

Global Intranet Forum – October 25 & 26, 2017

Karen Downs, Intranet Program Manager

Welcome back, Karen Downs

Find information, tools and documents

Documents, News & Applications

Tools & Libraries

MY ACCOUNT | SIGN OUT

DOCUMENTS ACRONYMS PEOPLE DIRECTORY

WORKSPACE BUSINESS PRIORITIES CAREER & DEVELOPMENT BLOCK INFORMATION COMMUNITIES BLOCKWORKS FIELD LEARNING TOP APPS TOP DOCS NEWS 0 View All News ▶ ALERTS 0 View All Alerts ► Posted on 10/20/17 Aim High Every Day CEO PERSPECTIVE ON IRS SECURITY SUMMIT Block Academy - Certification Errors for Tax Specialists, Senior Jeff Jones attended his first event this week and **Block Academy** Tax Specialists shared his thoughts on this important partnership to help protect taxpayers.... Read More Posted on 10/16/17 Block Stars BlockWorks -- Direct Debit Screen Issues for State Interviews ALERT: PSIDS FOR NEW HIRES WILL BE SEVEN DIGITS Client Experience Survey Posted on 10/10/17 We've run out of six-digit People Soft IDs (PSIDs) for new associates which means a change coming this e-Services Phishing Scam -- Do Coupa Not "Sign" New e-Services User weekend Read More Agreement Posted on 10/09/17 Email - Outlook Online TAX OFFICE TOUCHPOINT -- LATE OCTOBER EDITION NOW Business Card Ordering Down AVAILABLE FOR DGMS **Expense Reports - Certify** Follow instructions on Page 1 of the late October edition of Tax Office e-Services -- IRS Online Touchpoint to create and distribute the message to your offboarded associates Application Down by Thursday, Oct. 26 Read More FAMS PTIN -- IRS OPENS REGISTRATION/RENEWAL FOR 2018 (SAS, By Nov. 30, register for or renew your PTIN and submit it for uploading to PeopleSoft.... Read More **HR Self Service** CONTINUING EDUCATION -- TAX UPDATE LAUNCHES OCT. 27 **NEW & NOTEWORTHY** If you choose to meet your 3 hours of tax update CE through H&R Block, find 09/29/17 and complete the Tax Update (2018 Filing Season) starting Oct 27.... Read Service-Now New "BlockWorks SiteMap" Index Now Travel Arrangements PTIN -- IRS OPENS REGISTRATION/RENEWAL FOR 2018 (FR) Page Update 09/25/17 Register for or renew your PTIN at the IRS PTIN Site.... Read More Remember to Donate to View Paycheck United Way Today **CONTINUING EDUCATION -- TAX UPDATE LAUNCHES OCT 27** 09/24/17 How to View My The course qualifies for 3 CE hours. ... Read More Transcript in Block Academy **All Applications** TOP WEBSITES TOP LINKS BLOCKWORKS GET TO KNOW JEFF JONES H&R Block

- H&R Block Newsroom
- IRS
- Tax Research Center
- . H&R Block Company Store
- TheTaxBook WebLibrary
- Block Talk Blog
- The Community

View All Websites

- Office 365
- Chopping Block Menu
- Retail Operations Support Toolkit
- Pay Information & Forms
- People Center

Helpful Links

- · BlockWorks User Community
- BlockWorks Sitemap

BW16 Known Issues Updates

- Oct 9: SC
- · May 5: ID, MI, MT, RI
- Apr 27: CO, MD

View All Known Issues



View More

H&R

BLOCK



Intranet Program Platforms





An Intranet Case Study



How we use measurement to help Tax Pros get what they need



About Us...

Within the H&R Block Brand, taxpayers have access to more than 70,000 tax professionals

- Highly skilled associates and franchisors, many of whom work seasonal schedules -- just 4 months out of the year
- Many are highly educated with professional designations CPAs, Tax Attorneys, Enrolled Agents
- Others are in their "second-career" after an early retirement
- 15 hours of continuing education required annually for all
- Majority return every year



