



**SERVICE DESIGN**  
A TALE OF TWO TAX AGENCIES

Many revenue agencies are still struggling to leave analog and manual practices behind. How can they engage digitally savvy customers?

It takes a new mindset, one centered around **service design**.

Here's an example.

Sarah's a small business owner who'd love a digital way to figure out and file her taxes.

Agency A builds a virtual agent. But they launch it without understanding what taxpayers actually want, or how employees could benefit.

The result: Sarah and other taxpayers find the virtual agent can't fulfill their needs, and so the agency needs to spend extra time and resources on getting them compliant.

Agency B takes a service design approach.

They map out a complete customer journey, get input from their own staff, and collaborate with other agencies to make sure the experience works for all. They use this immersive research to create a North Star vision for the customer experience.

The result: Sarah's interactions with the agency become simple and intuitive, reducing errors and frustration and increasing compliance.

So, service design is about 3 things:

1. It's **USER CENTRIC**, with an empathetic understanding of the problems to be solved.
2. It includes **CO-CREATION**, for designs that are both technically feasible and support compliance.
3. It's **HOLISTIC**, built on interdependent, interrelated experiences that connect emotionally with people.

Learn more about how revenue agencies can put service design to work with our team of digital designers and industry experts:

[\*\*NEW REVENUE AGENCIES: IMPROVING EXPERIENCE THROUGH SERVICE DESIGN\*\*](#)

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