BACKGROUND NOTE

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IOTA Webinar
"The Use of Artificial Intelligence to increase the quality of call centre advice to taxpayers and improve call centre analytics"

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26 March 2025 at 11:00 (CET)
Webinar via Microsoft Teams

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BACKGROUND

The integration of Artificial Intelligence (AI) within the fields of services provided to taxpayers is becoming ever more relevant in our current digital landscape. As technology continues to evolve, there is an increasing demand for innovative solutions that enhance efficiency, improve outcomes, and ensure effective access to information.

Traditional methods often fall short in addressing diverse needs and ever-increasing demand for rapid answers. AI can be a powerful too to facilitate personalised services and streamline administrative processes, ultimately transforming the landscape of communication with taxpayers.

Tax Administrations have begun to introduce AI into many fields and one area where it can have a transformative impact is in taxpayer services. One of the biggest pressures on tax administrations is dealing with enquiries from customers about taxes liabilities, payments, debts, and similar issues. AI can be used to answer the more straightforward queries from taxpayers, reducing the pressure on phone lines and allowing advisors to focus on the most complex queries. It can also be used to identify potential compliance risks and initiate automated activity to prompt taxpayers to take action before the risk crystalises, such as notifying them of a return deadline.

OBJECTIVES

This webinar will explore some of the implications and opportunities presented by AI in these fields, highlighting how these advancements can drive positive change and foster better outcomes for taxpayers and administrations.

More specifically, this webinar will focus on:

- How tax administrations are currently utilising AI to help create written responses to queries
- How AI is being used to assist in monitoring calls and quality of call answering (including quality checking)
- How AI is being used to improve call centre data analytics
- Use of voice recognition tools to improve authorisation processes for callers

By addressing these objectives, the webinar will provide valuable insights into innovative use of AI within tax administration and its potential for enhancing the service offered by call centres.

EXPECTED OUTCOMES

The expected outcomes of this digital workshop are:
- Gain a better understanding of how tax administrators are leveraging AI in their processes for giving written advice to taxpayers.
- Increased knowledge about how AI technologies can be effectively applied to check and improve the quality of advice given by call centre staff.
- Greater understanding of how AI can be used to provide better quality and wider ranging analytics in call centres.
- Learn more about the challenges, obstacles and decisions made by tax administrators in adopting AI solutions, including data protection considerations.
- Learn about the strategies and solutions that have been successfully implemented to overcome challenges in the adoption of AI technologies.

METHODOLOGIES

The Webinar will be conducted via the Microsoft Teams meeting platform **on 26 March 2025 at 11:00 (Central European Time)**.

The Webinar is expected to last **90 minutes** and will be delivered through a combination of **presentations and Q & A** The **presentations** will cover approaches by administrations to the implementation and use of AI . The attendees will have the opportunity to raise questions and explore the topic further during the **Q&A sessions**.

There is **no limit** to the number of participants who can attend the IOTA Webinar.

Joining instructions will be provided on how to join and participate in the IOTA Webinar using the Microsoft Teams platform. There will be an opportunity for delegates to test their connection 30 minutes prior to the start of the Webinar.

The IOTA Webinar will be recorded and made available on the IOTA website (only for registered users) to watch on-demand after the event.

TARGET AUDIENCE

The target audience is IOTA member Tax Administration officials who are involved in the fields of education, consulting, and taxpayer services.

REQUIRED INPUT

Please note that IOTA expects that all participants will have **sufficient language skills for active participation in English**.

REGISTRATION

The registration deadline for this Webinar is **24 March 2025.**

To register for the Webinar, participants must have an account on the IOTA website and be invited to register by their country's IOTA Principle Contact Person. Once an invitation has been issued, the registration form must be completed.

To fill in the registration form, log into your IOTA account on the IOTA website, go to "My Dashboard", and choose "My event invitations" on the left side of the menu. On that page click on "Event Details" and you will be taken to the dedicated webpage for the event, where you can find all the information about the event and access the registration form by pressing the button "Register for the event".

The link to join the Webinar will be sent to registered participants the day before the event.