

Notification of Audit Letter

Department of Licensing

THE CHALLENGE

We saw this project as an opportunity to get feedback on and redesign our Notification of Audit letter.

90% of customers receiving the letter call expressing anxiety, fear, and/or frustration after receiving the Notification of Audit letter.

THE INSIGHTS

What did you learn during the two day design challenge?

- We are a reactive team vs. being a proactive team.
- Our goal is to ensure positive educational interactions to provide efficient and effective customer's experience.
- Improve the taxpayer and auditor experience by engaging in "education first" at every step of the process.

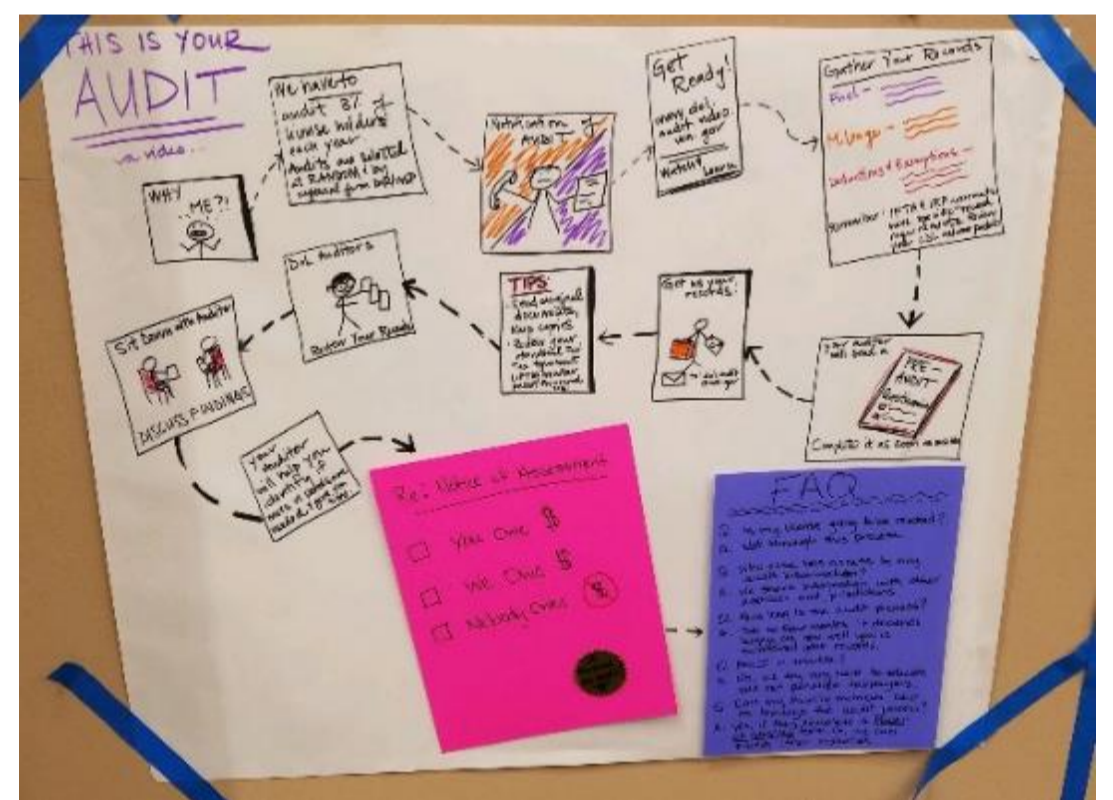
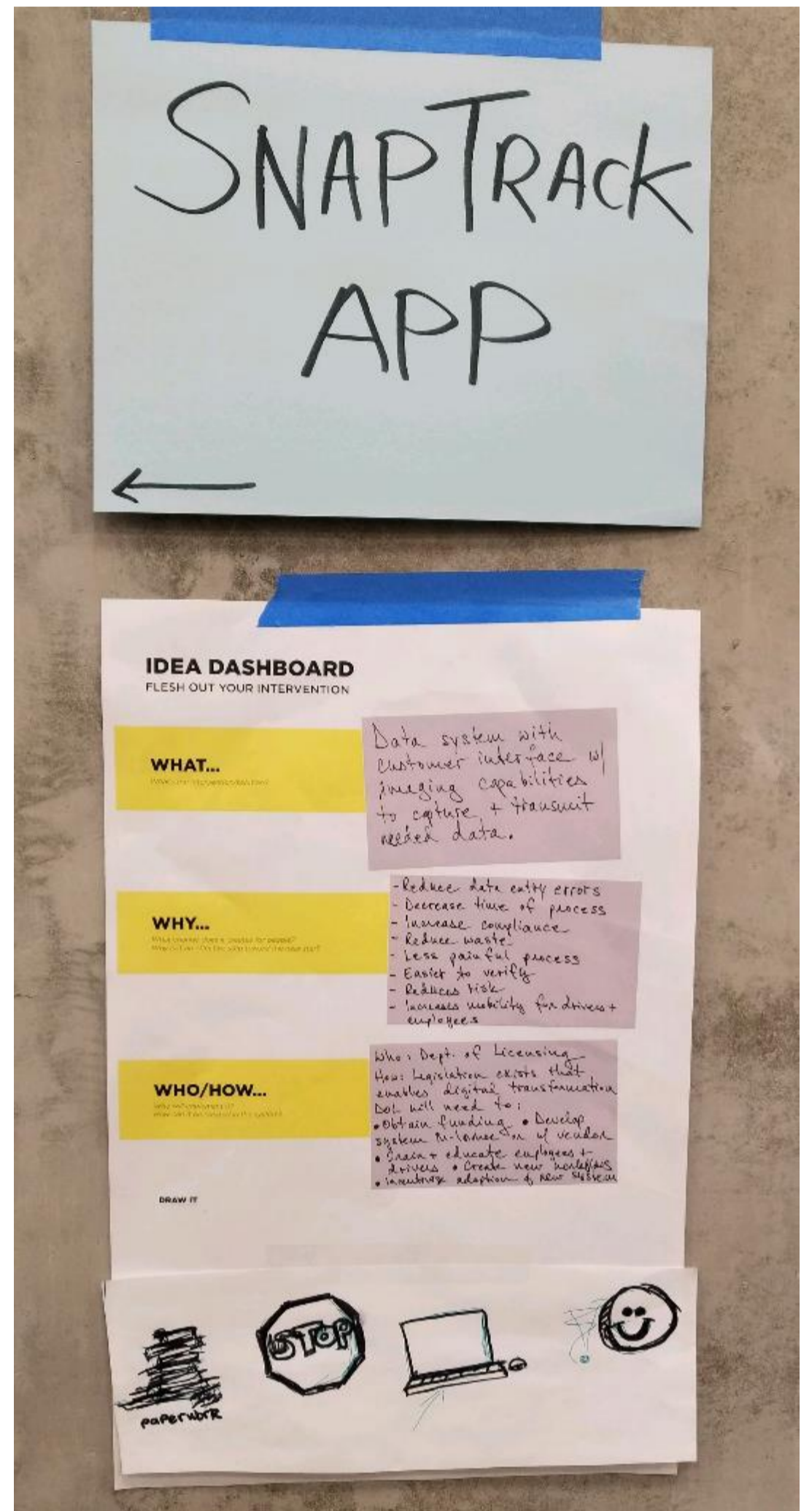
What did you learn about your customers?

The lack of education provided leaves our customers with a sense of foreboding when the Notification of Audit letter is received.

Did you have any "aha" moments?

Going through the Human Centered Design Challenge process changed the way we think about the relationship with our customers. It helped us to realize that every interaction, at every level with our customers is an education opportunity and a chance to build trust.

THE POSSIBILITIES



WHAT WE'VE DONE

- Begun the prototype of a new version of the Notification of Audit letter.
- Started having discussions within PRFT about customer education opportunities.
- Given a presentation about Human Centered Design to division leadership.

WHAT'S NEXT

Continue discussions about how to improve interactions with, and education for our customers. This could include: training videos, field workshops, education packets, updated webpages, and updated letters and forms.

We will be working with our customers on the updated Notification of Audit letter. This will be done via a survey, phone and email.