



# Customer Engagement Strategy

2018 – 2020

Enhancing Service to Support Compliance

Revenue



Cáin agus Custaim na hÉireann  
Irish Tax and Customs

## **Customer Engagement Strategy (CES)**

- **Encouraging voluntary compliance and delivering on the best outcomes by**
  - Offering modern online services that are easy to use
  - Understanding taxpayer needs and priorities
  - Reviewing and adapting our customer service delivery and providing high quality outcomes
  - Providing quick, efficient and simple processes.

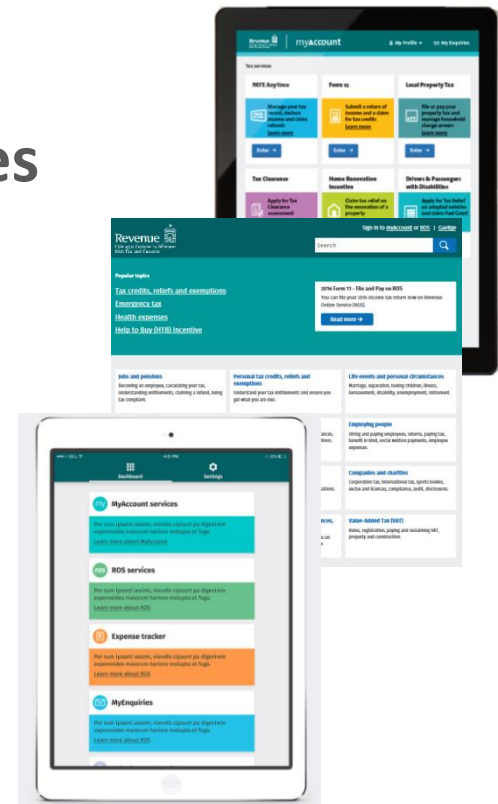
## CES 2015 – 2017: Overview

- **Influencing customers to use most efficient channel for their transaction**
  - Online/self service is preferred channel
  - Making electronic channels the norm
  - Backed up by an excellent telephone service
- **Commitment to provide alternative channel for those unable to use digital services**



## What did we achieve?

- More consistency in the customer experience
- Appointments service in Public Offices
- Improvements in our telephone services
- New and enhanced online services
- Redesigned website launched
- RevApp launched



## What did we achieve?

- Quality Assurance Programmes implemented
- Updated Customer Service Standards
- Customer Panels established
- Targeted communications campaigns
- Significant channel shift
- 1.8 million registered myAccount users



## CES 2020, what next?

- Continue to enhance our range of modern, accessible online services.
- Provide alternative channels for customers who are unable to use our online services
- Increase customer awareness of Gift Tax and Inheritance Tax obligations
- Increase levels of e-filing and e-paying of CAT through improved e-services
- Seek to minimise compliance costs for customers
- Reduce the need for customers to contact us
- Deliver an agile and flexible structure



## How?

### Channel Management

- Improve and consolidate our telephone services
- Make further improvements to MyEnquiries
- Analyse and understand the reasons customers contact us

### Delivery Model

- Right outcome for customers and Revenue
- Develop services for tax agents and other intermediaries

### Simplification

- Improve our tax and duty registration and repayment services for businesses



## How?

### Business Processes

- Explore opportunities presented by artificial intelligence and robotics to manage service interactions
- Provide timely, efficient and simple processes

### Communication

- Continue to make it as easy as possible for customers to understand and comply with obligations and claim entitlements
- Keep customers and staff sufficiently updated and involved
- Awareness campaigns

### Evaluation

- Further develop our quality assurance programme
- Customer Panels





## **Transforming the customer experience**

### **Agents**

**Tax agents and other intermediaries are key stakeholders in supporting voluntary compliance. We will**

- **Continue to develop services including Business Taxes telephone service**
- **Keep Revenue Technical Services (RTS) under regular review and implement identified improvements (Tax & Duty Manual updated in February 2018)**
- **Improve our tax and duty registration and repayment services for business**

## Transforming the customer experience

### All customers

- Further opportunities to engage with us through Customer Panels and Focus groups
- Customer experience built around customer expectations/behaviour
- Customer focused service instead of contact focused
- Improved services
- Consistent treatment
- Accessible service



A graphic featuring four large, semi-transparent arrows: a red arrow pointing down, an orange arrow pointing up, a green arrow pointing left, and a blue arrow pointing right. They intersect at the center where the text "Thank you" is placed.

**Thank you**