



INVITATION LETTER

IOTA Webinar

“The Use of Artificial Intelligence to increase the quality of call centre advice to taxpayers and improve call centre analytics”

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

To: IOTA Principal Contact Persons of IOTA member countries

Budapest, 10 March 2025

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

Dear Colleagues,

The Intra-European Organisation of Tax Administrations (IOTA) is organising a **webinar on “The Use of Artificial Intelligence to increase the quality of call centre advice to taxpayers and improve call centre analytics”**, which will be broadcast live via the Microsoft Teams platform on **26 March 2025 starting at 11:00 (CET) and finishing at 12:30 (CET)**.

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 tool to facilitate personalised services and streamline administrative processes, ultimately transforming the landscape of communication with taxpayers.

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.

For further information about the structure and content of this event, please consult the [Background Note](#).

Delegates attending this event will be IOTA member Tax Administration officials who are involved in the fields of education, consulting, and taxpayer services. There is no limit to the number of participants who can attend the IOTA webinar. However, participants are required to register for this event **by 24 March 2025** using [the IOTA e-registration form](#).

The day before the start of the event, participants will receive a link via email from the IOTA Secretariat to access the event using MS Teams.

Please be aware that if we receive your registration after the deadline, the Organisation will not be able to guarantee participation in this webinar. However, this event will be recorded and made available for watching “on-demand” through the IOTA website (only for registered users).

The webinar will be conducted in English, the working language of the Organisation. Should you have any questions about this IOTA event, you can contact the following members of the IOTA Secretariat:

Contact persons for presentations and technical content of the event

Mr Jonathan Heath, tel +36 70 5423300, email: Jonathan.Heath@iota-tax.org

Ms. Ivana Donchevska, tel.: +36 70 6162337, email: ivana.donchevska@iota-tax.org

Contact person for registration

Ms. Dora Pencz, tel.: +36 70 675 9978, email: dora.pencz@iota-tax.org

Contact person for connectivity issues and access to the digital event

Mr. Péter Póth, tel.: +36 70 676 0344, email: Peter.Poth@iota-tax.org

We look forward to welcoming your participant(s) to this IOTA Webinar!

Yours sincerely,



Alix Perrignon de Troyes
Executive Secretary

