

Business Tax

Improving the customer
experience of filing and paying
online

Missouri Leadership
Academy Capstone Project
Class 14



Wayne's Wood

- ▶ Wayne cuts and sells firewood, on the side.
- ▶ Wood can be bought by the truck load, the rank, the rick, or as the locals order it.... by the jag.
- ▶ Reckons he needs to pay his taxes and is quite frustrated with the process.
- ▶ His most recent experience with the “revenueurs” has left a bad taste in his mouth and he is causing quite a stir down at the local coffee shop.



Introduction



Types of returns filed:

- > Sales Tax
- > Use Tax
- > Employer Withholding
- > Corporate Income Tax

How businesses file:

- > MyTax portal is main filing system.
- > Users can register for a portal account or file as a guest.



Online Filing and Paying of Business Tax

Current State Digital Experience Takeaways

- Comfort with the service grows with returning use, but knowing how to get started can be daunting.
- Confidence during the filing and payment stages impacted by slow site response, unexpected errors and unclear instructions.
- When questions arise, knowing who to contact and receiving timely support are key challenges faced.

Key Persona



Small Business Owner Sam

"As a small business owner, I have plenty on my plate. One task that seems to spring up on me is the filing and paying business taxes. While it's gotten easier with experience, it can still be difficult at times to know where I need to go and what needs to be entered."

Key Service Experience Scores*



48.9% Satisfaction



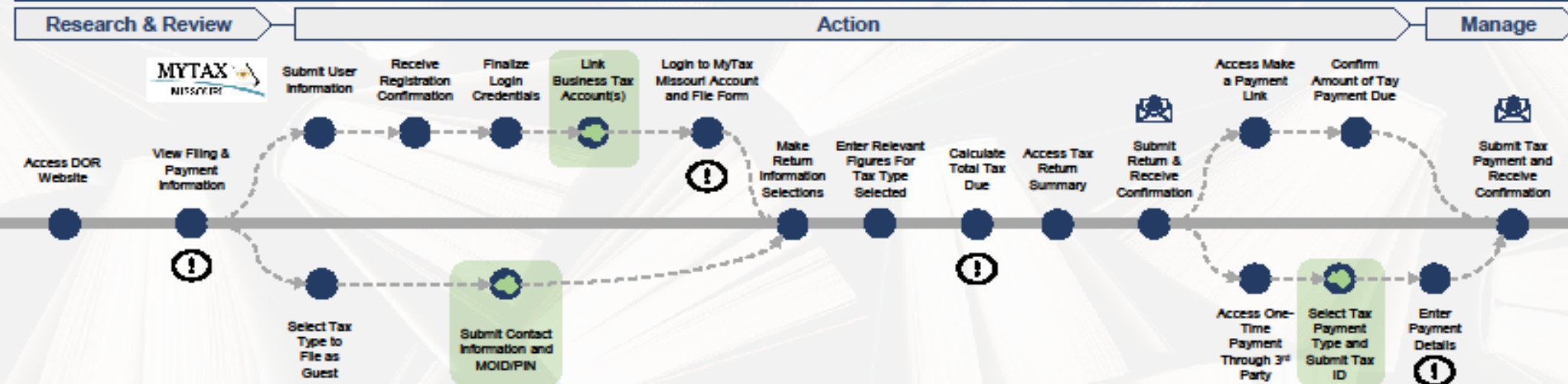
49.4% Ease of Interacting



47.9% Ease to Other States

* Top 2 Box Scores: N=4,052

Current State Journey



Voice of the Business/Entity/Professional



"It's easy to pay my taxes and withholdings online and not have to worry about it getting lost in the mail."



"... if something goes wrong there's not any info on who to contact"

"It seems cumbersome and disjointed at times as I go through the process"

Digital Experience Pain Points



Tough to remember how to log in and navigate the portal



Unexpected errors and inconsistent site design



Finding support options when issues arise can be difficult



Notification reminders are lacking

Digital Experience Opportunities



Having a centralized location for all information



Prominent placement and visual cues of support resources



Intuitive system that will autofill information based on previously entered numbers

Problem Statement

HOW CAN WE IMPROVE THE EXPERIENCE OF
A SMALL BUSINESS OWNER WHO IS FILING
AND PAYING TAXES ONLINE?



Pain Points & Recommendations

- 1 Passwords/Login**
- 2 Taxpayer Education**
- 3 User Guidance**

1. Password/Login in MyTax

"I have been using the MyTax Portal to pay my bus. taxes for 14 yrs now. The portal needs a serious update. You cannot look at the password to see if you have all the characters in the correct place before hitting enter and locking yourself out."

"I had to call multiple times, and wait on hold HOURS just to reach someone to reset my password."