FRI, SEP 30, 2016 01:08 PM NYSE HRB 23.04 +0.39 Find people, information, tools and documents Documents, News & Applications Tools & Libraries Welcome back, Karen Downs MY ACCOUNT | SIGN OUT DOCUMENTS WEBSITES PEOPLE DIRECTORY 斧 WORKSPACE **BLOCK INFORMATION** DEPARTMENTS COMMUNITIES **BUSINESS PRIORITIES CAREER & DEVELOPMENT** Q Results for ITIN SEARCH ALL DOCUMENTS **NEWS** APPLICATIONS PAGES Viewing 1-10 of 1010 results for "ITIN" 1 2 3 4 5 6 7 8 9 10 b bb Title Last Updated Type Individual Taxpayer Identification Number (ITIN) 09/21/2016 DMA ... ITIN. Recent ITIN Tax Law Changes (Important Information for Client Appointments). ... Links to ITIN and CAA DNA pages. ... https://dna.hrblock.com/web/hrb-intranet/tin 09/28/2016 ITIN Renewal Begins Oct. 1 -- Resources Available NEWS ... ITIN Renewal Begins Oct. ... Visit the Individual Taxpayer Identification Number (ITIN) Resources DNA page for support resources. ... https://dna.hrblock.com/web/hrb-intranet/news-article/hd=AAAAACKZXFYOQ7J888JDSLJDTN45CNGR Preseason ITIN Renewal Process Does Not Require a Tax ... 09/27/2016 PDF ... Form W-7 (COA) Optional A ny Tax Pro Mail ITIN Renewal Packet ... (COA)

81% agree:

"I can find the information I need on DNA"

Optional Any Tax Pro Tax return Any Tax Pro Mail ITIN Renewal Packet ...

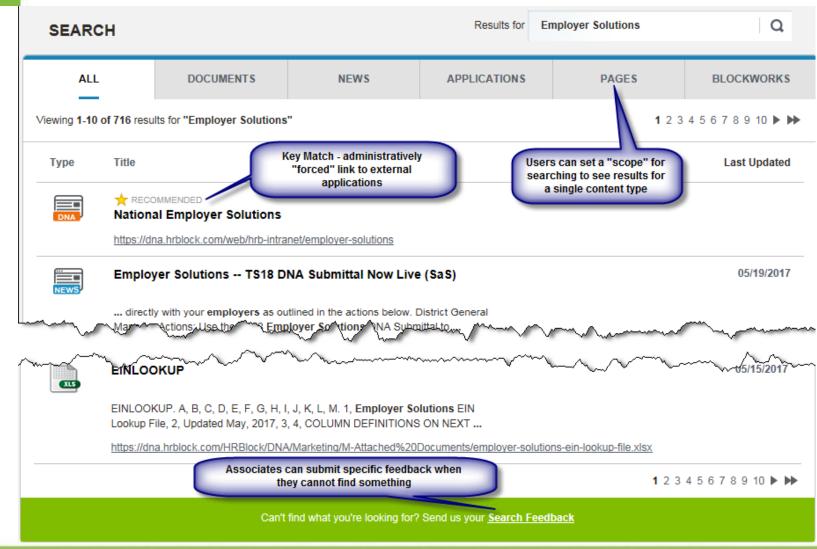


Out of the Box, GSA looks something like this...

TUE, AUG 9, 2016 01:10 PM NYSE HRB 23.77 +0.03 **H&R BLOCK** Documents, News & Applications **Blockworks** Q Results 1 - 10 of about 4250 for Blockworks. Search took 0.17 seconds Search narrow your search blockworks certification ... expertise. Current version of BlockWorks in Production: 2015P12.0.0. blockworks vermont release BlockWorks Training. ... Learn More. About BlockWorks. Click ... 2014 blockworks blockworks new dna.hrblock.com/web/hrb-intranet/blockworks - 69k blockworks certification training blockworks user community BlockWorks User Community ... BlockWorks User Community. Do you have a question about BlockWorks? Do you want to share your BlockWorks expertise with others? ... More results from https://dna.hrblock.com/web/hrb-intranet [PDF] BlockWorks Known Issues/Limitations Q ... Updated: November 6, 2015 **BlockWorks** Known Issues/Limitations ... 2014 **BlockWorks** Below is a list of current known issues in **BlockWorks**. ... [PDF] BlockWorks User Manual Q ... GETTING STARTED - THE BASICS Address Slips Address Slips in BlockWorks Address Slip Template Admin Tab and Users ... More results from https://dna.hrblock.com/HRBlock/DNA/US%20Retail [PDF] BlockWorks Top Ten Call Drivers Q Page 1. Technical Support Center (TSC) BlockWorks Top Ten Call Drivers Last Updated 8/8/2016 9:30 AM ... 1 BlockWorks - Transfer Returns ... [PDF] BlockWorks Pricing for Franchisees Known Limitations Q Page 1. Page 1 of 28 BlockWorks Pricing for Franchisees Known Limitations Last updated 6/21/2016 2015 BlockWorks ... dna.hrblock.com/HRBlock/DNA/Finance/FIN-Attached%20Documents/blockworks-pricing-limitations.pdf - 248k - 2016-06-21 [PDF] BlockWorks Practice Environments Q Page 1. BlockWorks Practice Environments ... PRACTICE in the CLOUD Available only through BlockWorks icon on workstations within the tax office. ... [PDF] Second Look® Review in BlockWorks Q ... BlockWorks The functionality to complete a Second Look® Review has been added in BlockWorks. ... Page 2. Second Look® Review in BlockWorks ...



