

**2023**  
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 needs and expectations. The 2023 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.

## 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, 95.6% responded that they were "very satisfied" or "satisfied." This is an increase from 90.3% in 2022. When asked about their satisfaction level with their last interaction, there was an 89.2% positive response, which is also a slight increase from 2022.

Taxpayers continue to prefer using email/secure messaging or telephone to interact with Revenue (75.6%).

There was a significant increase in the strongly agree/agree category when taxpayers were asked whether they were able to resolve questions or issues by calling the call center, 83.4% in 2022 increased to 92.6% in 2023.

Overall, the results of the Taxpayer Satisfaction Survey over the last 6 years have not changed significantly. Survey scores remain high and stable, year over year.

# 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 352,000, the survey was sent to a random sample of 10,000 taxpayers.

## Timeframe

Revenue conducted the survey from Jan. 2 - Feb. 3, 2024.

## Response rate

While the response rate increased steadily from 2018 through 2020, it decreased significantly in 2021 and 2022. 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 had likely led to survey fatigue and reduced response rates.

Since 2021, we have seen a slight uptick in response rate for this survey. The 2023 survey received 378 responses.

Year	# of responses received	# of invitations sent	Response rate
2018	434	10,000	4.34%
2019	670	10,000	6.70%
2020	786	10,000	7.86%
2021	444	20,000	2.22%
2022	287	10,000	2.87%
2023	378	10,000	3.78%

## Where did our responses come from?

Responses to the 2023 survey came from 7 countries including the United States. While 97.4% of responses were from the United States, 10 responses came from other countries:

- United States (368)
- Germany (3)
- Mexico (2)
- India (2)
- Philippines (1)
- Singapore (1)
- Canada (1)

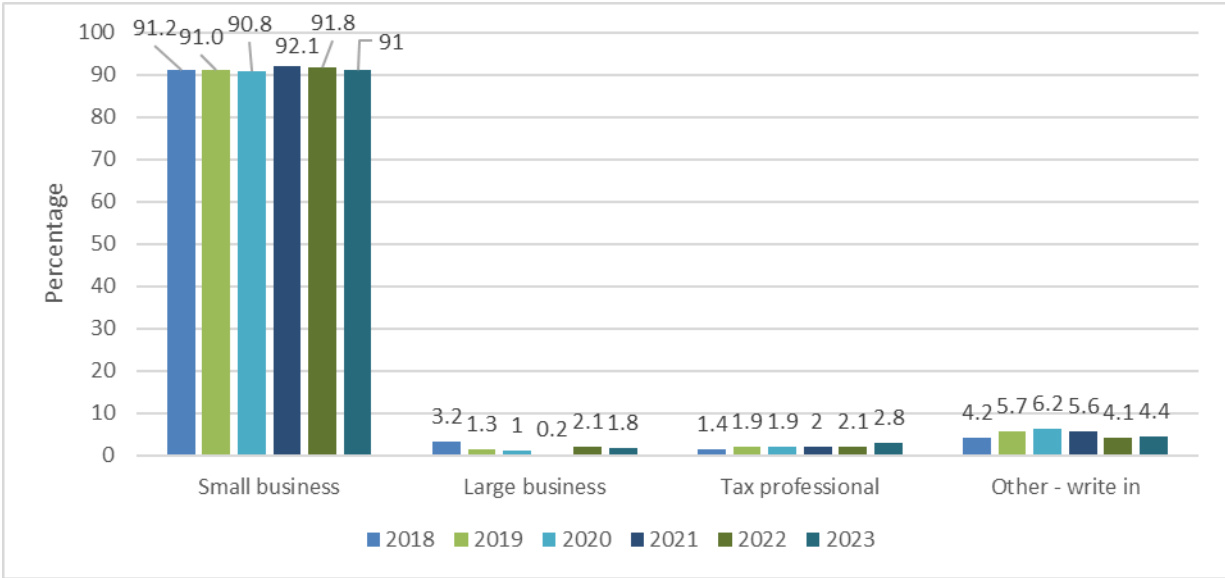
Responses from the United States represented 20 states and Washington DC:

