



### COLORADO DEPARTMENT OF REVENUE

#### RightNow Solution

Service: web self-service, email management

#### Industry

Government (Local / State)

#### Customer Since

2000

#### Additional Information

- Knowledge base receives more than half-a-million hits during tax season

#### THE COMPANY

The Colorado Department of Revenue is responsible for numerous government operations, including tax collection.

#### SITUATION

Few businesses have seasonal “crunch times” that are as severe as the Colorado Department of Revenue (CDOR). In the six weeks between early February and mid-March, CDOR may have to field 90 percent of its annual workload from its more than 2.1 million individual income tax filers. So it has to operate extremely efficiently—especially since it can only hire a few temporary staff to cope with the deluge.

#### GOALS

- Deal with tremendous seasonal spike in service workload
- Ensure consistent, accurate answers across all communication channels
- Develop a better understanding of taxpayer issues to improve overall service quality

#### ACHIEVEMENTS

- Highly responsive to constituent needs, even during peak season
- Email volume reduced by 45%
- Estimated \$700,000 in savings over 18-month period
- Difficult policy questions only have to be answered once

With RightNow, CDOR can capture knowledge anywhere in the organization and apply it to customer interactions as they occur on any communication channel. This ensures the speed, accuracy, and consistency of the answers it provides regardless of how hectic the action gets.

Another major benefit to CDOR of using RightNow has been the way it promotes the use of online channels. Because Colorado taxpayers can get great service from CDOR via the web and email, they are more likely to make use of its other web-based services. This is helping CDOR achieve even greater operational efficiencies, which in turn allows it to provide more responsive service within its existing resource limitations.

“The efficiencies we’ve achieved with RightNow’s help have been particularly critical in enabling us to cope with the onslaught of questions we get during our peak season. It’s a great company to work with, and the results speak for themselves.”

—Ro Silva, CDOR’s customer service manager

#### FOR COMPLETE CASE STUDY, PLEASE VISIT

[www.rightnow.com/customers-state-of-colorado-department-of-revenue.php](http://www.rightnow.com/customers-state-of-colorado-department-of-revenue.php)