Our Search Implementation:





And yet, we still hear this in the halls:

l can't find anything on DNA!



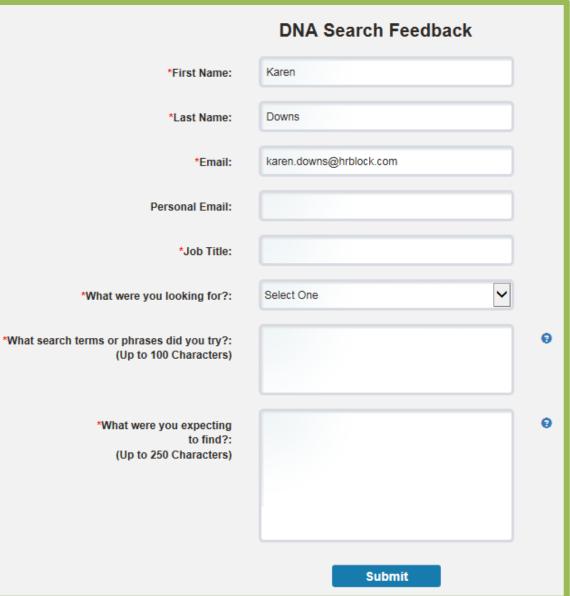
Critical for prioritizing change:

- What did you try?
- What can't you find?

Helps you determine:

Why couldn't they find it?

Specific Feedback Request



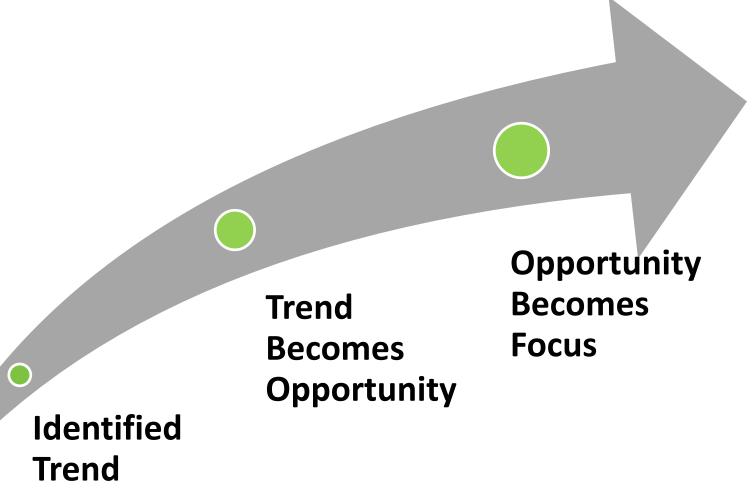


40% of the root cause for Search Feedback in Tax Season 2016 was related to a single topic.

I can't find **BlockWorks** Information on DNA!



This is where my story begins...



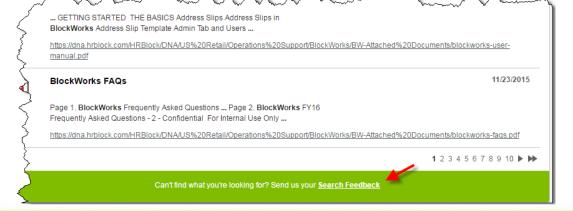


DNA Search Feedback

- "I'm looking for information on how to scan form 8453 PE into Blockworks."
- "I need step by step instructions on how to amend a 1040 return in BlockWorks as well as a 1041, 1065, 1120, and 1120S cuz it isn't exactly like last year."