Arkansas (1)  
Arizona (3)  
California (11)  
Colorado (2)  
Florida (2)  
Georgia (1)  
Hawaii (2)  
Iowa (6)  
Idaho (3)  
Indiana (4)  
Kentucky (2)  
North Carolina (1)  
New Hampshire (1)  
New Jersey (1)  
Oregon (18)  
Texas (2)  
Utah (1)  
Virginia (4)  
Washington (216)  
Washington DC (1)  
Wyoming (2)  
Unknown (84)

# RESULTS

## Q1. How would you describe yourself or your business?

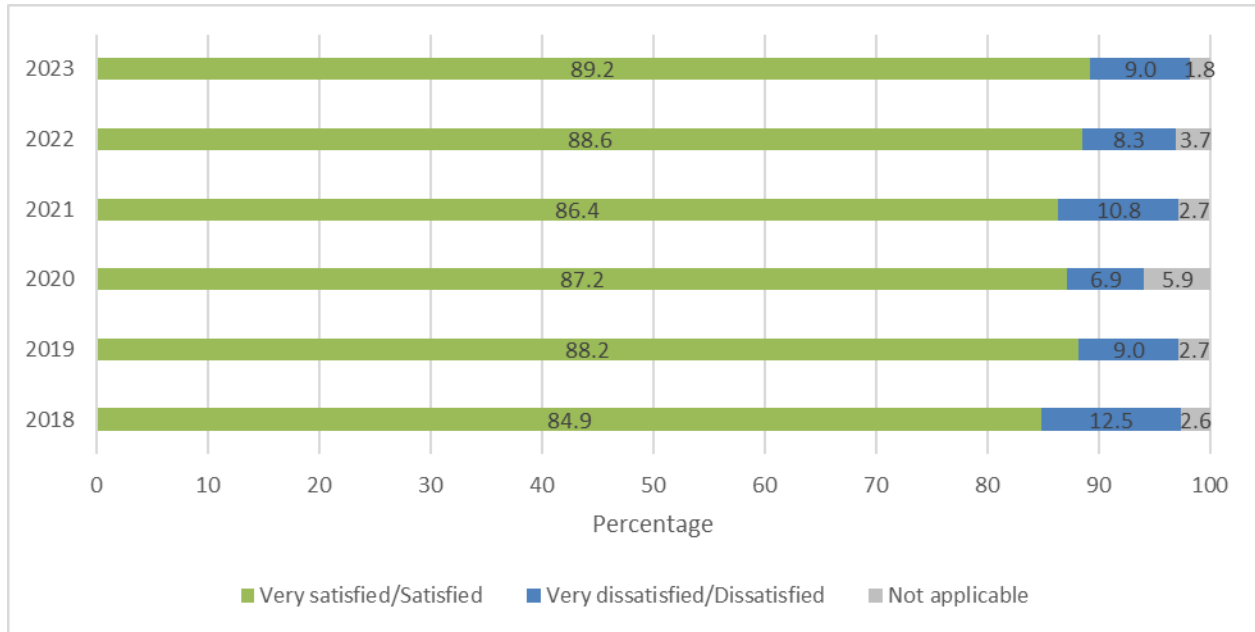
	2018	2019	2020	2021	2022	2023
Small Business	91.2%	91.0%	90.8%	92.1%	91.8%	91.0%
Large Business	3.2%	1.3%	1.0%	0.2%	2.1%	1.8%
Tax Professional	1.4%	1.9%	1.9%	2.0%	2.1%	2.8%
Other	4.2%	5.7%	6.2%	5.6%	4.1%	4.4%



- The percentage of respondents who described themselves as a **small business** stayed about the same as previous years.
- The percentage of respondents who described themselves as a **large business** stayed about the same as previous years.
- The **tax professional** percentage has increased in the last 6 years.

