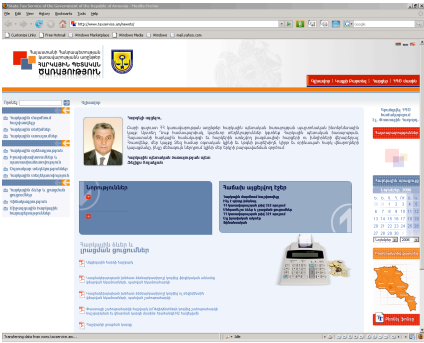




SUCCESS STORY

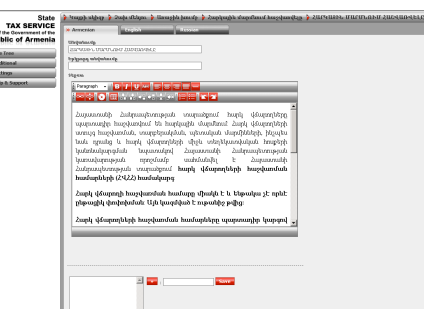
ATIP Helps the STS Develop Modern and Taxpayer-friendly Website



Screen shot of the new STS website front page



Screen shot of the new STS website secondary page



Screen shot of the new STS website Content Management System

The USAID Armenia Tax Improvement Program successfully completed development of a new website for the State Tax Service of the Government of the Republic of Armenia (STS). The key differences between the previous website and the newly developed one are its Content Management System (CMS), a modern look and a user-friendly interface and flexibility.

With the new website, the STS IT department personnel will spend less time managing the web site content as the CMS makes it quick and easy to use. Even non-technical users with basic MS Word skills can add or edit content, add new features and upload images and files. Therefore, the STS will not have to spend funds on an IT subcontractor or utilize experienced programmers for the execution of such tasks.

In addition, the new website simplifies interaction with taxpayers and makes information available for anyone with access to the Internet. The Taxpayer calendar feature enables taxpayers to see deadlines and documents required for submission, as well as use the calendar as a guide for paying taxes. An interactive map shows the location and contact information of the tax inspectorates.

According to statistical data the old website had an average of **10,800** hits and **1,770** pages viewed per month. In comparison, the new website had **42,049** hits and **8,133** pages viewed in October 2006. This demonstrates almost **four times increased usage** after the upgrade.

In short, the STS gained the following benefits from development of the new website:

- Quick delivery of the latest news and information to taxpayers
- Ability to plan submission of documents and payments through the Tax Calendar
- Increased availability of documents and tax forms
- Directory and geographic locations of all STS tax inspectorates
- Taxpayer subscription to newsletters
- Fewer resources required to manage and maintain the website
- Easy content management that does not require programming
- Flexible structure that allows quick updates
- Up-to-date design that improves the image of the STS
- Proof that the STS is committed to providing quality service to its taxpayers

Therefore, the new STS website is helping the STS successfully reach out to taxpayers, improve its image and become a true service-oriented organization.

The STS has gladly designated IT support staff to manage the website, updating the content more frequently since it is much easier than before. The STS was only able to achieve success with the website through the valuable innovative approaches brought on board by ATIP IT and Communication experts. The website will serve STS and taxpayers for many years to come.