"I'm trying to find the smart tool for 2015 Blockworks 1040X

Amended Return."





More than Just a Usability Issue...

Associate Frustration
Technical Support Call Driver

– Jan-April: 240k

- May - Dec: 25k

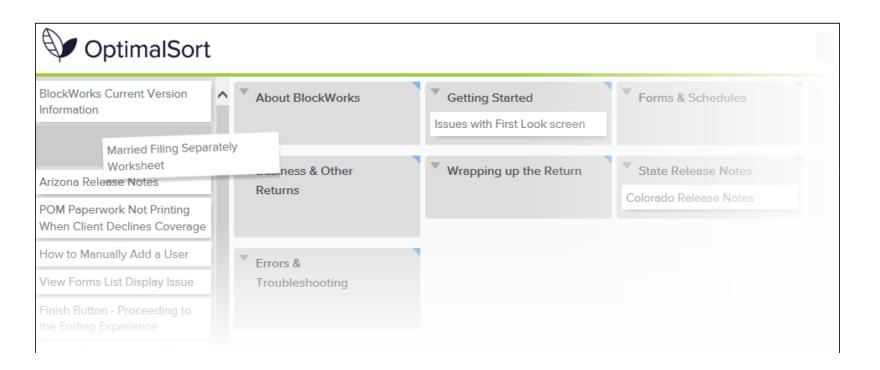
 Of the calls in season (240k) around 43% were regulatory/return-entry driven contacts (the other 57% were technical in nature).

Shared Knowledge Base Problematic



Research

Tax Professionals told us how it should look...





Focus on Alignment

- Staffing Challenges
- Technology Challenges
- Season Readiness Priorities





Leading Indicators...

45% reduction in the number of articles

 High-value content in DNA for the largest user base.

311 page templates created in OpenText

- About half of our tax office associates are "Primary Navigators"
- Includes 257 articles plus 54 "navigation" pages

257 articles migrated in one week

 Limited "pardon our dust" time to less than 2 weeks.

3 BlockWorks Pages in the DNA top 30 during 1st week after launch.

- Case Studies #8
- BlockWorks Main #20
- Practice Navigating #31

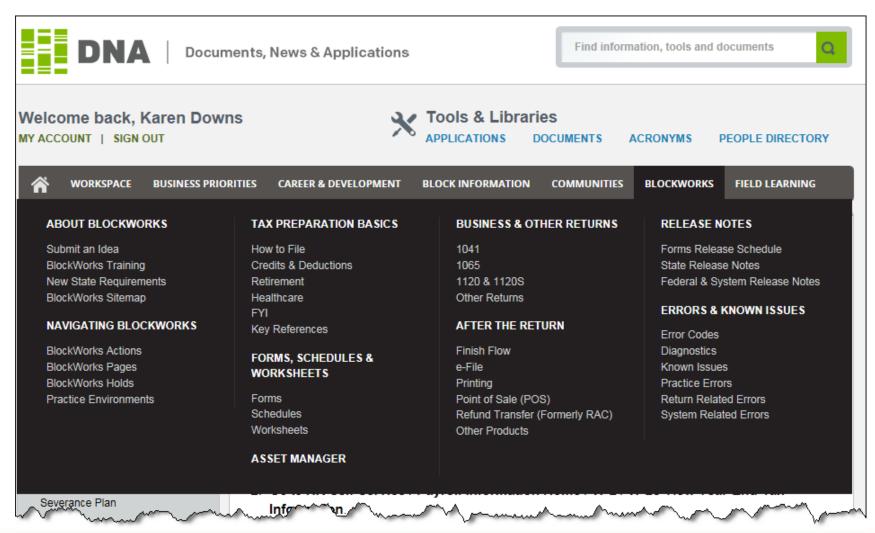


Some Early Feedback...