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

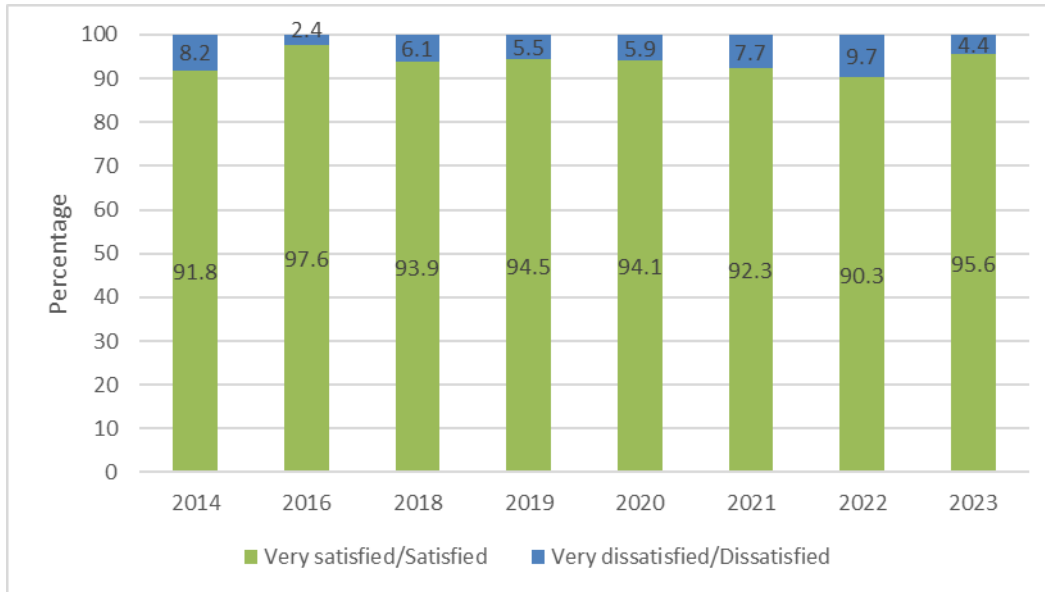
	2018	2019	2020	2021	2022	2023
Very satisfied	33.4%	34.9%	30.0%	38.8%	37.4%	41.9%
Satisfied	51.5%	53.3%	57.2%	47.6%	51.2%	47.3%
Dissatisfied	9.0%	4.8%	4.6%	5.4%	2.4%	6.7%
Very dissatisfied	3.5%	4.2%	2.3%	5.4%	5.9%	2.3%
Not applicable	2.6%	2.7%	5.9%	2.7%	3.7%	1.8%



- Overall satisfaction slightly increased for very satisfied/satisfied in 2023. This is the highest rate of satisfaction in this category in the past 6 years of the survey.
- Overall dissatisfaction slightly increased from last year.

**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	2023
Very satisfied	57.7%	43.9%	36.5%	39.7%	32.3%	38.1%	40.1%	43.6%
Satisfied	34.1%	53.7%	57.4%	54.8%	61.8%	54.2%	50.2%	52.0%
Dissatisfied	4.9%	1%	4.7%	3.8%	4.3%	5.0%	8.0%	3.9%
Very dissatisfied	3.3%	1.4%	1.4%	1.7%	1.6%	2.7%	1.7%	0.5%

