



## Analysis of Portal Performance

# Zakat, Tax and Customs Authority (ZATCA Portal)



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## Analysis Objective

Participation in and exchanging opinions and functional suggestions is one of the most important pillars of enhancing any work that needs contact among the parties involved. As a result, the Zakat, Tax, and Customs Authority recognizes the value of public engagement in all activities and services delivered.

As part of E-Participation, portal pages' evaluation was developed at the end of every page in the portal to evaluate the content and ease of access to the necessary information.

Was this page useful?

## Evaluation Questions

The evaluation has one question: Was this page useful?

In case, the visitor answers "Yes": one or two options can be selected from the following options:

- It was helpful
- The answers were relevant
- It was well written
- The layout made it easy to read
- Something else: to write another comment

In case, the visitor answers "No": one or two options can be selected from the following options:

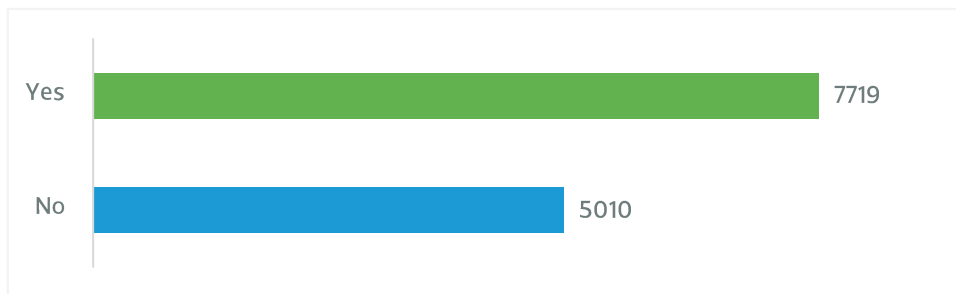
- It was poorly written
- I could not find a relevant answer
- There was a technical problem
- The layout made it difficult to read



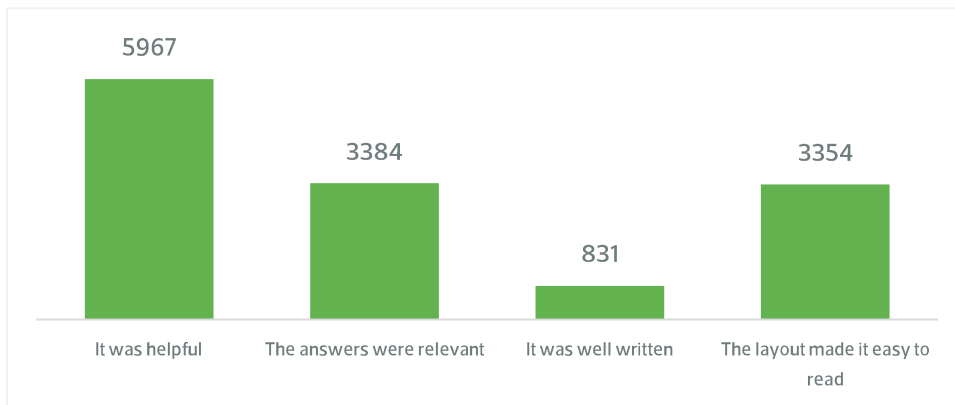
- Something else: to write another comment

## Analysis Results

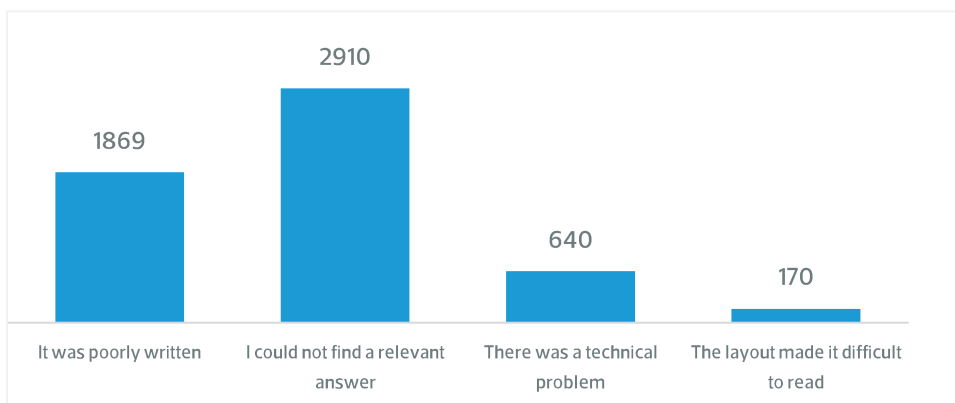
We observed that website pages were evaluated 12,786 times after analyzing the data, as follows:



### Answers of Visitors Who Answered "Yes":



### Answers of Visitors Who Answered "No":





### Answers of Visitors Who Answered "No":

| Category                                    | What is done   | Decision   |
|---|--|--|
| The content is not updated                  | A list of pages that has outdated content were identified  | Work on updating pages that have been identified with the latest information and new identity of ZATCA   |
| No content                                  | A list of pages that has no content were identified  | <ul style="list-style-type: none"><li>• Work on assessing pages that have been identified if they are still needed.</li><li>• Work on providing the required content for the visitor</li></ul> |
| No English content                          | A list of pages that has no English content were identified  | Work on creating and translating the pages that have been identified   |
| Rephrase the content                        | To work on making the content easy to read and simplifying vocabulary  | Assessing the website language and the terms of zakat, tax and customs, and work to simplify them or develop a feature in the platform that explains the meaning next to each term             |
| "Contact us" Page is not clear              | To re-develop the page of "Contact us"   | Work on a new design of "Contact us" page to be developed on the website to make all communication channels, working times and response time for each channel are clear                        |
| No user manual or video to use the services | A plan was done to design the user manual for every service and produce videos for the most important services | A set of manuals and videos has been designed and produced, and the remaining manuals and videos will be done based on the work plan   |



|   |   |  |
|---|---|--|
| Inquiries about Zakat, declarations, Tax, and E-Invoicing | A list of these inquiries was identified to include them in FAQs  | Work on providing answers to each inquiry, and add them to the FAQs  |
| Additional course in ZATCA Academy                        | A list of courses that requested by visitors were identified to work on providing them  | Cooperate with the ZATCA Academy to provide the required courses for visitors  |
| Technical Problem or changes                              | <ul style="list-style-type: none"><li>• A list of pages that has technical problems were identified to work on them</li><li>• A list of technical changes was identified to work on developing them</li></ul> | <ul style="list-style-type: none"><li>• Work on fixing pages that have technical problems</li><li>• Assess the technical changes if it needed, and then submit change requests to be developed on the site</li></ul> |
| Others  | Some comments contain specific inquiries about the users, these inquiries were identified, and transferred to Complaint Department  | They were transferred to the Complaints Department to work on them   |

## Decisions

This analysis was done for the first time through the evaluation that was developed in the portal last period. After analyzing the visitors' comments, importance of this kind of evaluation were recognized to improve ZATCA Portal. Therefore, the following tasks will be done:

- Working on what have been identified in the previous table in Analysis Results.
- Conducting the same analysis in quarterly basis to improve the quality of content and services in ZATCA Portal.



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