

Alabama Department of Revenue

eID Insights: Learning and Vision for
identity based security

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Topics to be covered

- Solution refresher and campaign overview
- Converting interest into registered users
- Market survey learnings
- What are we looking forward to?



What were we looking to achieve?

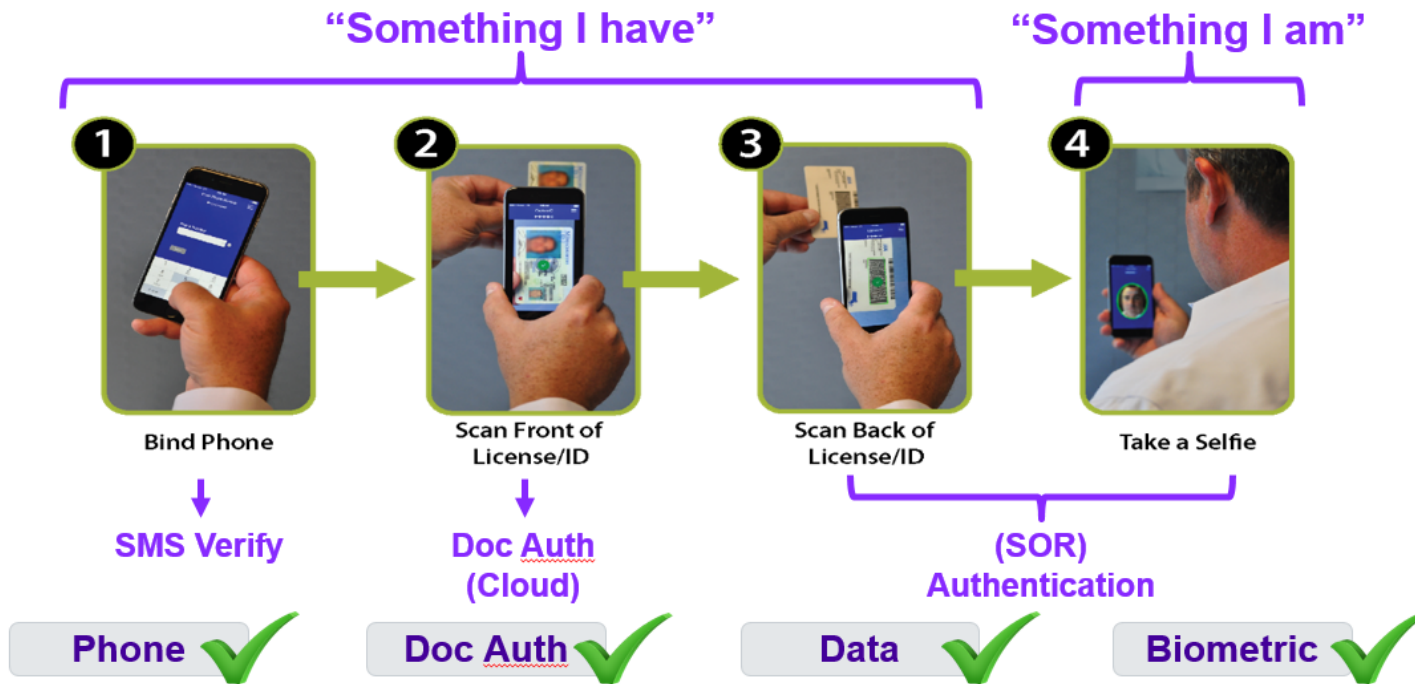
- Continue creating opportunities to fully empower taxpayers to control their relationship with the ADOR
- Provide an opt-in service for taxpayers to protect themselves (as individuals) from becoming a victim of tax related identity fraud
- Protect and expedite the processing of the individuals' tax return and refunds
- Set the stage for future online services and protective programs that require the assurance that people are who they claim to be and in full control of the process. (other DOR transactions)



How does the service work?

