

# CHANNEL SUITABILITY FRAMEWORK

## HOW TO USE IT

1. Determine the type of interaction – Information, support or transactional.
2. Can the interaction be delivered through a preferred channel?
  - i. If no, look for the next best or if required a suitable channel
  - ii. Non-suitable channels should only be used by exception.

- Preferred
- Next Best
- Suitable
- Not suitable

CHANNEL	CHANNEL BREAKDOWN	CLIENT USER GROUPS	INFORMATION <i>One way flow of guidance or information</i>	SUPPORT <i>Two way flow of information, no change in account status</i>	TRANSACTIONAL <i>Changes account status with Government</i>
<b>NATURAL SYSTEMS (Digital)</b>	APIs, Business and practice software, Banking software & apps	<b>P:</b> Non-Individuals and Intermediaries. <b>S:</b> Individuals & Sole Traders.			
<b>WEB</b>	ato.gov.au, (including Alex) abr.gov.au	All client segments			
<b>PORTALS (ATO Online)</b>	myGov ATO Online Business Portal Tax Agent Portal BAS Agent Portal	<b>P:</b> Individuals and sole traders. <b>S:</b> Non-individuals and Intermediaries.			
<b>MOBILE APP</b>	ATO App myDeductions	Individuals, sole traders and small businesses			
<b>WEB CHAT (operator assisted)</b>	myTax Small Business Assist	Individuals, sole traders, small businesses and Intermediaries.			
<b>SMS</b>	Bulk campaigns Automated messages	<b>P:</b> Individuals Sole traders Business			
<b>SOCIAL MEDIA</b>	ATO Community Facebook Twitter YouTube LinkedIn	All client segments			
<b>EMAIL</b>	Bulk email Person to person email Notifications	All client segments			
<b>SECURE MAIL</b>	myGov inbox Portal mail	All client segments			
<b>PHONE (in &amp; out)</b>	Inbound phone numbers	All client segments			
<b>FACE TO FACE</b>	ATO shopfronts DHS locations Australia Post Field visits Pop ups Webinars	All client segments			
<b>PAPER (in &amp; out)</b>	Letters Forms Publications Fax Cheques	All client segments			