



# THE INFOHUB STORY OF CUSTOMER CENTRICITY

**Presented by Teona Tsimakuridze**



### Challenges:

- Highly complex tax code with thousands of accumulated documents
- Binding decisions, interpretations, and guidelines scattered across multiple systems
- Information existed, but remained difficult to access for users
- High volume of visitors and inbound calls seeking clarification
- Lack of unified consultation across different GRS communication channels

# THE WAKE-UP CALL

## Internal Reality Check:

- Documents scattered across multiple systems
- Some documents not digitized at all
- Even our own staff struggled with navigation
- Inconsistent interfaces and lack of tagging



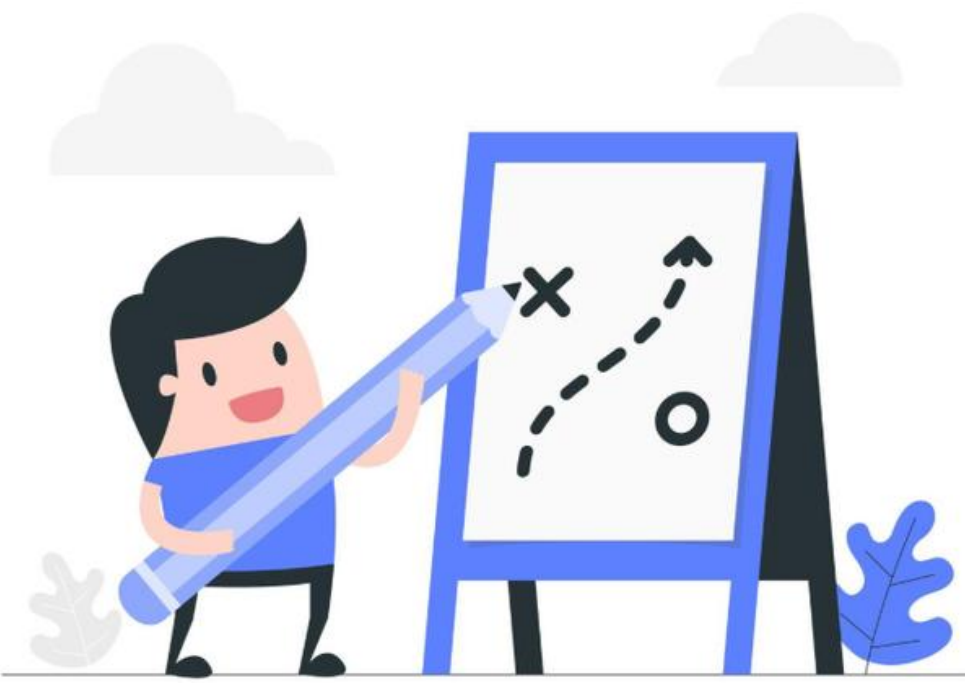
**Key Question: "If even our internal teams feel overwhelmed by complexity, what are our citizens experiencing?"**

# REFRAMING THE PROBLEM

From: "How do we organize our documents better?"

To: "How can we make our decisions more visible, transparent, and searchable — not for auditors, but for real people, with real questions?"