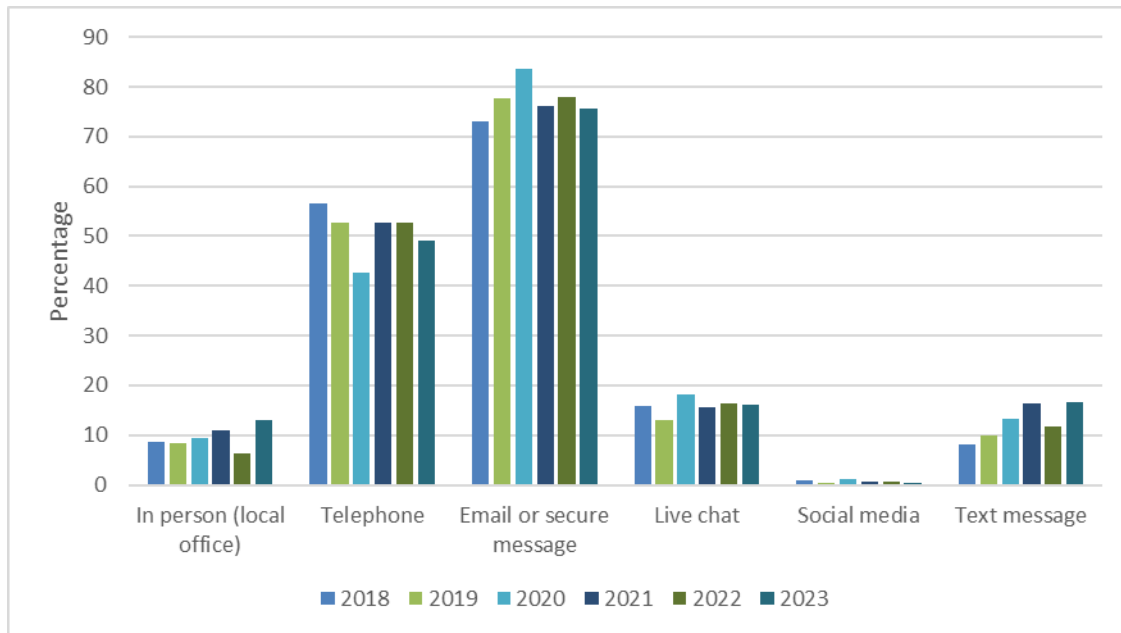


- Overall satisfaction increased by 5.3 percentage points from 90.3% very satisfied/satisfied in 2022 to 95.6% in 2023. This is the highest level of overall satisfaction we have seen in this category since 2016.



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

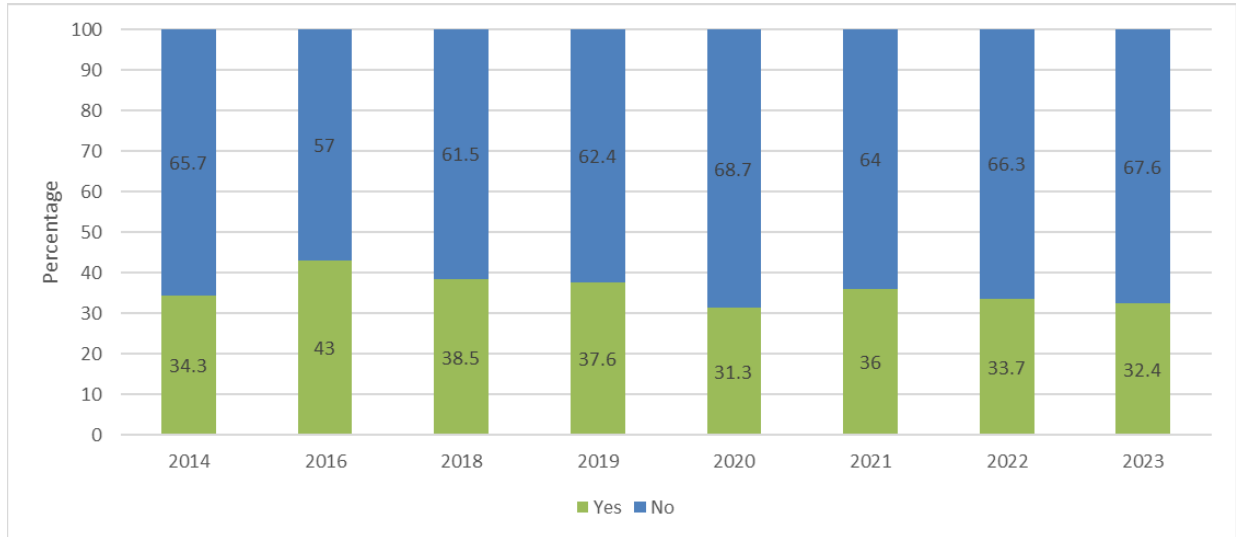
	2018	2019	2020	2021	2022	2023
In person	8.6%	8.3%	9.4%	10.9%	6.2%	13.1%
Telephone	56.6%	52.8%	42.6%	52.8%	52.6%	49.1%
Email or secure message	73.1%	77.6%	83.7%	76.1%	77.9%	75.6%
Live chat	15.8%	13.1%	18.1%	15.7%	16.3%	16.0%
Social media	0.9%	0.5%	1.2%	0.7%	0.7%	0.3%
Text message	8.1%	9.8%	13.3%	16.4%	11.8%	16.5%



- **In person** increased by 6.9 percentage points, to 13.1%. This is the highest percentage of preference seen in this category.
- **Telephone** decreased slightly in percentage points. Telephone remains the second most preferred way to interact with the Department of Revenue since 2018.
- **Email or secure message** also decreased slightly to 75.6% but remains the most preferred method of communication.
- **Live chat** stayed about the same.
- **Social media** continues to be the least preferred method to interact with the Department of Revenue.
- **Text message** had an increase of 4.7 percentage points. This is the highest percentage of preference seen in this category.

