




Georgia Department of Revenue

E-file Implementation and Marketing Overview




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Integrated Tax Solution (ITS)




- Legacy Systems replaced by ITS
- ITS Features & Benefits
 - All tax types are accessed through one system
 - Account History & Balance visible on one screen
 - PDF Letters are created & stored for easy access
 - Systemic offsets & refunds replacing manual processes

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ITS Implementation




- Phased approach by Tax types
 - May 2009 Sales & Use
 - December 2009 Withholding
 - Late 2010 Corporate Partnership & IFTA
 - 2011 Individual & Renewals

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Employee Transition from all Systems to ITS




- Employee training schedule
- Computer Based Training department wide
- Hands On Classes
- SharePoint FAQs & Tips
- Desk side support during Rollouts

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Georgia Tax Center (GTC)



GTC is a secure electronic customer self-service system which provides taxpayer access to registration, filing, payment and review of up-to-date taxpayer account information.


- GTC is a new on-line customer service solution
- GTC implementation schedule set to follow ITS
- E-File & e-Pay will continue to provide electronic services for License Renewal and Individual Payments

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GTC Features & Benefits



- Allows for easier filing through online entry
- Single/Bulk file uploads
- One Logon Access to all accounts
- Complete account history
- Up to date account balances
- Paperless requests
- Documentation Submission
- View Correspondence
- Update Names / Addresses
- System Message Board – allows communication with taxpayers via bulk emails

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Customer Transition from e-file to GTC

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tax center

- **Mandate**
 - Threshold Drop to \$5,000 – 44,723 taxpayers affected
 - Threshold Drop to \$1,000 – 185,582 taxpayers affected
 - Threshold Drop to \$500 – 85,469 taxpayers affected
 - EFT Filing Penalty
- **Phased approach**
 - Emails for current e-filers
 - Paper letters for mandated not currently filing
 - Paper letters for remaining TPs
 - Assigned support week for 3,000 taxpayers at a time

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Marketing

- Customer Outreach
- GTC logo development and branding
 - All ITS communications include reference to GTC
 - Website development
 - Links on other agency websites
 - Instructional Videos
 - Tax Seminars (April - December)
 - Frequently Asked Questions
 - Communications
 - ListServe current e-filers
 - Email blast to all Georgia Associations
 - Paper mailings including GTC Brochure
 - Press release

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Other Efforts to Encourage Electronic Filing

- Courtesy reminder one day before return due date
- Emailing delinquents one day after return due date
- Future plans for non statutory notices
- Paper Reduction Efforts
 - Sales Tax Booklets
 - Withholding Booklets
 - Individual Booklets





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Individual Income Tax Booklets

- Marketing Message:

Did you know that if you file electronically and choose direct deposit you can receive your refund in less than 15 business days?

Average paper returns takes 6 to 8 weeks to receive refund
- 2009
 - 800,000 booklets printed and 550,000 mailed at a cost of \$500,000
 - Research showed **only** 28% of booklets were used when filing returns
 - 576,000 booklets printed went unused





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Individual Income Tax Booklets

- 2010
 - Postcards
 - 411,667 postcards printed notifying taxpayers of the change
 - \$57,361.03 cost
 - Income Tax Booklets
 - 250,000 booklets printed
 - \$127,929.02 cost
 - 52,839 booklets were mailed on taxpayer request
 - This change will result in a 63% savings

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Individual Taxpayer Booklets are still available:

- On our website, www.dor.ga.gov
- At Revenue offices and selected libraries statewide
- Upon request by returning the postcard card

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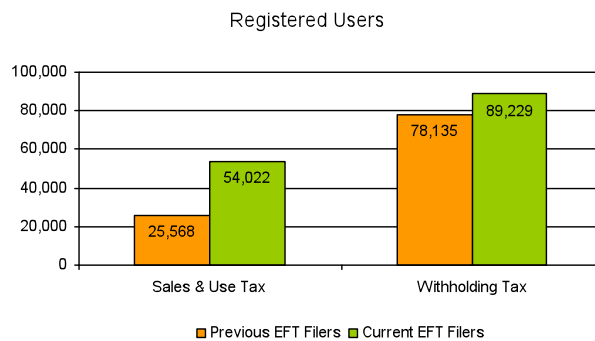
Cost Savings

- Cost of Processing (paper vs. electronic)
 - Each paper return processing cost on average \$8.00
- Cost of mailing returns
 - Sales Tax Return cost \$1.28
 - Withholding Return cost \$0.91
- First electronic filing stops future return mailings
- Opportunity costs (less work for more accurate returns)



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How Are We Doing?

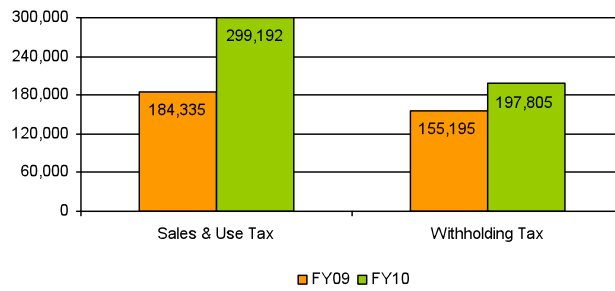




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How Are We Doing?

Electronic Returns Processed



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How Are We Doing?

Electronic Payments Processed