**This mindset shift laid the foundation for InfoHub**



# INFOHUB VISION

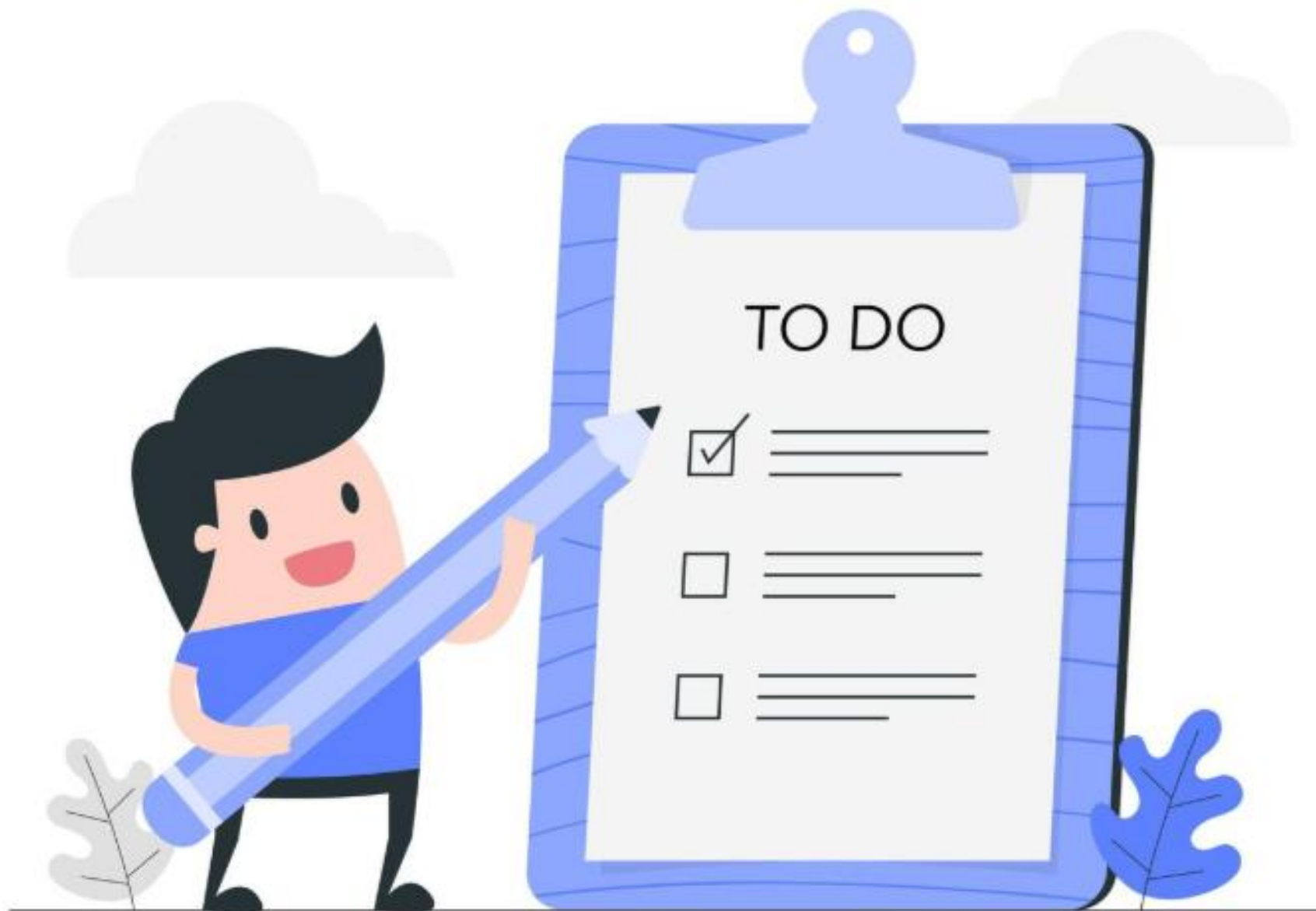
## Single Window Approach:

- Search the entire institutional memory
- Filter relevant information
- Read all Revenue Service decisions

**Core Vision:** Every citizen should be able to access every public tax decision, easily and intuitively.



# KEY CRITERIAS



## User-centered design

- Clear search and intuitive navigation
- Filters based on user needs, not administrative categories