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

	2014	2016	2018	2019	2020	2021	2022	2023
Yes	34.3%	43.0%	38.5%	37.6%	31.3%	36.0%	33.7%	32.4%
No	65.7%	57.0%	61.5%	62.4%	68.7%	64.0%	66.3%	67.6%



In 2023, the percentage of customers who contacted the call center decreased by 1.3 percentage points.

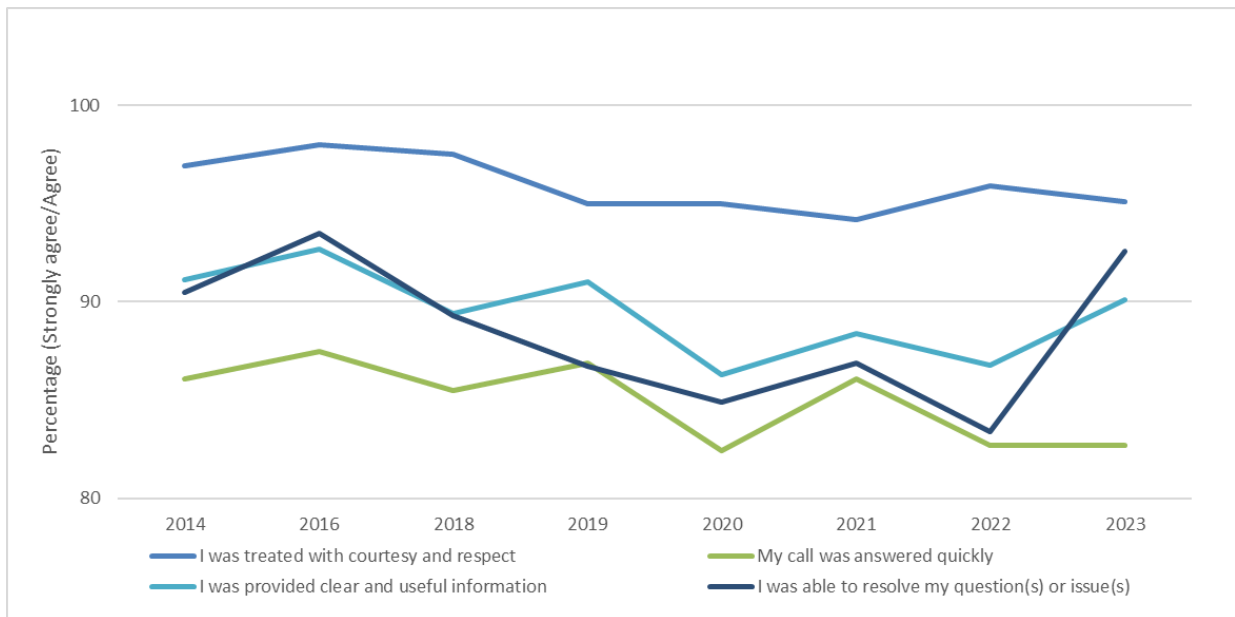
**Q6. Please tell us about your experience with our call center.**

	2014	2016	2018	2019	2020	2021	2022	2023
<b>A. I was treated with courtesy and respect</b>								
Strongly agree	80.8%	57.7%	60.9%	55.2%	54.1%	59.1%	56.1%	57.4%
Agree	16.1%	40.3%	36.6%	39.8%	40.9%	35.1%	39.8%	37.7%
Disagree	2.4%	1.2%	1.9%	3.7%	2.9%	1.9%	2.0%	0.8%
Strongly disagree	0.7%	0.8%	0.6%	1.2%	2.1%	3.9%	2.0%	4.1%

<b>B. My call was answered timely</b>								
Strongly agree	55.1%	23.1%	37.7%	38.1%	34%	38.6%	32.7%	39.3%
Agree	31.0%	64.4%	47.8%	48.8%	48.4%	47.5%	50.0%	43.4%
Disagree	9.5%	10.5%	9.3%	11.9%	12.3%	7.6%	10.2%	12.3%
Strongly disagree	4.4%	2.0%	5.6%	1.2%	5.3%	6.3%	7.1%	4.9%