Password Recommendation

Member Sign In

Please Enter User ID

Password

Sign In

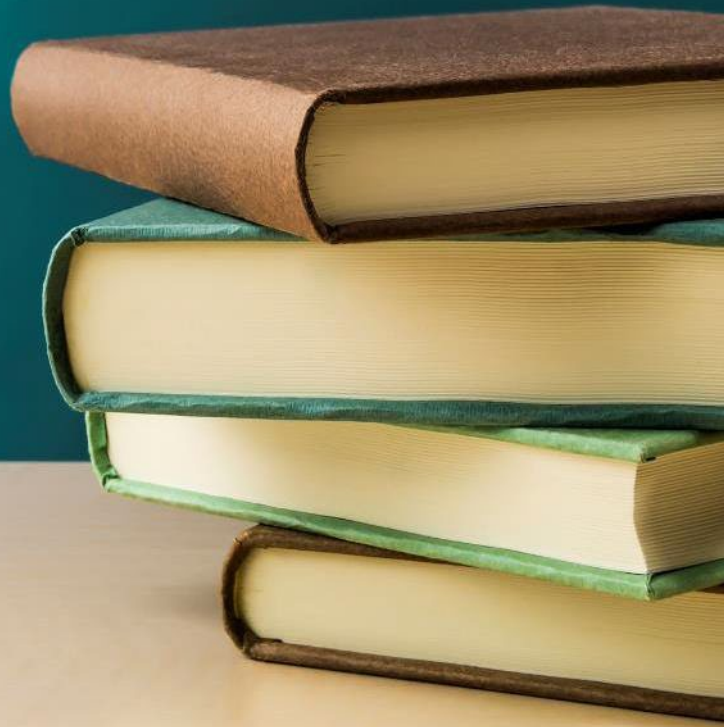


IMPORTANT REMINDER! Your password expires every 90 days.

Add see icon to allow user to see the password entered

2. Taxpayer Education

- Business Owner Confusion
- 2% Timely Payment Allowance
- Promote MyTax Use



Small business owners are confused

“I Wish you could make it less complicated and more Old Person friendly.”

“Call could have been avoided if your web instructions were clear. I found the whole thing pretty cumbersome to navigate.”

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Small Business Information

[Home](#) » [Taxation](#) » [Business](#) » [Registration](#) » [Small Business](#)



Small Business Information

Welcome to the Missouri Department of Revenue Small Business web page. This page is designed to assist small businesses in complying with Missouri tax requirements. This page offers:

- Information to research the tax requirements for your business and then register the business with the Department;
- Ongoing requirements for filing and paying tax in the State; and
- Access to additional state resources, including access to the Missouri Business Portal.



**Looking for assistance
with filing your
sales/use tax returns
electronically?**

Check out our video tutorial series.

Featured Video



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SCAM ALERT! Many Missouri residents have been sent by the Missouri DOR. Check here for more information.

Business Tax
Individual Tax
Frequently Asked Questions
MyTax Missouri Login
Sales/Use Tax
Withholding Tax
Pay Taxes or Request Payment Plan
Register Your Business Online
Registration Information
No Tax Due Information
Small Businesses
Sales and Use Tax Exemptions
Tax Calendar - Tax Filing Deadlines

Beginning May 7, 2025, Missouri will require REAL ID-compliant identification for boarding domestic flights. A REAL ID-compliant identification will be required for boarding domestic flights.

How may we help you?

Allow 10 - 15 days for processing and mail time.

*Your temporary paper ID **will not** be an acceptable form of ID for boarding domestic flights or accessing federal facilities.

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How may we help you?

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Business Tax Videos

Starting a New Business Established Businesses

More Information

Business Resources and Training

- Industry Tax Matrices
- Industry Association & General Public Guidance Letters
- Taxable Services
- Secretary of State Corporations Division
- Federal Corporations Information (IRS)
- Small Business Non-Retaliation Policy
- Business Registration Checklist
- Treatment of Net Operating Losses
- Sales/Use Tax on Purchase of Aircraft
- Sales and Use tax Rate Map

Online Registration and Forms

- Register Your Business Online
- Registration Forms and Information
- No Tax Due Information

MYTAX MISSOURI

Helpful Links

- Tax Relief Resources
- Sales and Use Tax Rate Map
- Tax Rates Breakdown
- Emergency Telecommunications
- Services Fees
- Tax Assistance
- AIM Zone
- Business Tax Registration
- Cigarette Tax
 - Form 4916 - Licensee's Monthly Report of Cigarettes
- Cities and Counties
 - Form 205 - Collector's Annual Settlement
 - Form 1310 - Railroad and Utility Aggregate Abstract

1. Make the page easier to find

2. Promote the benefits

The screenshot shows the Missouri Department of Revenue website. At the top is a banner with the text "Have a small business?" in green script, followed by "Click here for resources and information" in grey. Below the banner is the department's logo and a navigation bar with links like "Forms & Manuals", "Online Services", "Taxation", "Driver License", "Motor Vehicle", "Media", "Resources", and "New to Missouri". The "Small Business Information" section is highlighted, with a breadcrumb trail: "Home » Taxation » Business » Registration » Small Business". Below this are three tiles: "Research & Register", "Maintain", and "Resources". A "Featured Video" section on the right shows a video thumbnail with the text "Changes to Yo...". The main content area on the left contains a welcome message and a list of bullet points: "Information to research the tax requirements for your business and then register the business with the Department;", "Ongoing requirements for filing and paying tax in the State; and", "Access to additional state resources, including access to the Missouri Business Portal." At the bottom, there is a video player showing a laptop screen with the Missouri Department of Revenue logo and a play button, with the text "Looking for assistance with filing your sales/use tax returns electronically? Check out our video tutorial series."

