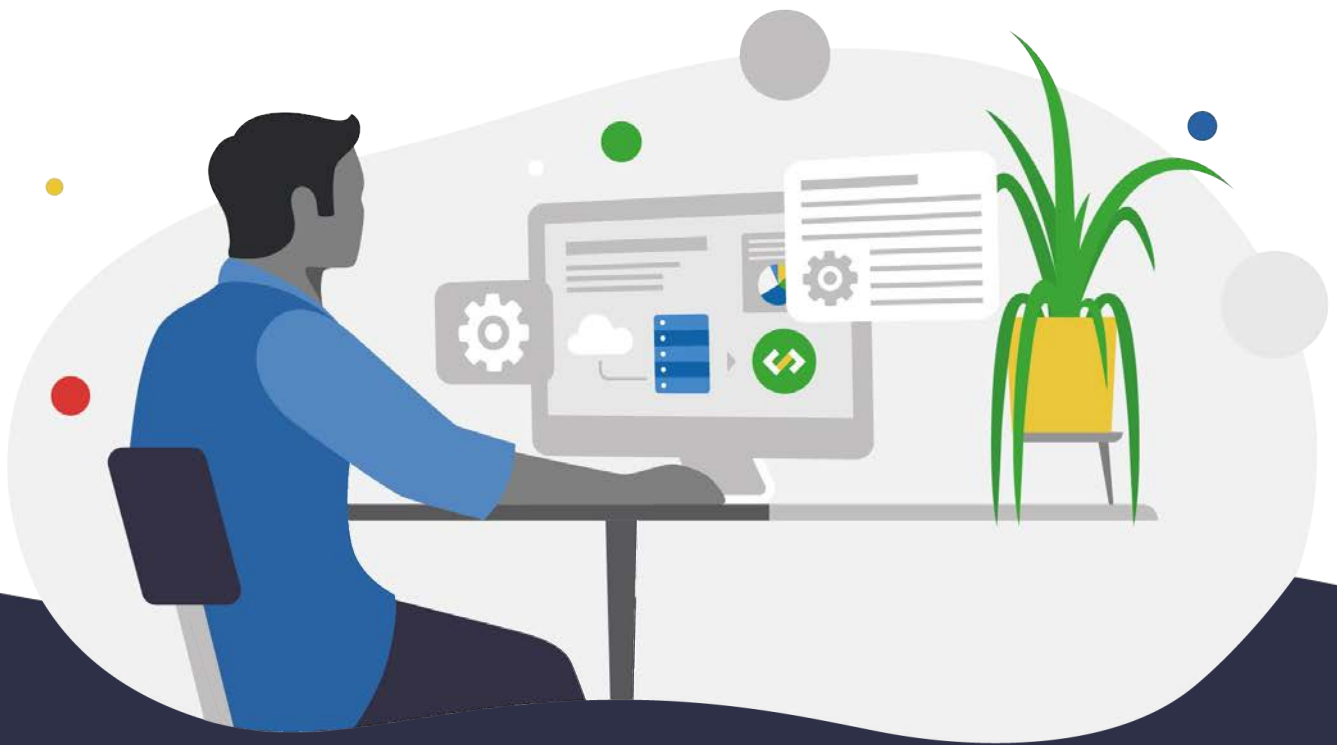




How to Evaluate a Sales Tax Software Solution



Introduction

The road to sales tax compliance can be overwhelming, confusing, and plain burdensome for growing eCommerce companies. With 43 states enacting sales tax laws for remote sellers, it can be especially challenging for those selling products or services across multiple online marketplaces.

Getting sales tax compliant and staying compliant without the hassle or headache starts with implementing a sales tax solution. Not only will that automate the process to save you time, it can protect your business from any risks and sales tax surprises.

But finding the right sales tax solution comes with its own set of challenges.. With many sales tax software choices on the market, how do you choose the best one?

Here are some things to look for as you search for the right sales tax solution for your business – quickly, easily, and without all the stress.

1 System reliability so your site never slows down

System performance and reliability should be one of, if not the biggest, factor in choosing a sales tax solution provider. There's no worse experience than a customer trying to check out of your store only to have the shopping cart calculator configure the sales tax wrong... or fail to calculate tax altogether.