- "Best thing ever.... keep it for ever... No more wasting time trying to get to some office way across town. Great for people who have full time jobs and are not able to go to office during business hours. Best of all snow outside, no problem we can stay home and practice. Love,love love it!!!!!"
- "thank you. i needed to know about entering for w7 when there was no social security number."
- "NO ONE ITEM STOOD OUT.ALL WHERE VERY HELPFUL, EVEN IF YOU KNEW THE ANSEWER, VERY GOOD REFRESHER."
- "All information was very helpful."
- "The help links on bottom right I find very useful"
- "I Loved the hint about adding p.1 and p.2 of the 1040 to the flow. I am an ITC instructor and that is how I taught my students."



19.5% reduction in Tech Support Calls





Intranet Content Strategy





Measuring Associate BLOCK Perception

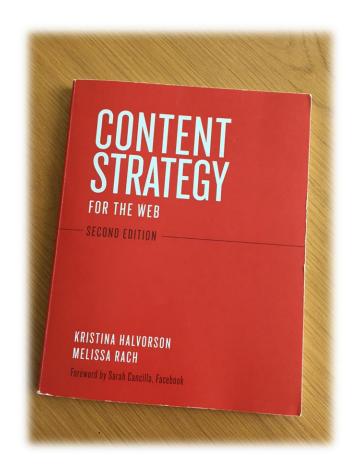


- 1. I am always able to find and access the documents, news, applications and communities I need on DNA.
- 2. Content on DNA is always accurate, relevant and up-todate.
- 3. I can **easily** see and review what is new or changed on DNA.
- 4. Overall, I am highly satisfied with DNA as my go-to resource for documents, news, applications and communities.
- 5. I access DNA from my mobile device.
- 6. Which one of the following best describes your current role at H&R Block?



Content Auditing

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DNA Core Content Strategy:

Quick - Contextually Relevant - Inspiring

Part artist/part care-taker:

Does not matter if we create the content or just provide context for our unique audience: tax professionals.

Like a reference book, but fun.

Like a trusty reference book, we'll provide complete, accurate information. But we'll also add a little motivation and encouragement. Reference material never looked this good!

Create and *curate* valuable online resources that *motivate busy* tax professionals to efficiently and effectively *serve and grow* clients.

Specifically for tax professionals.

Tax season happens **fast**. That's why everything we do is intended to help tax professionals (and the associates who support them) succeed.

It's all about the end game.

Our clients expect us to look at their life through tax and find ways to help. In order to do this, content must be accurate, relevant, up-to-date. It must inspire everyday employee engagement.

We aspire to inspire.

Documents, News and Applications (DNA) done right to motivate and encourage associates to learn, take action, and serve clients.



Content Managers

Subject Matter Experts

- Super Busy
- "Volunteers"

 They want to do a GREAT job





Monthly Course Offerings





CMS Training + Best Practices



Quarterly Meeting – Sample Agenda

- Content Manager Tips & Tricks
- DNA Strategy Update
- Content Case Studies
- What's New
- Reminders
- Content Manager Recognitions







H&R DNA Friends of Content Strategy







Content Strategy Summary

- 1. Measure perception
- 2. Write/review your content strategy
- 3. Audit content
- 4. Document & share best practices
- 5. Recognize content managers





Popular Features

- Acronyms "wiki"
- Reporting Dashboard with Custom Reports
- "New & Noteworthy"
- Communities
- Applications
- Mobility
- Sitemap Section



ACRONYMS, ABBREVIATIONS & TERMS

Welcome to the official H&R Block Acronyms List. This is a living document of acronyms and terminology relevant to all parts of our company and culture.

H&R Block uses hundreds of acronyms in everyday communication and business. Is the Acronyms List missing something? Associates are welcome to submit new business acronyms, edits, and alternate meanings.

Submit Acronym Suggestion

Use use your browser's find function (Ctrl + f) to search for a particular acronym, or jump to acronyms beginning with:

