

Our journey to a more customer centric Dutch Tax Administration

IOTA presentation

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By Wieteke Agterhoek-Schrijver & Yfke van der Sloot



Introduction

We are



Wieteke Agterhoek-Schrijver

Department head

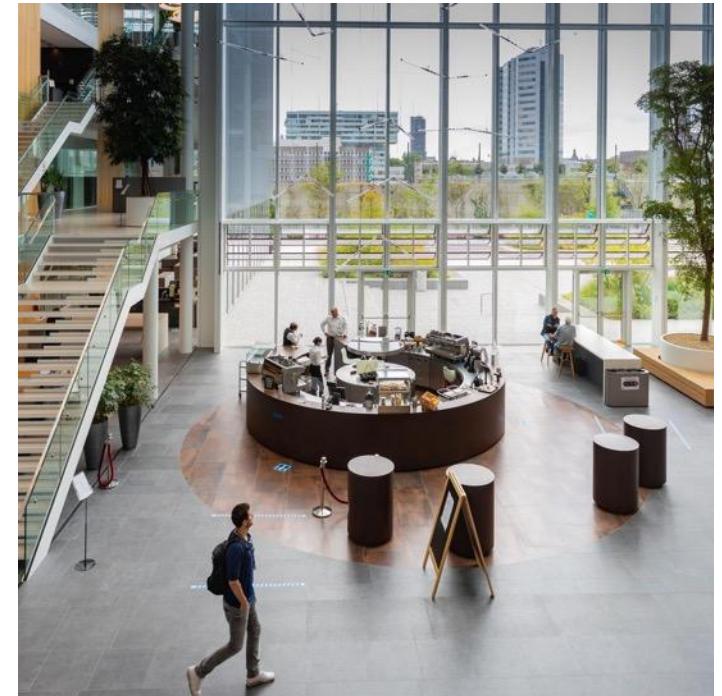
User Experience & Concept development
at The Dutch Tax Administration



Yfke van der Sloot

Department head

Customer Journey Management
at The Dutch Tax Administration



Located in Utrecht, The Netherlands



Once upon a time...



Wake-up call

Something had to change



It's about people





Citizens & entrepreneurs take center stage

Our mission

Contribute to a financially healthy country by collecting and claiming taxes justly and carefully