Have a small business?

Click here for resources and information

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Small Business Information

Home » Taxation » Business » Registration » Small Business

Research & Register Maintain Resources

Small Business Information

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Featured Video

Changes to Yo...



2% Timely Payment Allowance

144.140. Seller may retain two percent of tax – certified service provider, monetary allowance from taxes in lieu of two percent retention. – 1. From every remittance to the director of revenue made on or before the date when the same becomes due, the person required to remit the same shall be entitled to deduct and retain an amount equal to two percent thereof.

1. Promote the Allowance

How is the two percent timely payment allowance calculated?

On all sales tax returns filed and paid by the required due date, you are granted a 2 percent timely payment allowance. Take the amount of tax due times 2 percent. Then subtract this amount from the amount of tax due.

Example:

\$100.00 tax due

$\$100.00 \times 2\% \text{ timely allowance} = \2.00

$\$100.00 - \$2.00 = \$98.00$

In this example, the amount of tax due is \$98.00

Missouri

As long as your sales tax return is postmarked before the due date, Missouri grants you a 2 percent timely payment allowance. Just take the amount due and subtract 2 percent. That's free money, so pay on time!

*<https://www.taxjar.com/blog/file/state-sales-tax-discounts>

2. Explain the benefits

Small business owners are confused

FY 2024

50,228 - Emails to portal email
12,325 - Calls answered about portal

FY 2025

93,440 - Emails to portal email
15,091 - Calls answered about portal

“If the portal explained what I needed I could have filled out the proper forms and avoided having to call and speak to a representatives.”

“The portal website is confusing at times.”

“Portal website is not user friendly and very confusing.”

1. Promote MyTax registration
2. Explain the benefits
3. Help users use MyTax



3. User Guidance

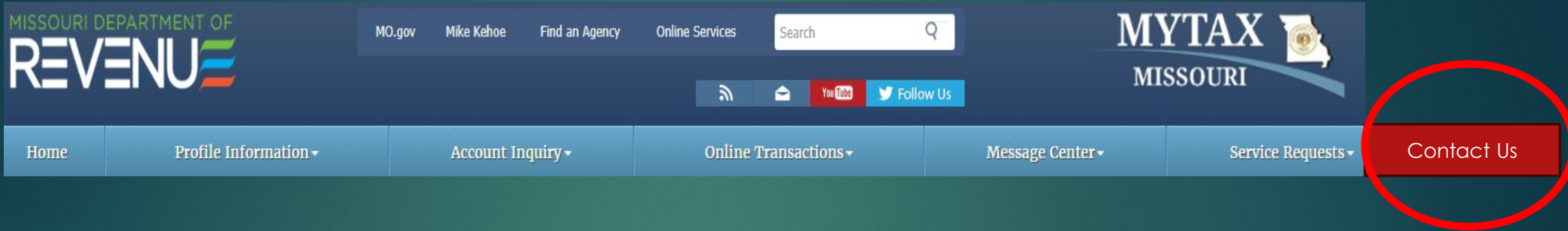
File a Form

Choose the appropriate information for each field from the drop downs for the form you wish to file. Select the Next button when you are ready to continue.

Sales and Use Tax Filer: If you have more than 350 sales or use tax locations, you can file using this feature but it may take several minutes to load your form data.

Motor Fuel Consumer Refund Filers: You cannot file your claim using this option. You can file as a guest using the Filing Wizard or file via Excel Upload.

- Embed links from relevant tutorials
- Consider step by step instructions specific to the MyTax topic



- “Contact Us” button should be added to the MyTax system action ribbon



Wayne's Thoughts

- Wayne feels more confident logging into the MyTax since he can see the password which avoids a call to the “revenueurs” to reset his password.
- Wayne tolerates navigating the MyTax system. The streamlined instructions help him through the process.
- Wayne is motivated by the 2% timely filing incentive and hopes to see his face on a billboard promoting this in a town near you!

Thank you!

Ryan Stack



Department of
Natural
Resources

Christine Wynn



Department of
Elementary
and
Secondary
Education

John Clark



Public Service
Commission

Michael Reed



Department of
Labor and
Industrial
Relations

Garrett Pitts



Public Service
Commission