



2010 Accomplishments

FTB Meeting | July 7, 2011

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Blue

Compliance

- ✓ File Timely
- ✓ File Correctly
- ✓ Pay Correct Amount

Red

Enforcement

- ✓ Filing Enforcement
- ✓ Audit
- ✓ Collections

Blue Path vs Red Path

	Blue	Red
Revenue	\$\$\$ \$50 Billion	\$ \$4 Billion
Cost	Low 25% of Budget	High 75% of Budget
Time to Process	Short 7 Days	Long 180 Days

Blue Path = Customer Service



- Live Chat
- Virtual Hold
- ReadyReturn
- Stop Mailing Tax Booklets
- Social Media

Blue Path = Customer Service



> Your Personal TV Station

> 57 Billion Views



> Your Personal Newspaper

> 57% of Population
> 5 Billion Tweets



> Virtual Coffee Shop /
Watercooler

> 50% of Population
> Half of users
> log in everyday!

Red Path = Enforcement



- Outbound Messaging
- Secure Email
- Federal Treasury Offset Program (FTOP)
- Top 250 List
- Employee Savings Ideas



Questions?