<b>C. I was provided clear and useful information</b>								
Strongly agree	67.4%	51.6%	50.6%	49.8%	45.2%	51.0%	53.1%	55.7%
Agree	23.7%	41.1%	38.8%	41.2%	41.1%	37.4%	33.7%	34.4%
Disagree	7.9%	6.0%	8.1%	5.3%	9.5%	5.2%	9.2%	4.9%
Strongly disagree	1.0%	1.2%	2.5%	3.7%	4.1%	6.5%	4.1%	4.9%

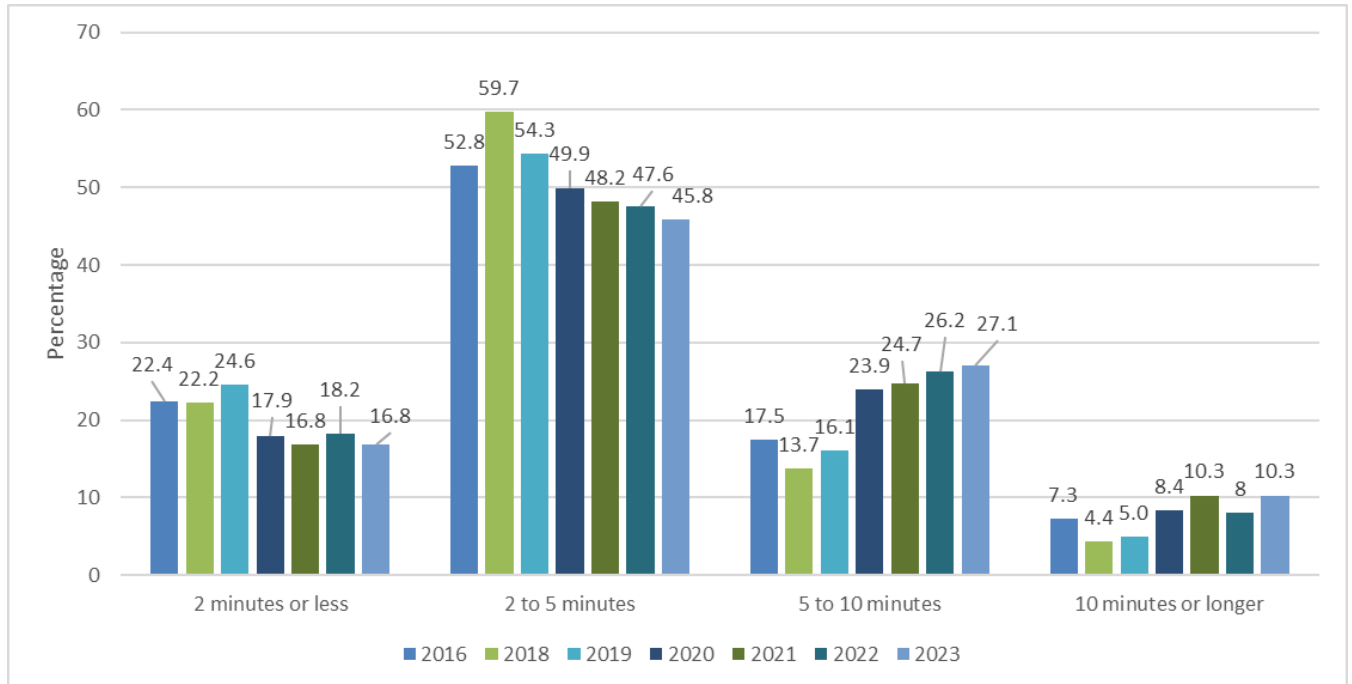
<b>D. I was able to resolve my question(s) or issue(s)</b>								
Strongly agree	70.6%	49.4%	50.9%	49.6%	46.2%	50.7%	52.1%	52.9%
Agree	19.9%	44.1%	38.4%	37.1%	38.7%	36.2%	31.3%	39.7%
Disagree	6.6%	5.3%	5.7%	9.2%	8.8%	5.3%	7.3%	2.5%
Strongly disagree	3.0%	1.2%	5.0%	4.2%	6.3%	7.9%	9.4%	5.0%



- ***I was treated with courtesy and respect*** strongly agree/agree responses stayed about the same as 2022.
- ***My call was answered quickly*** strongly agree/agree responses stayed the same and remains the lowest in the category.
- ***I was provided clear and useful information*** strongly agree/agree responses increased by 3.3 percentage points, reaching its highest level since before 2020.
- ***I was able to resolve my questions(s) or issue(s)*** strongly agree/agree responses had a dramatic increase of 9.2 percentage points for 2023. This is the second highest percentage since 2014 (highest agree responses in 2016 were 93.5%).