Some sales tax solution providers are unable to handle the influx of traffic during busy shopping seasons and, as a result, cause major eCommerce platforms to experience delays during peak times. Failure to calculate sales tax can stall a checkout experience in its tracks, meaning lost revenue for your business and a poor customer experience. In fact, according to [ReadyCloud](#), a slow website can result in cart abandonment rates as high as 75%. Plus, 64% of shoppers won't return if your site takes too long to load. **Don't take that risk. Find a solution that won't slow shoppers down.**



Did you know

TaxJar has a 99.99% uptime and an API endpoint that is, on average, 16 times faster than our closest competitor.

Hundreds of millions of sales tax calculations are performed each month for entire platforms and Fortune 500 companies.

[Learn More →](#)



Questions to ask:

- *What is the average uptime and average response time of your API?*
- *Can you send over your status page so I can confirm these numbers?*
- *If you don't have a status page, why?*

Make sure the provider you're considering makes it easy to see uptime and history of outages [in real-time](#) to grant you peace of mind - even during the busiest shopping seasons.

2 Accurate, real-time sales tax rates

There are thousands of product tax codes to determine product taxability and over 14,000 sales tax jurisdictions in the U.S. That's why it's important that your sales tax software solution provides accurate, real-time, rooftop-level rates upon checkout.



Your sales tax software should provide accurate rates every time, no matter the situation.

In some states, your business may have economic nexus, requiring you to collect sales tax... and in other states your business may have physical nexus with a warehouse or office location, again requiring you to collect sales tax. With some products you might have to worry about sales tax exemptions. Different states set different laws about whether shipping is taxable. The list goes on and on.

Your software provider should keep all of these tax rates and product tax codes up-to-date.



Did you know

With TaxJar Address Validation, you can rely on “rooftop-level” calculations so the exact address corresponds to the right rate. Our calculations are more than 99% accurate, and we offer an accuracy guarantee for all TaxJar API users.

[Learn More →](#)

Questions to ask:

- *How do your sales tax calculations work, exactly?*
- *Do you rely on zip code or address validation?*
- *How does your team ensure the sales tax rates and product tax codes in your database are kept up to date?*



3

Easy to use sales tax reporting & automated filing

Once you've collected accurate sales tax rates with an API that doesn't slow down your website, it's important to file sales tax returns to every state where you have nexus — on time and accurately..

An effective sales tax solution will have an easy-to-understand dashboard with insights into how much sales tax you're collecting in each state, where you're approaching economic nexus, and what sales tax return deadlines are coming up.

When it's time to file in each state — and deadlines vary from monthly, to quarterly, to annually based on the amount of sales you make in that state — your sales tax partner should have an automatic electronic filing service to help you prepare and file state returns and remit payments, minimizing manual errors and saving your team valuable time.

Questions to ask:

- *How does your automatic filing service work, and what are the fees associated?*
- *How hands-off is the service?*
- *What impact should this have on the amount of time that I spend filing every month? How much time do most customers save?*



Success! Your Texas AutoFile enrollment request has been submitted to the AutoFile Verification Team.

[Enroll another state](#)



Did you know

TaxJar's Economic Insights Dashboard provides details on where you currently have nexus, where you're approaching nexus in a new state, and recommended next steps on how to begin complying with sales tax in any new state. Plus, we'll send you email notifications when you're approaching nexus, so you can get ahead of registering for sales tax permits.

[Learn more →](#)

4 Multi-channel sales tax collection

Your business is multi-channel, so your sales tax software should be, too. (And not every solution is.) Make sure that the sales tax solution not only has a seamless integration with your shopping cart, but also with the ERP software you use, like Microsoft Dynamic 365 and NetSuite, as well as major marketplaces like Amazon and eBay.

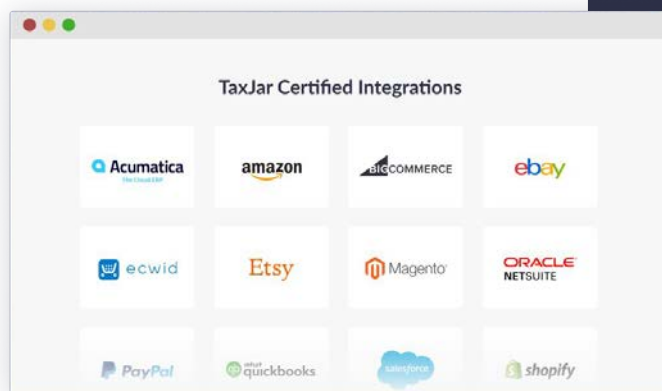
That way, no matter where you sell, accurate sales tax will be collected and you don't have to worry about consolidating data across multiple channels. And, you can monitor sales tax collected and remitted across channels in one easy-to-use platform.