Number | A | B | C | D | E | F | G | H | I | J | K

L|M|N|O|P|Q|R|S|T|U|V|W|X|Y|Z

Term	Definition
1040V	Payment voucher that is used to submit payment to the IRS for balance due returns.
401 (k) Plan	Plan whereby employees may elect, as an alternative to receiving taxable cash in the form of compensation or bonus, to contribute pretax dollars to a qualified tax-deferred retirement plan. Employer also may contribute to this account.
403 (b) Plan	Type of retirement account covered in Section 403(b) of the Internal Revenue Code that permits employees of qualifying nonprofit organization to set aside tax-deferred funds, similar to 401(k).
457 Plan	A program that allows public sector employees to defer compensation on a pre-tax basis through payroll deductions, often used as an education savings tool for children.
529 Plan	IRS code section 529 regulates the Qualified Tuition Plans, and State- sponsored Educational Savings Plans.
7216	IRS Regulation that protects taxpayers' right to privacy – prohibiting tax professionals and tax preparation companies from using tax payers' confidential information for purposes not related to tax return preparation without the taxpayers' consent.
8879	IRS Form electronically filed returns. Client signature gives ERO permission to eFile the return. Tax documents with w/holding information must be attached to the 8879.
A&D	Acquisitions and Development - Conversions, Combo Conversions, Refranchise, Company Buy Backs, Company Acquisitions, and Assisted Acquisitions



Daily Activity	Tax Pro	o Compensation	Tax	x Plus Revenue Scorecard	t	Ready To Serve	(Other
Summary:								
My Continuing Education	Status:	INCOMPLETE	Viev	v Full Report				

My Ready to Serve Status:

REPORTING DASHBOARD

No Data Available

View Full Report

To view your complete course transcript, see Block Academy.



■ BACK TO REPORTING

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nail

Print

My HRB CE Status

Continuing Education Report

INCOMPLETE

HRB CE Plan: 01/01/2017 - 11/30/2017

Name: Karen Downs PTIN: No PTIN Found

Employee ID: 915890 PTIN Expiration:

Summary

	Federal Tax +AFTR	Tax Update	Ethics
Required	13	3	2
Earned	0 +0 Tax Update	0	0
Remaining	13	3	2

Note: Excess Tax Update hours can be applied toward the Federal Tax requirement.

Details

Course Title Completion Date Credit Hours

Data Last Refreshed: 10/22/2017 10:00 PM Central Time Includes Activity Through: 10/22/2017 05:13 AM Central Time

Looking for additional courses? Visit <u>Block Academy</u> to browse for training. You can also <u>add courses</u> taken outside of H&R Block.

Questions or Problems?

For questions or to report a problem with the information shown here, please contact the OCOE TTS Operations team at



■ BACK TO REPORTING

✓ Email

My Ready to Serve Status

INCOMPLETE

RTS Plan: Tax Season 2018

Name: John Smith

Employee ID: 123456

Summary

Hired Complete

I-9 Status Incomplete

CE Status Complete

PTIN Status Complete

Ready to Work: INCOMPLETE

Ready to Work Incomplete

Schedule Commitment Incomplete

Skills Completion Status Incomplete

Ready to Serve: INCOMPLETE

Details

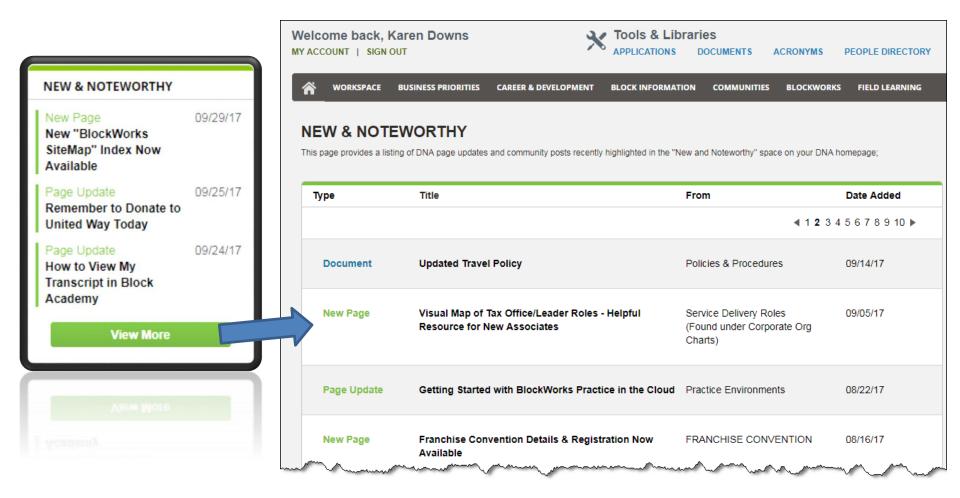
If you need additional information on how to proceed with hiring, I-9, CE, PTIN, Schedule Commitment, and Skills completions staus, please access the link below to access the RTS/RTW Main Page.