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

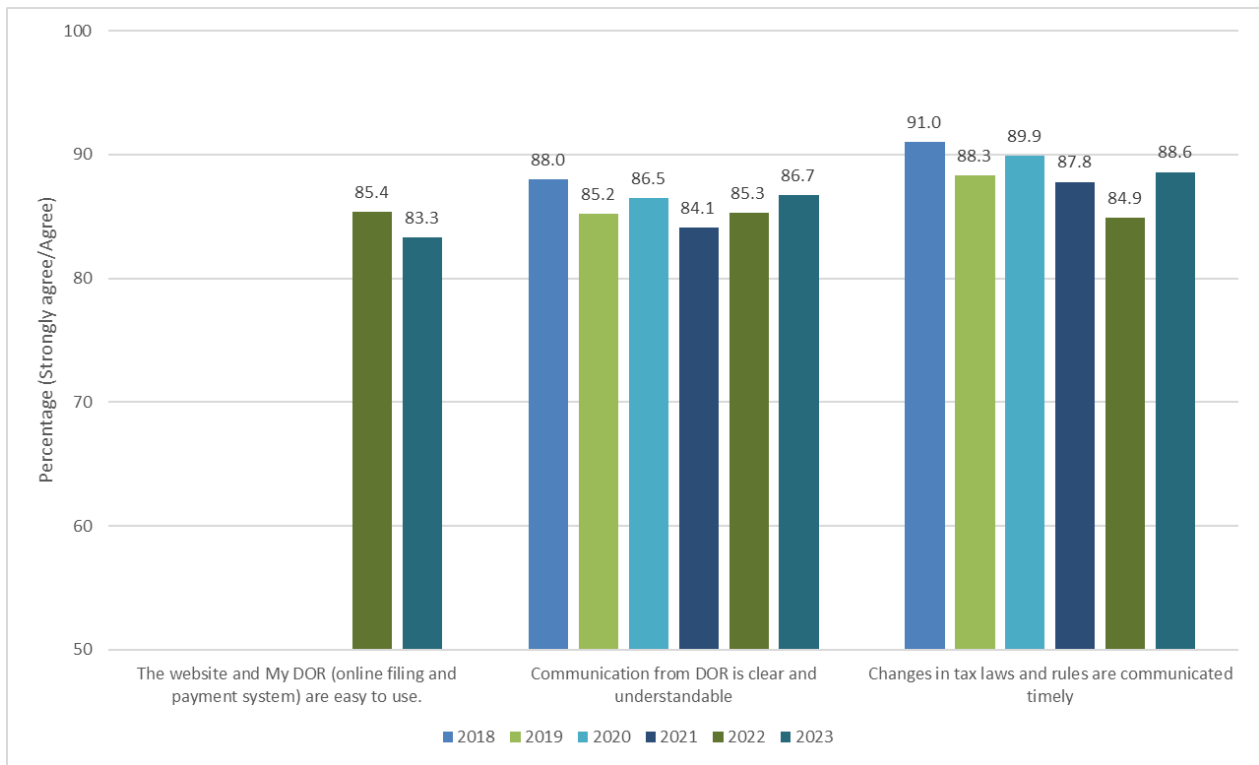
	2016	2018	2019	2020	2021	2022	2023
Less than 2 minutes	22.4%	22.2%	24.6%	17.9%	16.8%	18.2%	16.8%
2 to 5 minutes	52.8%	59.7%	54.3%	49.9%	48.2%	47.6%	45.8%
5 to 10 minutes	17.5%	13.7%	16.1%	23.9%	24.7%	26.2%	27.1%
10 minutes or longer	7.3%	4.4%	5.0%	8.4%	10.3%	8.0%	10.3%



In 2023, some respondents were willing to wait on hold longer to speak to a customer service representative. Waiting 5 to 10 minutes increased by 0.9 percentage points. This category has continued to see steady increases since 2018. Also, there was a 2.3 percentage point increase in the 10 minutes or longer category from last year.

