



State of California  
Franchise Tax Board

# 2009 Accomplishments

FTB Board Meeting / April 6, 2010



## Presenters:

Michelle Fallon, Director, Communications Services Bureau  
Marlene Stamper, Manager, Corporate Communications Section



# 2009 Accomplishments

## Revenue & Cost Savings

- **Challenges**
- **Successes**
  - Top 250 Debtor List
  - COLBYZ – Collection By Zip Code
  - Data Center Energy Reduction
  - Mobile Workforce
  - Employee Savings Suggestions
- **Looking Forward**
  - EDR



# 2009 Accomplishments

## Customer Service

- **Challenges**
- **Successes**
  - Ready Return
  - Social Media
- **Looking Forward**
  - Queue Management
  - Secure Email
  - Live Chat