

Improving IRS.gov's Customer Satisfaction with New Tools & Technologies

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Performance Measurement

- **American Customer Satisfaction Index (ACSI)** measures customer satisfaction for just IRS.gov
 - Identifies specific elements affecting customer satisfaction
 - More accurate than focus groups
 - More timely & cost effective than quantitative surveys
- **ACSI - President's Management Council standard metric for measuring citizen satisfaction**
- **Needed for full compliance with the E-Gov Act of 2002**
- **Provided critical information for the recent site redesign**

ACSI Scores

- **Overall ACSI Customer Satisfaction score – 2006 is 72**
 - 4 points higher than 2004
- **Based on Rel 3.0 & Search Upgrade , the number of search page views has decreased – resulting in users finding information more readily & quickly.**

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IRS.gov Redesigns

- **Key is constantly enhancing & changing website to meet the needs of taxpayers**
 - Usability studies
 - Help Desk Feedback
 - Surveys & Focus Groups
 - Tax Forums

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IRS Digital Daily

PRINTED DAILY AND IT'S FREE! DEPARTMENT OF THE TREASURY Presenting The Fastest, Easiest INTERNAL REVENUE SERVICE Tax Publication On The Planet AND YOU DON'T HAVE TO RECYCLE!

THE DIGITAL DAILY

FASTER THAN A SPEEDING 1040-EZ . . . MAR 22, 2002 . . . 64 DAYS UNTIL APRIL 15TH.

[Text Only Version]

IRS Hiring Hundreds Now!
[Explore IRS Careers at our IRS Career Site!](#)

IRS Disaster Relief
Retirement & 401(k) Plan Alert - Act Now!

Tax Talk Today
Webcast: 1/22/02, 2pm ET
The IRS Agent You NEVER Want To Meet

Order your 2001 Tax Products CD-ROM today!



NEWS FOR YOU 2002

Looking to get a head start on your taxes? The IRS offers a sneak peak at some of the changes underway with "News for You 2002."

This practical guide provides new information that taxpayers, tax practitioners and businesses need for

IRS.gov Rel 2.0



Internal Revenue Service **IRS.gov**

DEPARTMENT OF THE TREASURY

[Accessibility](#) | [Tax Stats](#) | [About IRS](#) | [Careers](#) | [FOIA](#) | [The Newsroom](#) | [Site Map](#) | [Español](#) | [Help](#) 08.05.2005

IRS Keyword:

Search for...

within:

[Advanced Search](#)

[Tips for successful searching](#)

[Forms and Publications](#)

information for:

- [Individuals](#)
- [Businesses](#)
- [Charities & Non-Profits](#)
- [Government Entities](#)
- [Tax Professionals](#)
- [Retirement Plans Community](#)
- [Tax Exempt Bond Community](#)



August 15 Extension Deadline Approaching

So, back in the spring you filed an extension. Now, the dog days of August — and the extension deadline — are fast approaching. Be cool — use IRS e-file to file your return today.

Summer Tax Tips

Some traditional summer events — weddings, summer jobs, day camp, moving — can have tax consequences you may want to consider.

Free File Still Going Strong

Need to file? Free File is still an option. Join the 5 million others who've used it.

Where's My Refund?

Check on your refund now, or, in special situations, start a trace on your refund.

EFTPS*

Electronic payment options.

Criminal Enforcement
Investigating criminal violations.

e-file

Online options — fast, free

[Business Opportunities](#) | [Contact Us](#) | [Important Links](#) | [IRS Privacy Policy](#) | [Taxpayer Advocate](#)

Rel 3.0 -11-16-2005

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- New, easier role-based Navigation
- Improved Search Engine & new features
- New Portlet Features on Homepage
- New IRS Ads on Homepage
- Online Tools on Homepage highlights useful taxpayer focused applications
- Introduced “electronic IRS”
- Fresh, clean design reduced site “clutter”

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New IRS.gov Home Page

electronic **irs**

The screenshot shows the new IRS.gov homepage layout. At the top, there is a navigation bar with links for "Contact IRS", "About IRS", "Site Map", "Español", and "Help". Below this is the "Internal Revenue Service" logo and the text "United States Department of the Treasury". A search bar is located on the right side of the header. The main content area is divided into several sections: "Most Requested Forms and Publications" listing forms like 1040, 2688, W-9, 1040, and SS-4; "Online Tools" including 1040 Central, My Refund, and e-file; "Helping Hurricane Katrina Victims" with a logo and text about relief; "IRS and DOJ Unveil Largest Tax Fraud Case" with a brief summary; "Where's My Refund?" and "Free File Still Going Strong"; and "Information About" with links to Contracting Opportunities, Careers, Frequently Asked Questions, Newsroom, Tax Stats, and Taxpayer Advocacy. On the right side, there is a "I need to..." section with a dropdown menu and a "GO" button, followed by two "Starting a business?" sections with "Questions? We have answers!" text. At the bottom, there is a footer with links for "Accessibility", "FirstGov.gov", "Freedom of Information Act", "Important Links", "IRS Privacy Policy", and "U.S. Treasury".

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Successes

- Increased ACSI scores in overall satisfaction, search, navigation & functionality
- Increased overall traffic (i.e., visits, total page views), while a reduction in search page views
- Increased number of electronic filing

“The Internal Revenue Service announced today the recently completed 2006 filing season set a series of records, highlighted by 70 million tax returns being filed electronically this year and home computer usage jumping 18 percent. “ from IRS.gov website. News Release: IR-2006-67, April 25, 2006

Site Usage

	<u>Month</u>	<u>2005 Tax Filing Season</u>	<u>2006 Tax Filing Season</u>	<u>% Diff</u>
Visits	January	24,952,015	28,013,793	12.27
	February	37,466,564	38,557,432	2.91
	March	26,339,173	28,834,499	9.47
	April	27,618,106	29,857,504	8.11
	TOTAL	116,375,858	125,263,228	7.64
Total Page Views (TPV)	January	217,669,905	225,258,941	3.49
	February	262,910,739	254,565,879	-3.17
	March	181,234,361	182,615,575	0.76
	April	193,639,567	199,375,385	2.96
	TOTAL	855,454,572	861,815,780	0.74

IRS.gov Web Mgmt. Tools

- Akamai service reduces the burden on web servers & handles the majority of the web traffic on IRS.gov
- During the last days of 2006 filing season, Akamai handled more than 90% of all web server hits & search origin traffic.

Akamai Peak Volume Day

Akamai Peak Volume Day Comparison between April 15, 2005 and April 17, 2006			
	April 15, 2005	April 17, 2006 *	% Diff
Hits	140,818,402	148,753,812	5.64%
Peak Hits Per Second	2,643	3,242	22.66%

* April 12, 2006 there were 65,063,027 Million Hits

IRS.gov Web Mgmt. Tools

- **Webtrends** – enables IRS to obtain detailed analytics on IRS.gov web traffic
- **Maxamine** – identifies web pages that are slow to open because of large graphics, broken links, and other quality related flaws
- **ComScore Media Metrix** – measures online media usage for home, and work and provides complete online demographic analysis