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

	2018	2019	2020	2021	2022	2023
<b>A. The website and My DOR (online filing and payment system) are easy to use.</b>						
Strongly agree					32.5%	36.0%
Agree					52.9%	47.3%
Disagree					9.3%	11.3%
Strongly disagree					5.2%	5.4%
<b>B. Communication from DOR is clear and understandable</b>						
Strongly agree	20.9%	24.0%	22.3%	27.5%	28.9%	31.4%
Agree	67.1%	61.2%	64.2%	56.6%	56.4%	55.3%
Disagree	9.9%	12.1%	11.7%	12.0%	11.8%	10.4%
Strongly disagree	2.1%	2.8%	1.8%	3.9%	2.8%	2.9%
<b>C. Changes in tax laws and rules are communicated timely</b>						
Strongly agree	24.8%	25.8%	20.9%	23.8%	26.4%	26.3%
Agree	66.2%	62.5%	69.0%	64.0%	58.5%	62.3%
Disagree	7.6%	8.4%	8.4%	7.9%	11.6%	8.8%
Strongly disagree	1.4%	3.4%	1.7%	4.4%	3.5%	2.7%



- ***The website and My DOR (online filing and payment system) are easy to use*** was added in 2022. Prior to this, 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 2023 combined question was 83.3%.

- ***Communication from DOR is clear and understandable*** strongly agree/agree responses increased by 1.4 percentage points from 2022.
- ***Changes in tax laws and rules are communicated timely*** strongly agree/agree responses increased by 3.7 percentage points from 2022.

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

	Responses	Percent
Answered	153	40.4%
Skipped	225	
Total	378	

**Top themes and comment sampling**

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

*Nothing I can think of. I am a one-person business, and filing my B & O return is extremely easy. The change you made to the website about two years ago made it very easy to complete and file my returns, and to pay by ACH.*

*I don't know, but I am VERY grateful for all people I spoke with during my calls. They all are very kind, patient, polite, positive and the most supportive and knowledgeable people! Thank you! Keep it up!*

- 26 responses were related to filing taxes.

*It would be great to be able to upload a spreadsheet or similar with the data needed rather than completing the online system.*

*Simplify the process for the business. Way too many options, yet not an easy way to be refunded Sales Tax Paid at Source. (The most likely issue businesses have.)*

*My main complaint would be how needlessly often the website and portal changes, both in look and function. Plus I would rather use paper forms, and not have to borrow a computer to pay taxes.*

- 16 responses were related to the call center.

*Staff return calls the following day.*

*Calls should be answered promptly and route to the right department.*

*Easier access to customer service by phone.*



**Q10. Please tell us what we are doing well.**

	Responses	Percent
Answered	165	43.7%
Skipped	213	
Total	378	

- 54 responses referenced the customer service from DOR’s Telephone Information Center.

*Answering the telephones with humans with VERY short hold time. It's amazing! And then you can see my tax return as I'm filling it out so we can quickly resolve my questions.*

*I do appreciate being able to call and speak with somebody the few times I have called and spoken with somebody I get knowledgeable people, my call is answered in a relatively acceptable amount of time. And the instructions that they do provide are very clear.*

*My representatives have always been very helpful and clear in their communication. I really am thankful to be talking to local people over the phone who can review things with me.*

- 21 responses referenced ease of use of My DOR.

*I really appreciate the online combined tax submittal process. It's one of the best online forms I've used. The way it's done cuts down the time to enter and compute tax by a lot.*

*Thank you for making it easy to pay taxes online.*

*The monthly report is so quick and easy to use, and it catches errors so I can back up and make corrections easily.*

- 12 responses referenced the website.

*Your website and its functions are intuitive, and (after practice) I follow your routines. Security using other electronic communication devices seems good, too. Kudos to your website workers, and to your security watchers!*

*Website is easy to use, offers lots of info. and resources related to business taxes, filings, etc. that are very helpful.*

*I appreciate a website that is easy to use and understand.*