https://dna.hrblock.com/web/hrb-intranet/ready-to-serve

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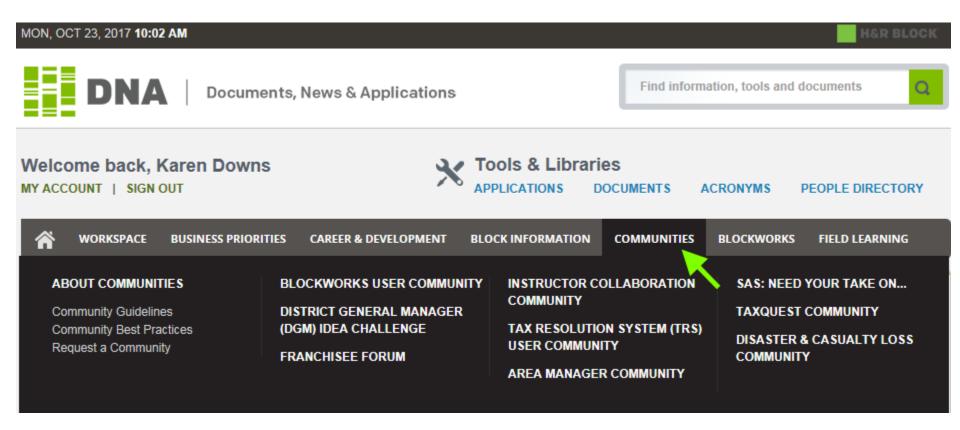


Keeping Everyone Updated...