(1) Create your eID

(2) Login/Register with DOR

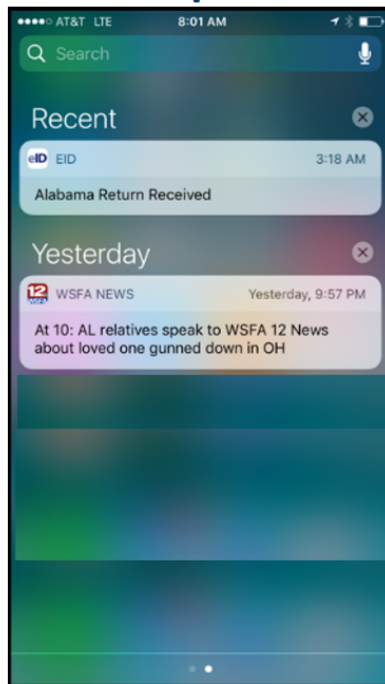




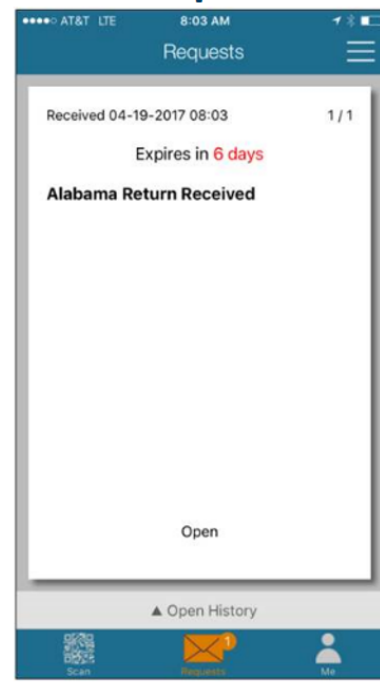
How does the service work?

(3) Authorize processing of your return

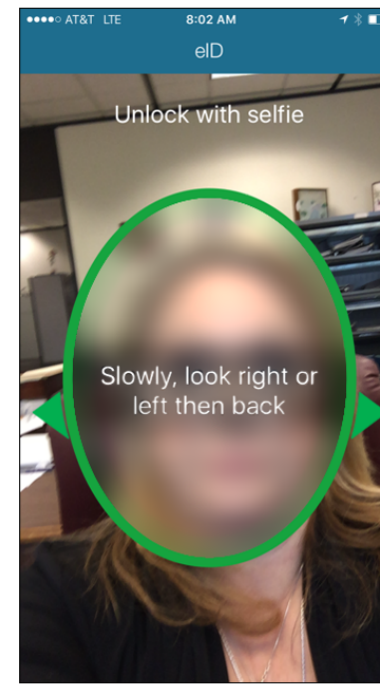
Step #1



Step #2



Step #3



Step #4





Our Outreach Campaign

Brochure

Alabama eID A free service provided by the Alabama Department of Revenue.

MY IDENTITY. MY REFUND.

Protect your refund. Protect yourself.

The Alabama eID is a free and secure mobile app that prevents a fraudulent state tax return from being processed in your name.

How it works

Using facial recognition technology, the Alabama eID verifies your identity by matching your face against the picture used to make your driver's license or state-issued ID.

With the Alabama eID, there are no usernames or passwords to remember, and only you can authorize the Department of Revenue to process your state income tax refund.

Supported Devices

iOS: iPhone 5/7 Plus, iPhone 6/6s, iPhone 6s Plus, iPhone SE

Android: Samsung Galaxy S6/S6 Edge, Samsung Galaxy S5, Samsung Galaxy S4, Samsung Galaxy Note 4, Samsung Galaxy Note 5, Samsung Galaxy S10/S10 Edge, LG G4

Download the Alabama eID app from the App Store or get it on Google Play today!

To learn more about the Alabama eID visit www.alabamaeid.com

Web Banners

Alabama eID PROTECT YOUR REFUND. PROTECT YOURSELF.

Protect your refund. Protect yourself.

Alabama eID is a safe and highly secure app that protects your identity from being stolen and a fake state tax return being filed in your name.