Our vision

Putting citizens and entrepreneurs first. Proactively, together, competent

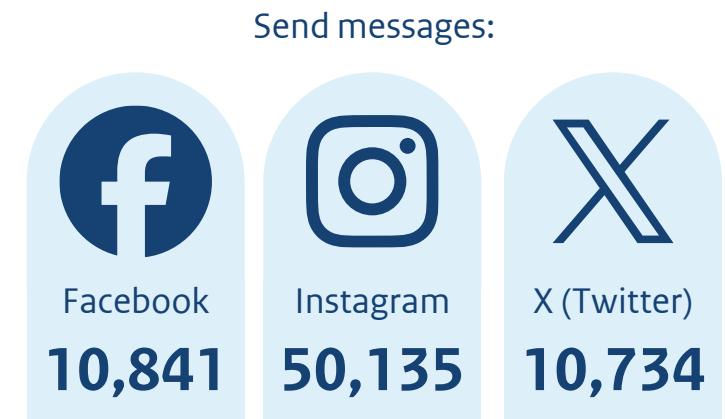


Callcentre & webcare customer care



Employees in total **28.000**
Employees in our department

3,394



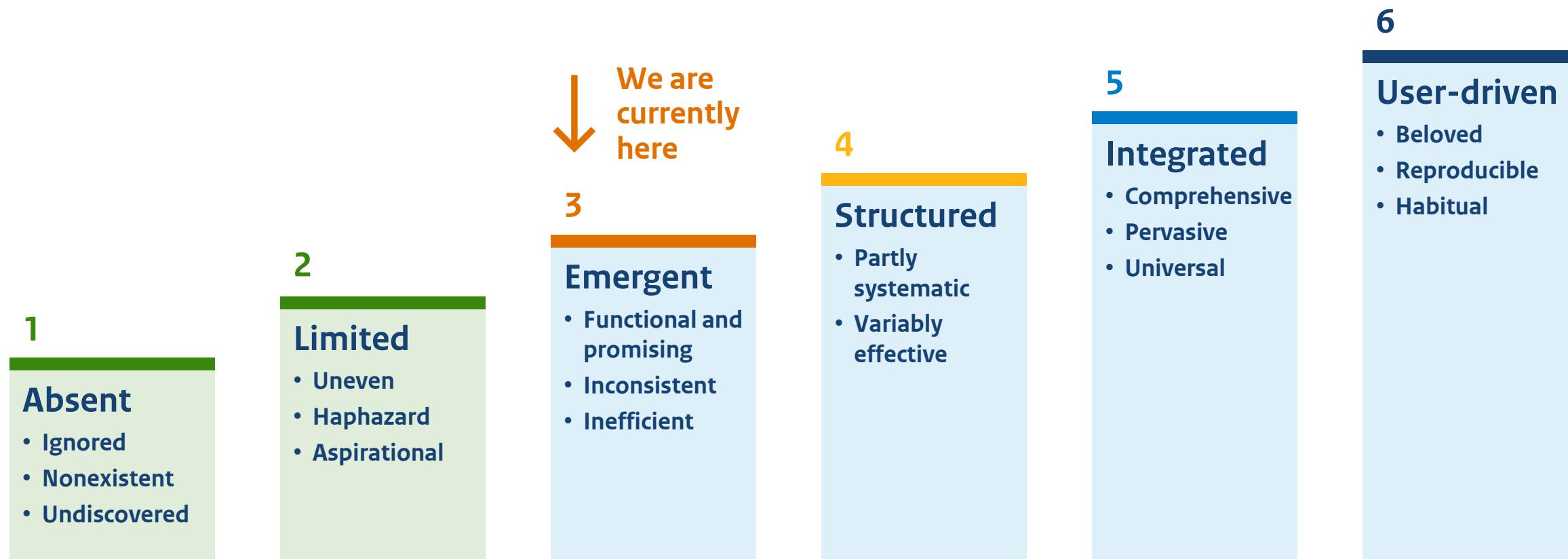


CX feedback loop





Stages of UX maturity



Problem space



#whereiswally?



Current way of working

Separately we work



Politicians



Policymakers



Executors



Current way of working

There is a lot to improve



Policymakers write & instigate a new law



Current way of working

There is a lot to improve



Policymakers write & instigate a new law



The organisation looks at how to implement X



Current way of working

There is a lot to improve



Policymakers write & instigate a new law



The organisation looks at how to implement X



It's predicted X will result in lots of questions



Current way of working

There is a lot to improve



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Customer Interactions & Services rings alarm



Current way of working

There is a lot to improve



Policymakers write & instigate a new law



The organisation looks at how to implement X



It's predicted X will result in lots of questions



Customer Interactions & Services rings alarm



No time is left to consider these concerns



Current way of working

There is a lot to improve



Policymakers write & instigate a new law



The organisation looks at how to implement X



It's predicted X will result in lots of questions



Customer Interactions & Services rings alarm



No time is left to consider these concerns



Law X can't be altered any longer



Current way of working

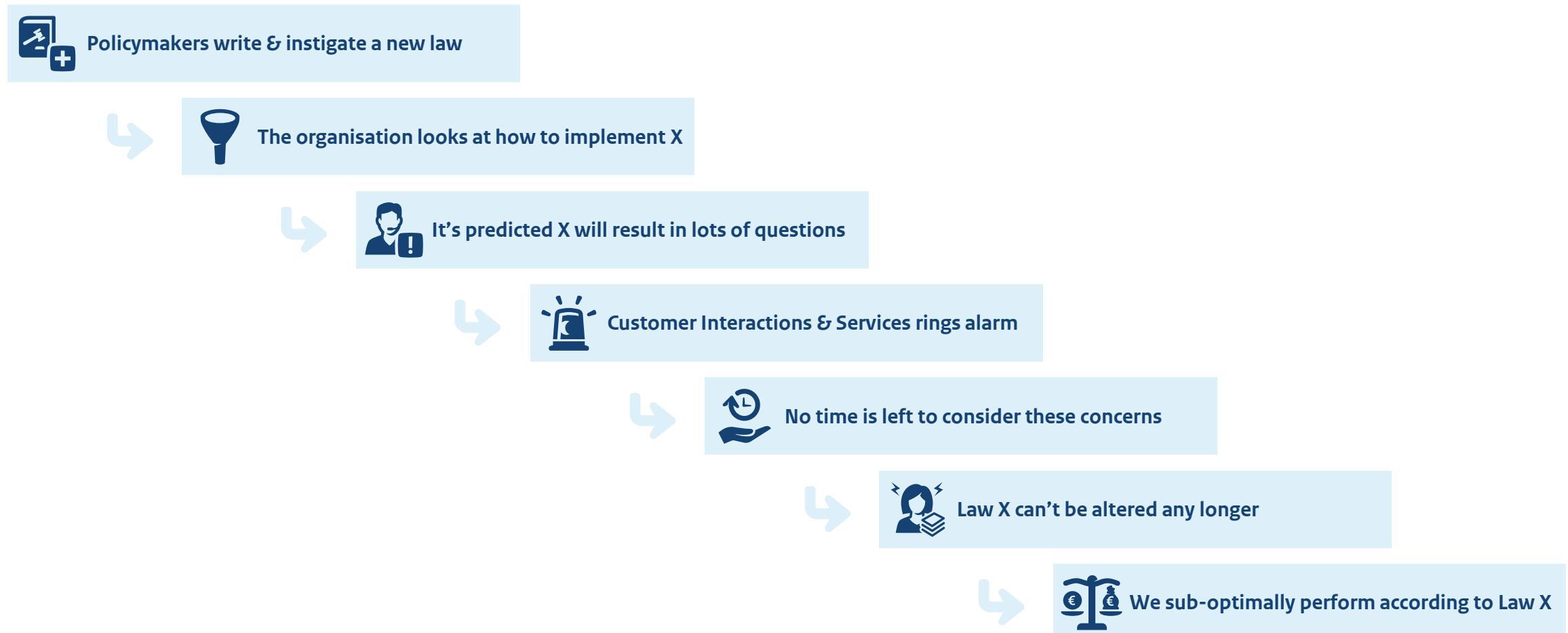
There is a lot to improve





Current way of working

There is a lot to improve





What has to change?



