

New vehicle tax rules moves DVLA in to the world of webinar

From 1 April 2017, the way vehicle tax is calculated is changing for new cars and some motorhomes. These changes will only apply to cars registered with DVLA on or after 1 April 2017. We've been working closely with stakeholders over the past 12 months to make sure that in the run up to this, they're aware of the changes and know what, if anything, they need to do to prepare.

Key stakeholders for the new vehicle tax rules are fleet companies. Traditionally, we tend to speak face to face with this customer base, but this can be time consuming and costly for either side when travelling to meetings. So, we asked our fleet customers what the preferred way of communicating with them would be – the consensus was that a 'webinar' would work. We'd trialled a new webinar kit recently, so we were looking for an opportunity to use it for the first time. With our fleet customers keen, this was an exciting opportunity to put our new kit into practice!

Two trials later and we were ready to go live. We sent a link to all who expressed an interest and at 10.30am on 10 January we were ready to broadcast.

In total, 195 participants joined the webinar to watch the presentation and listen to the commentary provided by Helen Jones and Rhian Townsend, two of our more experienced Service Designers.



Behind the scenes (in a room not far away!), colleagues were waiting to answer questions as they came through. We were poised with laptops at the ready to answer all that we could. An hour later, presentation over and all questions answered, the webinar was done.

Feedback we've had since suggests that it went down really well. So it's an excellent example of how sharing ideas and working together with our

stakeholders helps us meet their needs. Well worth it.

It also shows that our investment in the webinar kit is well worth having and in future we'll be putting it to good use for other audiences too.

If you weren't able to make it on the day you can see the presentation and the questions that were asked during the webinar [here](#)

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