



IRS Embraces e-Business

electronic **IRS**

IRS Nationwide

2008

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How You Contacted IRS

- Many tax professionals contact the IRS:
 - 67% visited the IRS Web site
 - 71% called the IRS's toll-free line
 - 54% called the Practitioner Priority Service line (PPS)
 - 38% stated they e-file all or most of their client returns
 - 63% said that the IRS contact helped prevent errors/notices
- 58% of small business tax professionals see the IRS as a source of education and information, tax professionals turn most often to their tax software or paid tax service.

IRS.gov Statistics

(as of April 15, 2008)

	2008 (Jan 1–Apr 15)	2007 (Jan 1–Apr 15)	% Change
Page Views	1,014.2M	809.8M	25.2%
Visits	156.8M	124.5M	25.9%

	2008 (Jan-Mar*)	2007 (Jan-Mar*)	% Change
Downloads	78.0M	70.0M	11.3%

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Did You Know?

E-services now expanded to

- Reporting Agents & Circular 230 Professionals
 - Electronic Account Resolution
 - Transcript Delivery System
 - Disclosure Authorization (Circ 230 only)
- Taxpayers must electronically file Form 2290 for 25+ vehicles. Schedule 1 returned in minutes
- Form 2290 & 720 e-file providers of on-line filing available on IRS.gov

Future e-Initiatives

- My IRS Account is an online application that will enable taxpayers to do the following:
 - View account information including entity, account, and return information
 - Provide tools for self-service
- Key features include:
 - Access tax account information
 - Complete online address changes
 - Complete and sign Form 2848, Power of Attorney
 - Determine a payoff amount

IRS.gov Improvements - Electronic Enablement

- Redesign Forms and Publications – add shopping cart functionality. #1 reason why citizens come to the site.
- Improve Site Search functionality – taxpayers will receive a shorter, more targeted list of initial results. Enhancing taxpayer experience.
- Rotating Spotlight – will allow for more information to be displayed on the front page of IRS.gov.

Is This the Norm?

- Political Impacts/Late Legislation
- Safeguarding Taxpayer Information –
 - Phishing/Pharming
 - Identity Theft and Fraud Prevention
- Strengthening e-file Provider Rules
 - URL Registration
 - Enhance existing security and privacy requirements for IRS e-file Providers
 - Minimum Standards for SSL Certificate
 - Security Scan
 - Privacy Policies
 - Taxpayer Login/Registration Web Page

Advancing e-file Study

- A Congressional directed study that will objectively review the opportunities that will increase individual e-filing.
- The study will include topics such as:
 - Taxpayer behavior – motivation and concerns
 - Direct Filing
 - 2-D Barcode
 - Preparer Mandates
 - State and other Country Experiences
- The study will serve as a guide to assist the IRS in achieving the goal of 80 percent of tax returns being filed electronically.

Modernized e-file (MeF)

The Future of 1040

- E-filing Capabilities and Processing Efficiencies
 - Amended returns, prior year returns, year-round, pdf attachments,
- Customer Service Support
 - View returns rather than transcripts, facilitates communications with taxpayer and Tax Preparers
- State/Industry Partner Benefits
 - One standard (saves \$), re-use of XML, shared forms, supports mandates
- Standardization
 - XML is the accepted industry standard, reduced burden on software providers

Marketing e-file

Marketing Campaign Started in Late-November 2007

- Tactics Include:
 - Satellite and Radio Media Tours (in both English and in Spanish)
 - Tax Talk Today broadcasts
 - Television and Radio Public Service Announcements
 - Partnerships (Society for HR Managers, American Payroll Association, Direct Sellers Association, National Restaurant Association)
 - Cinema Advertisements
 - Print Media
 - Online Banner Ads and Paid Keyword Search
 - Search Engine Optimization of the IRS.gov/efile site



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Marketing *e-file* to Tax Professionals

- Online Banner Advertising
- Articles in *SSA/IRS Reporter*, quarterly
- *Tax Talk Today* Broadcasts, bi-monthly
- Electronic IRS Tool Kit
- Electronic IRS Press Kit

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Filing Season Statistics

(as of April 15, 2008)

	2008	2007	% Change
Total e-file	84.4M	75.5M	12%
Tax Preparer	58.7M	54.1M	8%
Online (self)	25.7M	21.4M	21%
Fed/State	43.6M	35.3M	12%
Balance Due	11.0M	9.1M	14%
Corp MeF (as of 4/13)	2.1M	1.5M	45%

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