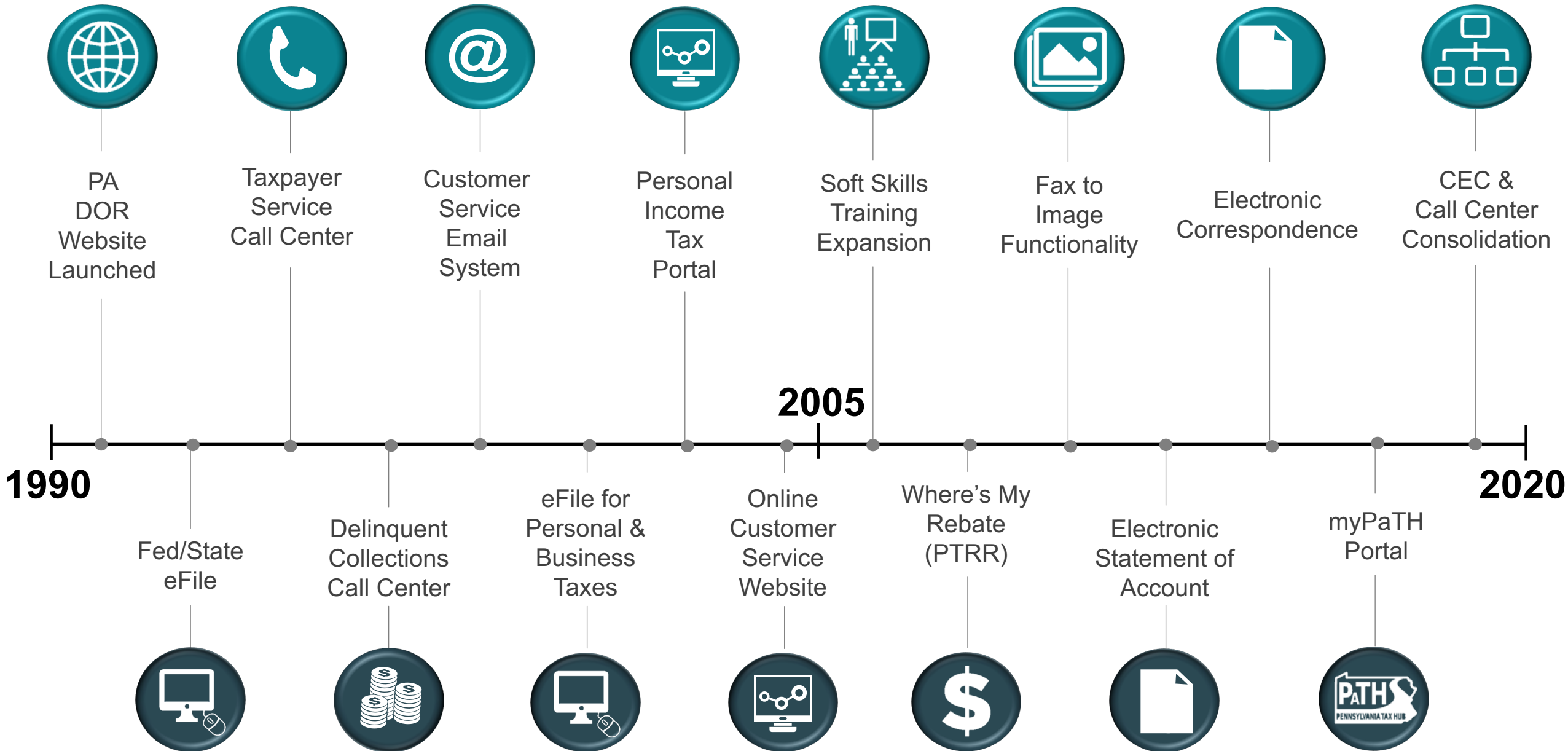
**Customer Feedback**



**Outreach & Education**



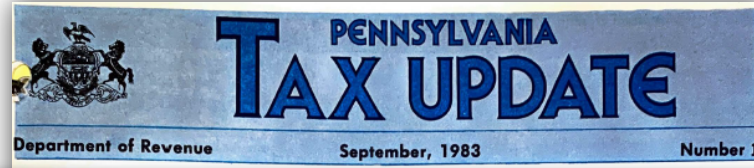
# Customer Service





# Outreach and Education





19



2019

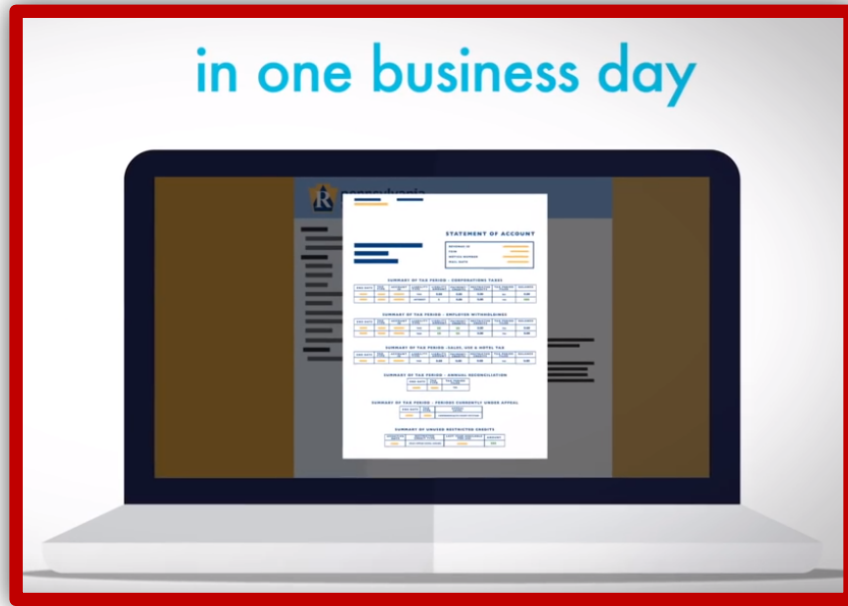
- 6,400 recipients via email
- Promoted via social media

OUTREACH AND EVENTS  
DAN HASSELL SWORN IN AS GOVERNOR TOM WOLF'S SECRETARY OF REVENUE  
REVENUE EXECUTIVES HOLD TOWN HALLS ON REORGANIZATION PLAN

8 2018-19 GENERAL FUND REVENUES

**The No. 1 goal in the department's strategic plan is to continually improve customer service.**  
- Revenue Secretary Dan Hassell

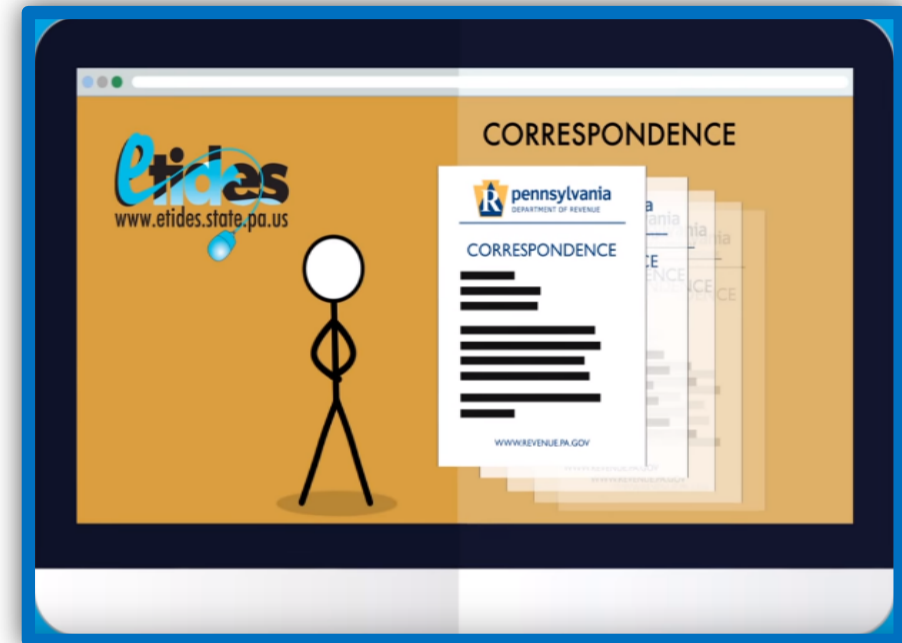
# Marketing Videos



## e-Statement of Account

2016

28,536 *YouTube Views*



## e-Correspondence

2018

9,764 *YouTube Views*

# Social Media



# Facebook

**SCAM WARNING:**  
The Department of Revenue today issued a warning to Pennsylvanians to be cautious of a scam targeting seniors and people with disabilities who receive rebates through the Property Tax/Rent Rebate Program. The department has received information this week that the scam consists of unsolicited telephone calls from a person claiming to work for the Department of Revenue. The caller starts the call by saying the recipient's application for the Property Tax/Rent Reba... See More

**PROPERTY TAX/RENT REBATE SCAM**  
THE SCAM

**An Unsolicited Phone Call**  
The department has received information this week that the scam consists of unsolicited telephone calls from a person claiming to work for the Department of Revenue. The caller asks if the recipient would like the rebate directly deposited into a bank account, which prompts a request from the caller for the recipient's banking information.