A free service provided by the Alabama Department of Revenue.

Alabama eID (MorphoTrust USA)

INSTALL

About

Download the Alabama eID app to your smartphone and protect yourself against someone stealing your identity and filing a fraudulent state tax return in your name. The app verifies your identity by cross-matching your face against the picture used to make your driver's license or state-issued ID.

With the Alabama eID, there are no usernames or passwords to remember, and only you can authorize the Department of Revenue to process your state income tax refund.

Don't let someone steal your state income tax refund. Protect yourself. Protect your refund.

The Alabama eID verifies your identity by cross-matching your face against the picture used to make your driver's license or state-issued ID.

Alabama eID PROTECT YOUR REFUND. PROTECT YOURSELF.

Protect your refund. Protect yourself.

Alabama eID is a safe and highly secure app that protects your identity from being stolen and a fake state tax return being filed in your name.

A free service provided by the Alabama Department of Revenue.

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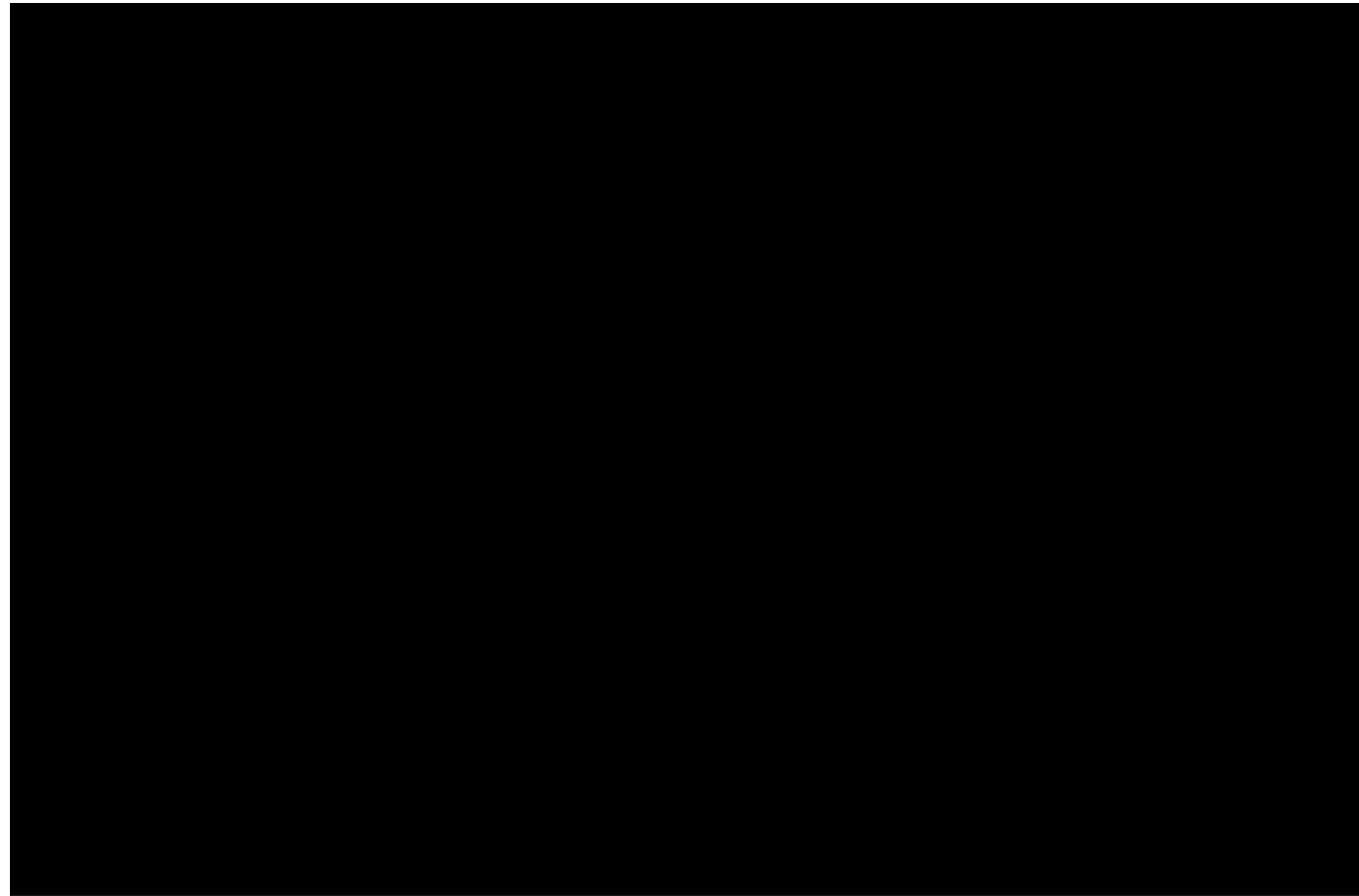
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CAMPAIGN TACTICS

