



INVITATION LETTER

IOTA Digital Workshop
**“Customer centricity now, and in the future – case studies
from different tax administrations”**

24-25 September 2025 from 10:00 - 12.30 (CEST)
Digital Workshop via Microsoft Teams

To: IOTA Principal Contact Persons of IOTA member countries

Budapest, 4 August 2025

Invitation to the IOTA Digital Workshop “Customer centricity now, and in the future – case studies from different tax administrations”, 24-25 September 2025

Dear Colleagues,

The Intra-European Organisation of Tax Administrations (IOTA) is organising a **Digital Workshop on “Customer centricity now, and in the future – case studies from different tax administrations”**, which will be broadcast via the Microsoft Teams platform on **24 and 25 September 2025 from 10:00 to 12.30 (CEST)**.

A customer-centric approach in tax administration focuses on making tax processes easier, more accessible, and user-friendly by understanding taxpayer needs, simplifying services, and using digital tools like pre-filled forms and mobile apps. It emphasizes proactive communication and support to encourage voluntary compliance, while still applying enforcement where necessary. This approach builds trust, improves taxpayer satisfaction, and increases efficiency for both taxpayers and the administration.

More specifically, **this Digital Workshop will focus on:**

- Sharing different approaches to customer centricity in tax administrations as well as concrete cases of its implementation.
- Exploring how tax administrations can adapt to a customer-centric approach in service delivery and the possible challenges.
- Discussing strategies and future developments of customer-centric approaches for tax administrations.

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 field of tax services.

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





However, participants are required to register for this event by 22 September 2025 using [the IOTA e-registration form](#) available on the IOTA web portal.

The day before the start of the event, participants will receive from the IOTA Secretariat a link via email 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 Workshop. However, this event will be recorded and made available for watching “on-demand” through the IOTA website (only for registered users).

The Workshop 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. Massimo Morarelli, tel.: +39 348 72 98 503, email: Massimo.Morarelli@iota-tax.org

Mr. Alexandros Roukalis, tel.: +36 70 616 2337, email: Alexandros.Roukalis@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 Digital Workshop!

Yours sincerely,

Alix Perrignon de Troyes
Executive Secretary