Change starts with

1 Design



Our journey to a more customer centric Dutch Tax Administration



Change starts with

2 Collaboration





Change starts with

3 Research





Change starts with

4 Life events



Our journey to a more customer centric Dutch Tax Administration



Change starts with

5 Focus



Our journey to a more customer centric Dutch Tax Administration



Change starts with

1



Design

2



Collaboration

3



Research

4



Life events

5

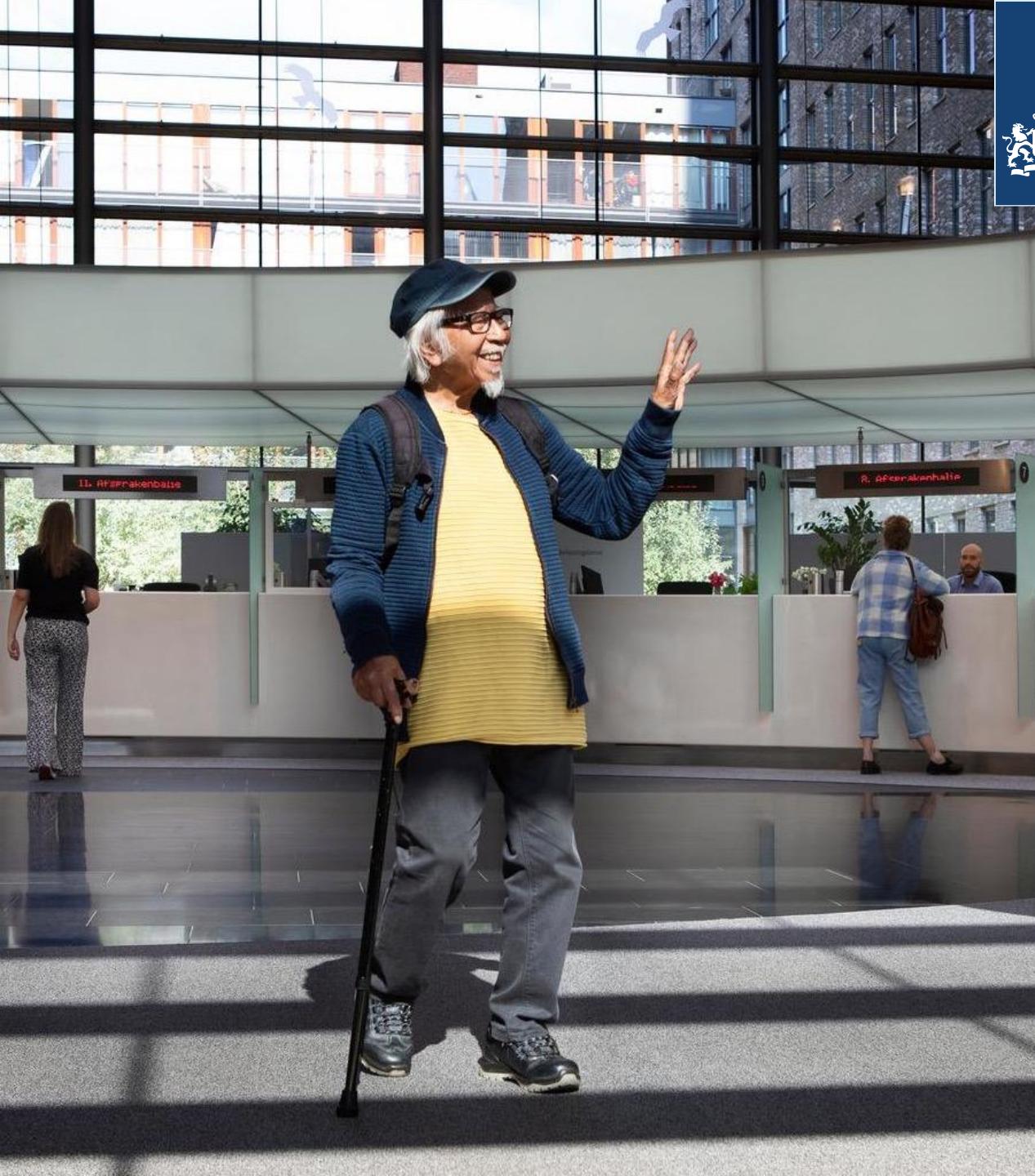


Focus



Together we listen





Belastingdienst

Thank you!