



The Norwegian
Tax Administration

Plain text promotes clear communication

How phone calls to the Norwegian National Collection Agency changed





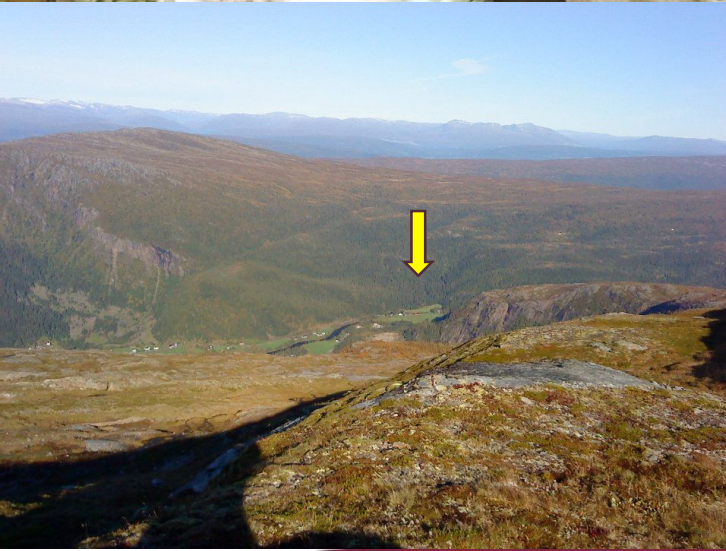
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Who am I

Martin R. Johansen

- answering phone calls for the Norwegian National Collection Agency since 2005
- became a dad in 2006 and 2009
- cross country skier since the 1970's
- I believe in a life before death
- and plain language







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What do we do

- collect money on behalf of national public agencies
- a part of The Norwegian Tax Administration (Skatteetaten) since 2015
- collected **NOK 4.87 billion** in 2018
- sent **2 331 563** letters in 2018.



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Reactions to our letters until 2010





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The Book



The first - and probably worst - example in this book was one of our most commonly used letters!



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Our reactions to this book



The internal test

We asked a group of our colleagues to read some of our most commonly used letters.



A large group of diverse people, mostly in business attire, are gathered in a modern office or conference room. They are all cheering with their arms raised, some holding up phones to take pictures. The atmosphere is celebratory. A large, white, bold "50%" is superimposed over the center of the image. The background shows office furniture, including a lamp and a framed picture on the wall.