Did you know

TaxJar has integrations with 36 leading technology partners and counting, so you can connect your sales and transactions from any platform for a 360-view of your sales tax obligations

[Learn more →](#)



Questions to ask:

- *Do you have integrations with my shopping cart, ERP, or marketplaces, and will it transfer data directly into my sales tax dashboard?*
- *How do they work exactly, and is there any upfront work on my end?*

5 Pricing built for your business

As a forward-thinking business, you want your sales tax solution to scale with you in a clear and consistent way. Consider the value and impact of the solution on your organization. When you're thinking about pricing, consider the ROI in terms of time saved, time to adoption, and risk reduction.

Whether you're a multi-channel merchant with advanced order-to-cash processes or a fast-growing SaaS company, make sure that the pricing model and impact on transactions and API calls is straightforward. For example, an order-based pricing model is determined by the number of monthly transactions processed and an API usage model (which allows for a ratio of sales tax calculations to orders - like 10 sales tax calculations equals one order). On the other hand, a percentage-based model takes a fee out of every transaction. **An order-based pricing model can save you thousands of dollars.**

In addition, be sure that your sales tax solution provider doesn't charge extra fees for support and implementation. Will you get the help you need to navigate any learning curves and stay ahead?



Did you know

TaxJar offers upfront, simple, and competitive pricing.



TaxJar has saved Kornerstone Credit more than 70% over the prior software we used. The number one thing we liked about TaxJar was cost, followed by the ease of onboarding, and getting set up with our API integration.”



Daren Haws, VP of Finance at Kornerstone Kredit.

[Read more →](#)

Questions to ask:

- *How is your pricing model structured?*
- *What exactly can we expect to pay on a monthly or annual basis?*
- *Do you offer a free trial so we can see if the software works for us before signing?*

6 Quality customer service

Implementing a new sales tax management solution isn't always easy, but with dedicated technical onboarding, multiple support channels, self-service learning, and real people by your side, it can be.

After all, what good is a software solution if you have pressing questions and can't find an answer? What's the point of investing in a tool if you can't get it up and running, can't get it integrated with your existing systems, and don't understand how to best use all the features?

Look for a sales tax solution that offers an excellent customer experience from product to person. Whether you want to find an answer on your own or dig into details with an expert, your sales tax provider should offer you options like clear documentation, online learning, and email or phone support.

Great customer service teams help you gain peace of mind - they are excited about problem solving, pay attention to details, and anticipate your needs.



Did you know

TaxJar's industry-leading customer service is driven by our core value: we always do what's right for our customers. Our [User Satisfaction Ratings from G2 Crowd](#) showcase the high level of our quality of support (98%), especially compared to our competitors, who rank 72%.

Questions to ask:

- *What's your service-level agreement (SLA) when it comes to customer support?*
- *How quickly will your team respond to an inquiry?*
- *Do I have to pay more for a certain level of support?*
- *Can you share reviews or customer testimonials about the quality of your customer service team?*



7 Dedicated onboarding support

Once you've found the right sales tax software to fit your business needs, and feel good about moving forward, your next step is onboarding.

If you are already collecting and remitting sales tax, it's vital to onboard at the right time so your filings remain consistent, and no vital sales tax data falls through the cracks. Or if you're new to collecting sales tax, it's just as important to get up and running quickly so you can become compliant fast and mitigate the need to pay back taxes out of pocket.

It's important that your sales tax provider has a team that's focused on helping your business thrive, and not just adding to their bottom line.



A few team members from TaxJar's Customer Service Organization

Questions to ask:

- *What will the first 30 days with my software look like?*
- *Will we have an account manager to help us get up to speed on the software?*
- *Are there on-demand courses, videos, or articles to help us learn how the software works?*



Did you know

TaxJar has a dedicated team whose sole job is to engage with new customers? In less than a day, you will have full visibility into your own onboarding project, complete with deliverables and timelines to ensure you're fully integrated into TaxJar and able to remit sales taxes in a timely manner.

8 A happy team focused on your success

Happy employees equal a better customer service experience. Will your sales tax software provider be focused on doing their best work so you can do yours?

Browse company reviews on [Glassdoor](#) and [Comparably](#) to understand how employees feel about working at the sales tax software company you're evaluating. The more positive reviews, the higher likelihood customers will also have a positive experience.