THE FACTS

- The Department of Revenue **does not** collect applicant's banking information over the phone.
- The Department of Revenue **does** contact applicants via automated calls to confirm their information has been received and approved.
- Legitimate businesses and government agencies will not contact you via automated calls to confirm their information has been received and approved.

LEARN MORE:  
REVENUE.PA.GOV

**Pennsylvania Department of Revenue**  
August 8 at 9:24 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.

Learn more about Pennsylvania sales tax: <http://bit.ly/RetailersInformation>.

**FAST FACT**  
Sales Tax

**Taxability of Pet Services**



Pet sitting, boarding, walking, and veterinarian services are not subject to Pennsylvania sales tax. Pet grooming for purposes other than medical treatment is considered taxable.

**Pennsylvania Department of Revenue**  
July 18 · 🌐

The Pennsylvania Department of Revenue's Online Customer Service Center is an excellent resource for most tax-related questions. You can find thousands of answers at <http://bit.ly/PADORHelpDesk>.

**DID YOU KNOW?**  
The Department of Revenue's Online Customer Service Center has thousands of answers to commonly asked tax questions.

<http://bit.ly/PADORHelpDesk>





# Customer Feedback



General Feedback



Post-audit Feedback

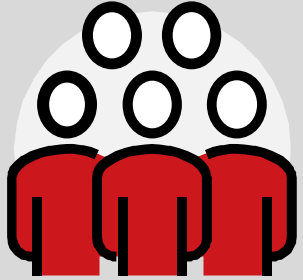


Tax Seminar Feedback



Outreach Feedback

# Customer Feedback Survey



**714**

**Responses**

January – December 2018

*Customers self-select the category that best represents them and their reason for contacting the department*

**Customer Type**

**64%**

**(Individuals)**



**23%**

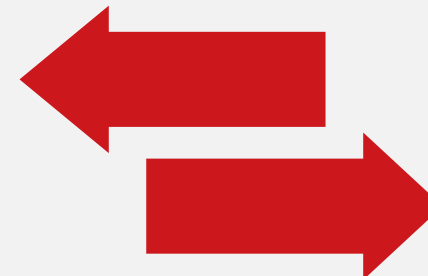
**Responded to in a timely manner**

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

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

**Website easy to navigate**

**19%**



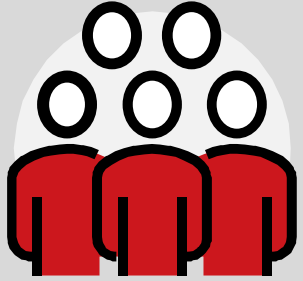
**36%**

**Correspondence easily understood**

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



# Business Registration Survey



**1,933**

**Responses**

*January - August 2019*

*Customers self-select the category that best represents them and their reason for registering*

**Customer Type**

**57%**

**(Small Business)**



**68%**

**New online process less burdensome**

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

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

**Easy to understand what was required**

**61%**

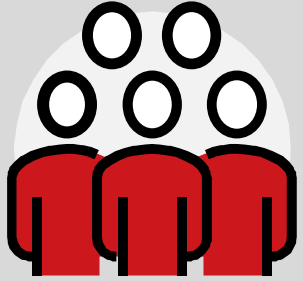


**82%**

**New online process saved time**

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

# Post-Audit Survey



**33**

**Responses**

March – August 2019

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

**Audit Type  
& Location**

**24%**

**(ST - Bethlehem)**



**91%**

**Helpful and  
accurate  
information was  
provided**

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

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

**Audit was  
conducted  
professionally**

**94%**



**85%**

**Audit completed  
within a  
reasonable time**

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

# *Trends*

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# Trends in Our Evolution



Economic Factors



Strategic Plan



Generational Diversity



Culture of the Administration

# *The Future*

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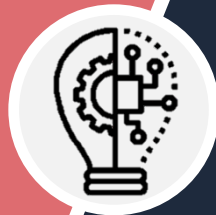
# THE FUTURE



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



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