50%

**We need to do
something**



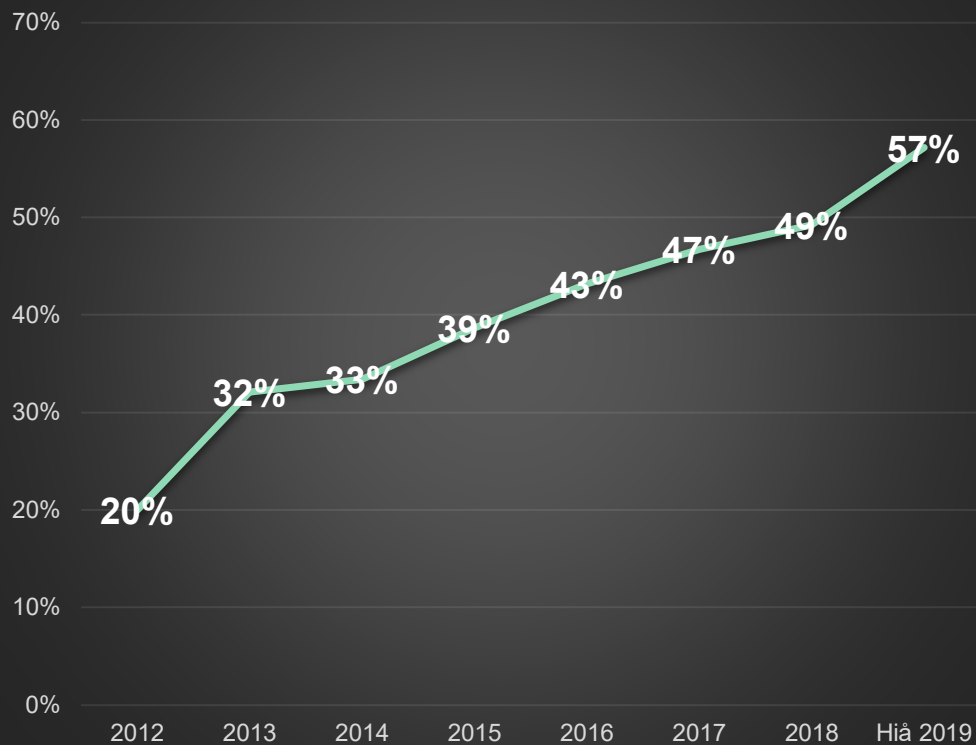
**We need
help**





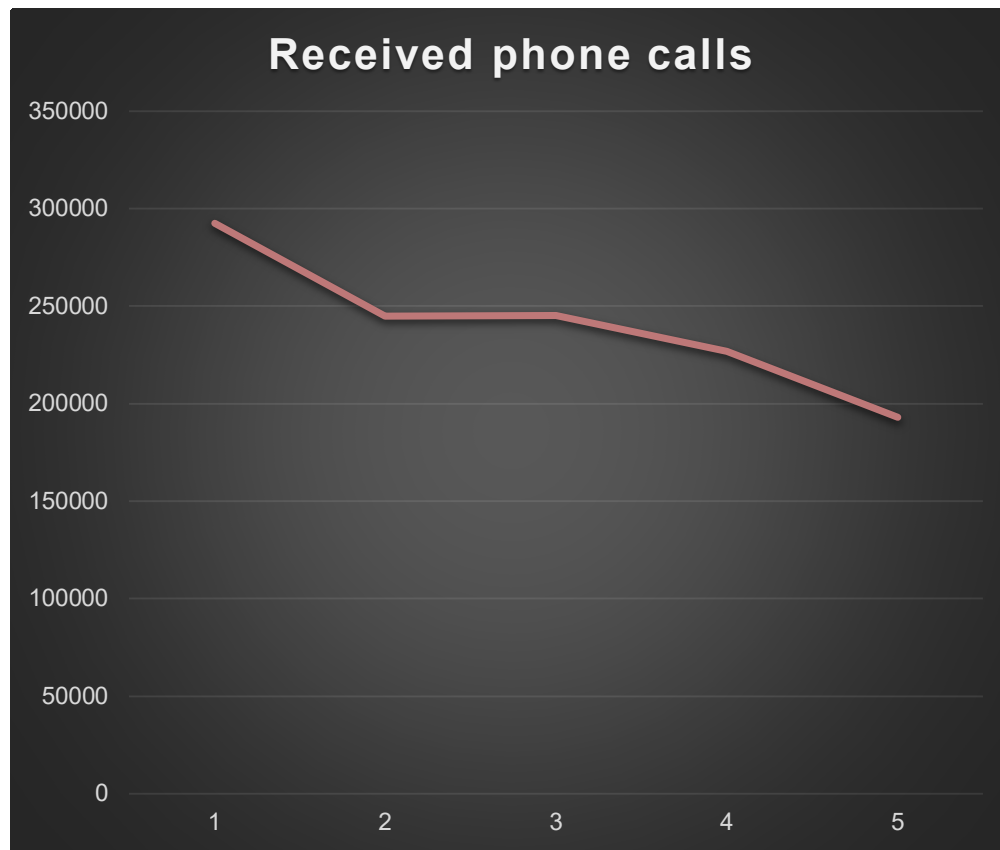
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Self serviced payment plans





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Prizes and rewards



Ragnhild Samuelsberg - Christel Halsen - Mariken Holter - Jan Tore Sanner