Behind every successful product is a team of real people.

Questions to ask:

- *What do you like about your job?*
- *What are your ratings when it comes to employee happiness?*
- *Is employee NPS something you track, and why or why not?*



Did you know

At TaxJar, our team is happy so our customers are happy. As a fully remote company, we know work-life balance correlates with productivity

[Learn more at our Life at TaxJar blog](#) →

Here's a quick summary:

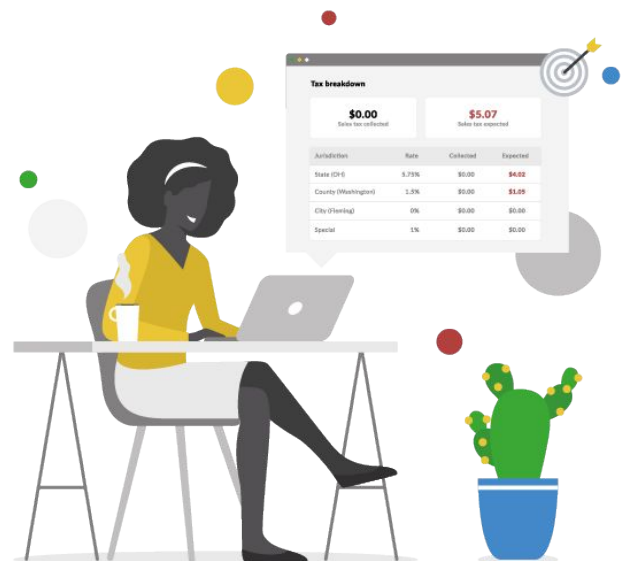
- To set your business up for success, the right sales tax solution must offer the **highest level of support** and be **compatible** with popular marketplaces and eCommerce integrations.
- If you have a presence across multiple platforms and sell on a variety of channels, aim for a solution that can handle their omni-channel presence with minimal latency.
- Seek out a solution with exceptional end-to-end customer service. It's also crucial to have a dedicated onboarding team, self-service learning options, and supportive, truly human customer service.



Did you know

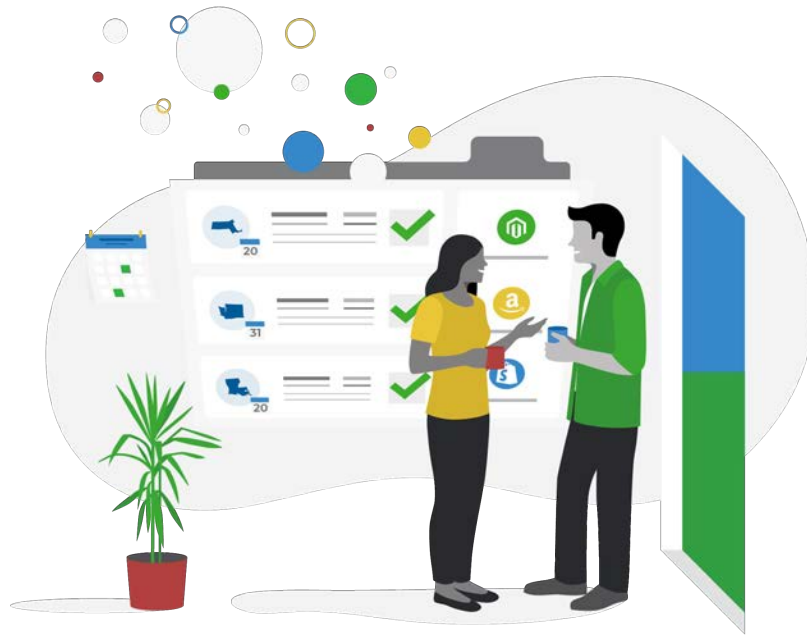
You deserve peace of mind about something as important as sales tax compliance!

[Contact TaxJar today.](#)



Get started with TaxJar

TaxJar applies tech-forward approaches and exceptional customer service to solving the challenge of managing sales tax compliance. With a focus on automation, performance, and the integrations that matter most (shopping carts, ERPs, and major marketplaces), we provide accurate, real-time sales tax calculations, easy-to-read return-ready state reports, automatic sales tax return filing, and nexus insights.



Start scaling your business for the future. Get compliant and stay compliant by automating your sales tax management.

TaxJar is the only sales tax software solution built from the ground up for growth and change.

[Schedule a demo today](#)