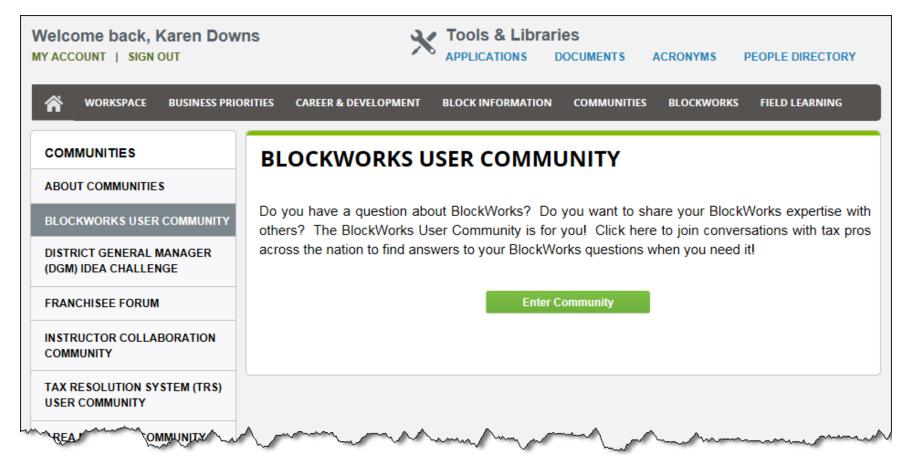


Accessing DNA Communities

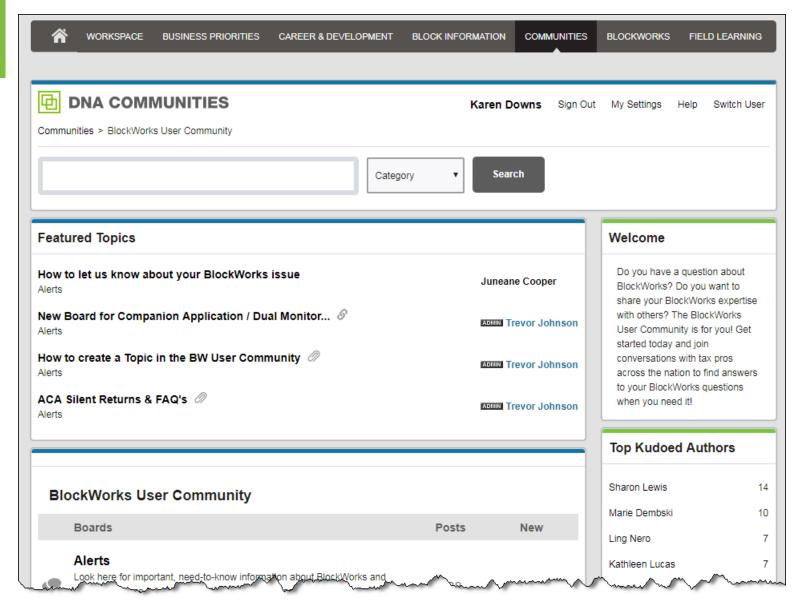




Jump page to "bridge" experience between platforms



H&R BLOCK



Welcome back, Karen Downs

MY ACCOUNT | SIGN OUT



DOCUMENTS

ACRONYMS

PEOPLE DIRECTORY



WORKSPACE

BUSINESS PRIORITIES

CAREER & DEVELOPMENT

BLOCK INFORMATION

COMMUNITIES

BLOCKWORKS

FIELD LEARNING

APPLICATIONS

The applications you use to do your job are all here! Find the one(s) you need in the blink of an eye-search by alphabetical order, category or browse all the applications.

Applications A-Z Top Applications Mobile Friendly Applications С Ε ALI В D G Н M W Ζ R S Χ Ν 0 Q



ABEDIT TOOL

Associates use the ABEDIT Tool to update personal contact information for internal H&R Block systems.

Related Documents

Training/Reference Release Notes

Related Documents

Launch Application



AIM HIGH EVERY DAY

performance and development.

Eligible associates use the Aim High tool Training/Reference for planning, managing and reviewing job

Release Notes

Launch Application



APPOINTMENT MANAGER

Related Documents

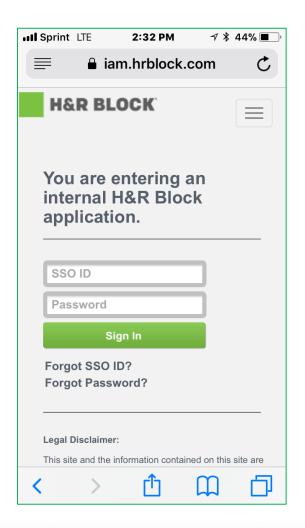
Fraining/Reference

Release Notes

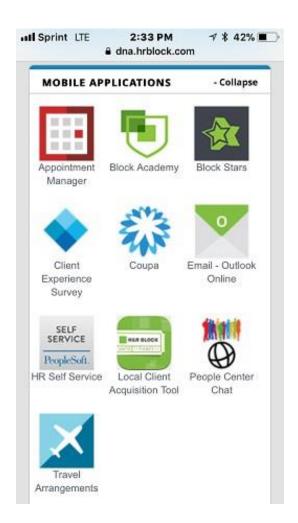
Launch Application



Mobile Optimized









Getting to Mobility...

Top Applications		Application	IS A-Z	Mobile Friendly Applications		
Q 71	AIM HIGH EVERY DAY	Related Do	cuments	Launch Application		
/ 1	Eligible associates use the Aim High tool for planning, managing and reviewing job performance and development.	Training/Reference	Release Notes	Edulicii Application		
	APPOINTMENT	Related Do	cuments			
	MANAGER	Training/Reference	Release Notes	Launch Application		
	Eligible associates use Appointment Manager AM to schedule tax professional appointments and manage related office operations.					
	BLOCK ACADEMY	Related Do	cuments			
	H&R Block's Learning Management System (LMS), your one-stop portal for all of your training needs. Block Academy is used to register for Instructor-Led Training (ILT), as well as to take online courses and Virtual Classroom Training (VILT).	Training/Reference	Release Notes	Launch Application		



BLOCKWORKS SITEMAP

All BlockWorks-related information is indexed on this page.

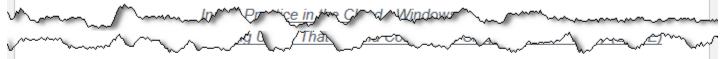
SEARCH THIS PAGE: Use your web browser's "find" function by simultaneously pressing "Ctrl" + "f" to locate each instance of a particular word or words within this page.

About Blockworks

Submit an Idea

BlockWorks Training

Block Academy



Need additional BlockWorks help? Contact the TSC at 1-800-767-3346 or Chat

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Page Owner: BlockWorks@hrblock.com

Last Modified Date: September 29, 2017



M Email



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Average (14 Votes)





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- Measurement Strategies
- https://www.linkedin.com/in/karendowns/

THANK YOU