- ✓ Digital Advertising
- ✓ Paid Search and Paid Social Media Advertising
- ✓ Media Relations
- ✓ Radio ads across 9 stations in 5 markets
- ✓ PSA aired in 5 television markets
- ✓ Exhibit space at Mercedes Benz Marathon Expo
- ✓ Brochures, Posters for community Tax Centers
- ✓ PSA videos for online and social



Alabama eID PSA





Alabama eID Stats

Registration of eID with DMV (ALEA) *

App	Users Initiated Registration	Users Completed Registration
iOS	4,636	900
Android	1,113	277
Total	5,749	1,177

*Information provided by Idemia as of 5/2/2018

Registration of eID with ADOR

Registered eID Users	777
Return eID Alerts	
Awaiting Response	3
Expired	347
Rejected	0
Verified	438
Total Sent	788
Returns which defaulted to using other verification methods:	272
All eID Alerts (includes registrations, updated registrations and return alerts)	
Awaiting Response	9
Expired	481
Rejected	2
Verified	1,179
Total Sent	1,671

Constraints

- Excluded Apple 8 & 10
- Limited Android Device Support
- Outreach activities began on IRS e-file opening

May 31, 2018



Observations

- Once eID registration begins (asking for user actions) we loose our first block of potential users (not a surprise and includes curiosity factor)
 - We drop our next group around selfie/liveness
 - combination of expectation and usability of the feature
 - this is also where iOS devices stop an unsupported device
 - Surprising outcome... ~50% of those who have signed up submit their tax return for processing almost immediately
 - Trying to drill into this deeper
 - Doing taxes and eID at the same time to accelerate refunds vs. eID first and file later?
 - Does this mean we need to tweak the message??
- When we exclude unsupported devices our success rates grow to 43%+
 - We know there are people outside of AL playing with the app to see what it is all about and skewing stats. Suspected success is closer to 50%



Resident Study

- 16% of residents were aware of the eID campaign
- Those aware learned of it from a tax professional or the news
- 60% of those aware went to DORs website, the marketing site or the app store to learn more
- Those unaware: 80% favorable impression of the service (willing or somewhat willing to download the app)
- Barriers uncovered:
 - Needed more info
 - Don't need it perception (I don't get a refund)
 - Already filed taxes
 - Could be glitches or security issues
 - No space for many apps on device / only 1 use today
 - Use a tax prep solution for submitting

Other feedback

- Vehicle registration may be a good use of eID?
- Online credit or debit card payments, securing online shopping and other online government transactions would make sense



Ideas going forward

- Earlier and more robust use of CPAs/Tax Preparation Service providers to drive awareness
 - Reinforced by study results
 - Allows for pre-tax season efforts that are effective (pre-season with users known to have very limited success)
- More Pronounced option to use eID to accelerate processing for those we mail quizzes to (instead of taking the quiz... register with eID and approve your return real-time)
 - Those who were made aware of the service through the study demonstrated willingness and positive impressions.
 - Complements the “Preventative” campaign with messaging to people potentially now in danger.
- Open up new opportunities to use eID that will create more user interest (addresses single use problem).



Thank you
