



TAX *Talk*

— WITH ANNE M. GANNON —
CONSTITUTIONAL TAX COLLECTOR
Serving Palm Beach County

*January 2025 Tax Talk
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DEAR FRIENDS:

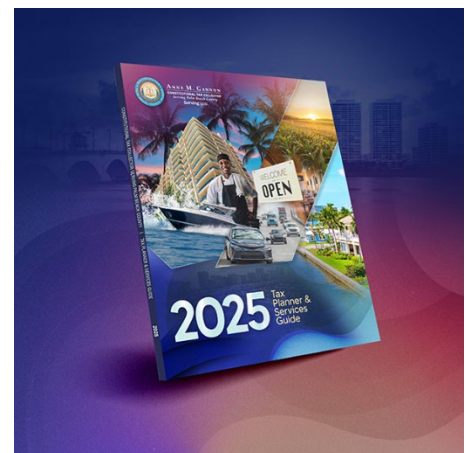
Each day, at approximately 11:00 a.m., my team and I receive an email report from our client satisfaction survey vendor highlighting the surveys we received from clients the previous day. I enjoy reading the surveys, especially the comments where clients tell us what we are doing right and what needs improvement. We strive for exceptional service on each and every interaction with our clients, both in-person and on the phone, and most of the time we get it right, but there are times that we miss the mark. In either case, it is important that we hear from our clients so we can address issues and make corrections where needed, but at the same time, it is so rewarding to hear from clients who rave about the service they have received from a member of my staff. That commitment to EXCEPTIONAL from every member of our team is the driving force behind our industry-leading client satisfaction results, where 87% of our clients say that their experience with our office was exceptional or very good!

Anne M. Gannon
Constitutional Tax Collector, Serving Palm Beach County

GET YOURS NOW! THE 2025 TAX PLANNER & SERVICES GUIDE

We are excited to announce that our **2025 Tax Planner & Services Guide** will be available beginning in January. This comprehensive guide is designed to keep you informed, connected, and empowered as you navigate our organization's services, values, and resources. Inside, you'll find everything from taxes to motor vehicles services and driver license/ID card services. There is also a monthly calendar to help you keep track of your payment deadlines.

As we worked on this latest edition, one of our priorities was to align with the information on our new website, www.pbctax.gov, so the two complement one another. We made the guide easy to use with color coding guides to services and QR codes that will take you right to our website for more information on a specific topic.



Visit www.pbctax.gov/tpsg to request a copy of the 2025 edition. When you receive the guide, we will invite you to respond to a brief survey to provide us with your feedback so we can keep enhancing this signature publication. I hope you enjoy this publication as much as we enjoy providing it to you!

FACES OF THE TCO: AJ STARKS

Title: Director of Contact Center Operations

Hometown: Memphis, TN

Favorite Activity: Manning the grill or the smoker

Favorite Food: My smoked brisket



This month, in our “Faces of the TCO” series, I am pleased to shine the spotlight on the director of our Client Care and Research Center (CCRC).

Ajani “AJ” Starks joined my Senior Leadership Team in 2022, and he oversees 40 employees whose main responsibility is to answer client questions and concerns via phone and emails. Handling an average of 1,700 calls a day is not an easy task, and to do so effectively, AJ and his team have developed strategies to ensure all clients receive exceptional service. AJ says, “Client feedback is important to us, and we monitor calls and utilize call monitor forms to provide our client care representatives with feedback. With this comes challenges servicing clients who are unsatisfied with some aspect of our services. I remind the team that it is not personal and to show empathy towards the client, and we specifically train staff for these calls.” Employee recognition is important, and AJ says, “we celebrate wins and best calls, and in fact, we just held our first annual CCRC Awards, recognizing exceptional achievements, such as “Most Calls” and “Client Service Excellence.” “I feel lucky to be a member of such a great team of professionals, all moving in the same direction to deliver exceptional customer service,” says AJ.

A BETTER JOURNEY

Our new website, www.pbctax.gov has been online for over a month now and I hope you have enjoyed exploring all the new features. One feature that I want to highlight is the enhancements made to our reservation system. We created a new more intuitive interface, featuring pop-up icons to provide information about topics related to our services.

During your “journey” to make a reservation online, we first present you with a list of documents that you will need for your transaction. Next, upon indicating which documents you have by checking “Yes” or “No” and before you officially schedule your reservation, we present you a summary checklist of the document(s) you need to bring with you to your reservation. You can then print the list or email it to yourself to view or print later. Keep in mind that this document is not confirmation of a reservation, as you still have to select a date, time and location. This checklist is designed to help you easily keep track of the documents you need to gather. Once you have the opportunity to use our enhanced reservation-making system, tell us your feedback by visiting www.pbctax.gov/website-feedback/.

Below is a summary of the documents you must have with you when you visit one of our service centers. Please be sure to bring ALL documents listed in order for your transaction to be processed. Failure to do so could result in your transaction not being completed and you having to schedule another reservation.

NOTE: THIS DOCUMENT IS NOT A CONFIRMATION FOR A RESERVATION WITH OUR OFFICE. YOU WILL RECEIVE AN EMAIL CONFIRMATION ONCE YOU SCHEDULE YOUR RESERVATION.

ID CARD REQUIRED DOCUMENTS	
You must bring ALL documents listed below to your reservation.	
Documents you indicated that YOU HAVE in your possession, and must bring to your reservation.	
<input checked="" type="checkbox"/>	Proof of Identity [!] An original document is required
<input checked="" type="checkbox"/>	Social Security Documents [!] An original document is required
<input checked="" type="checkbox"/>	Proof of Residential Address [!] Need two documents from the list

JANUARY

IMPORTANT DATES & HOLIDAYS

1	New Year's Day Holiday - Offices Closed
2	Tourist Development Tax Due
20	Martin Luther King Jr. Day - Offices Closed
31	Deadline for Property Tax 2% Discount

GET YOUR 2%
Property Tax
JANUARY
DISCOUNT