## Legal transparency

- All binding decisions, letters, and policies openly accessible

## Integration with service channels

- Seamlessly linked with rs.ge

## Institutional accountability

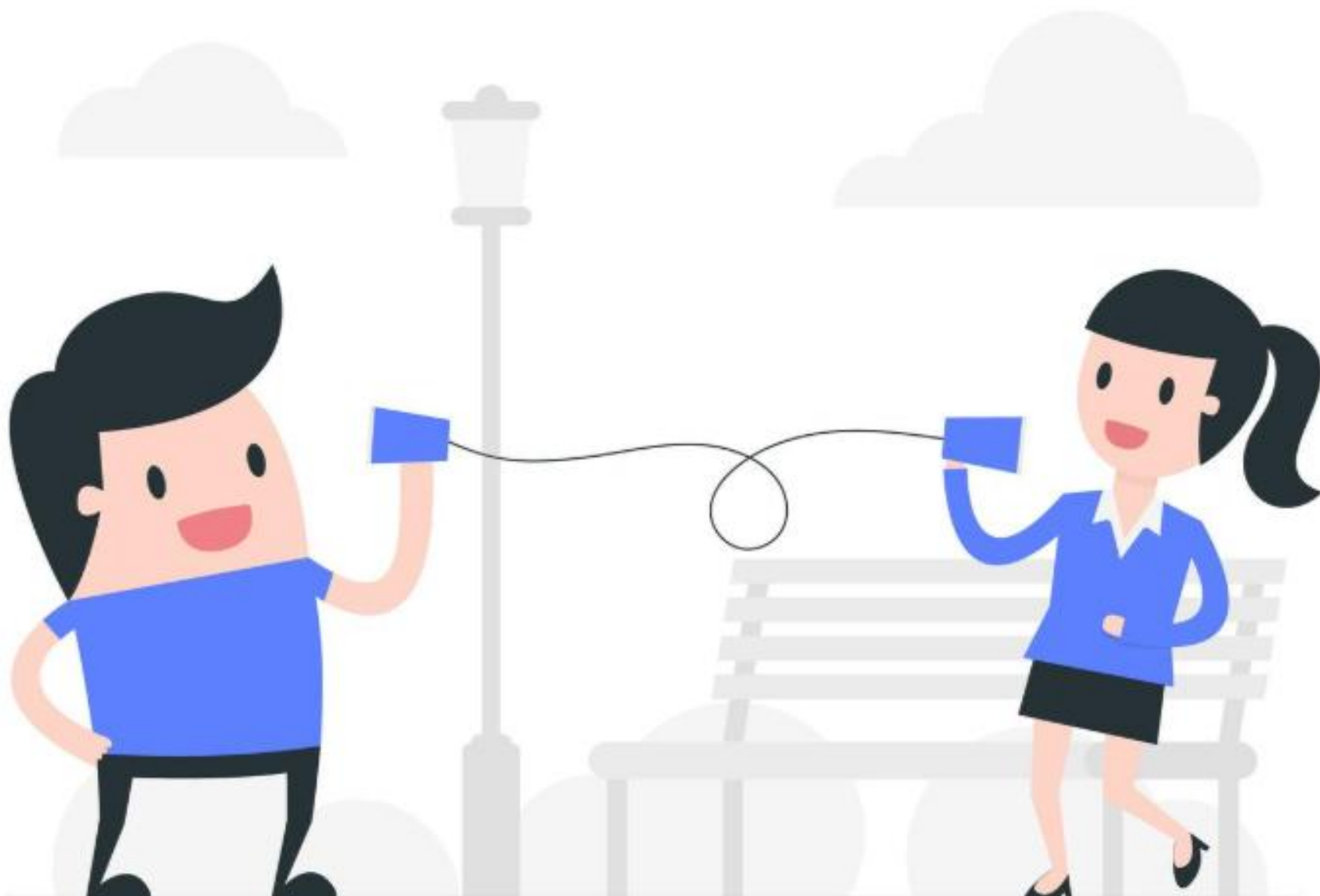
- Show consistency and evolution of decision-making over time



# CO-DESIGN APPROACH

## We Listened First:

- Interviewed over 100 users
- Entrepreneurs, accountants, business representatives
- Students and frontline service staff



## Key Questions Asked:

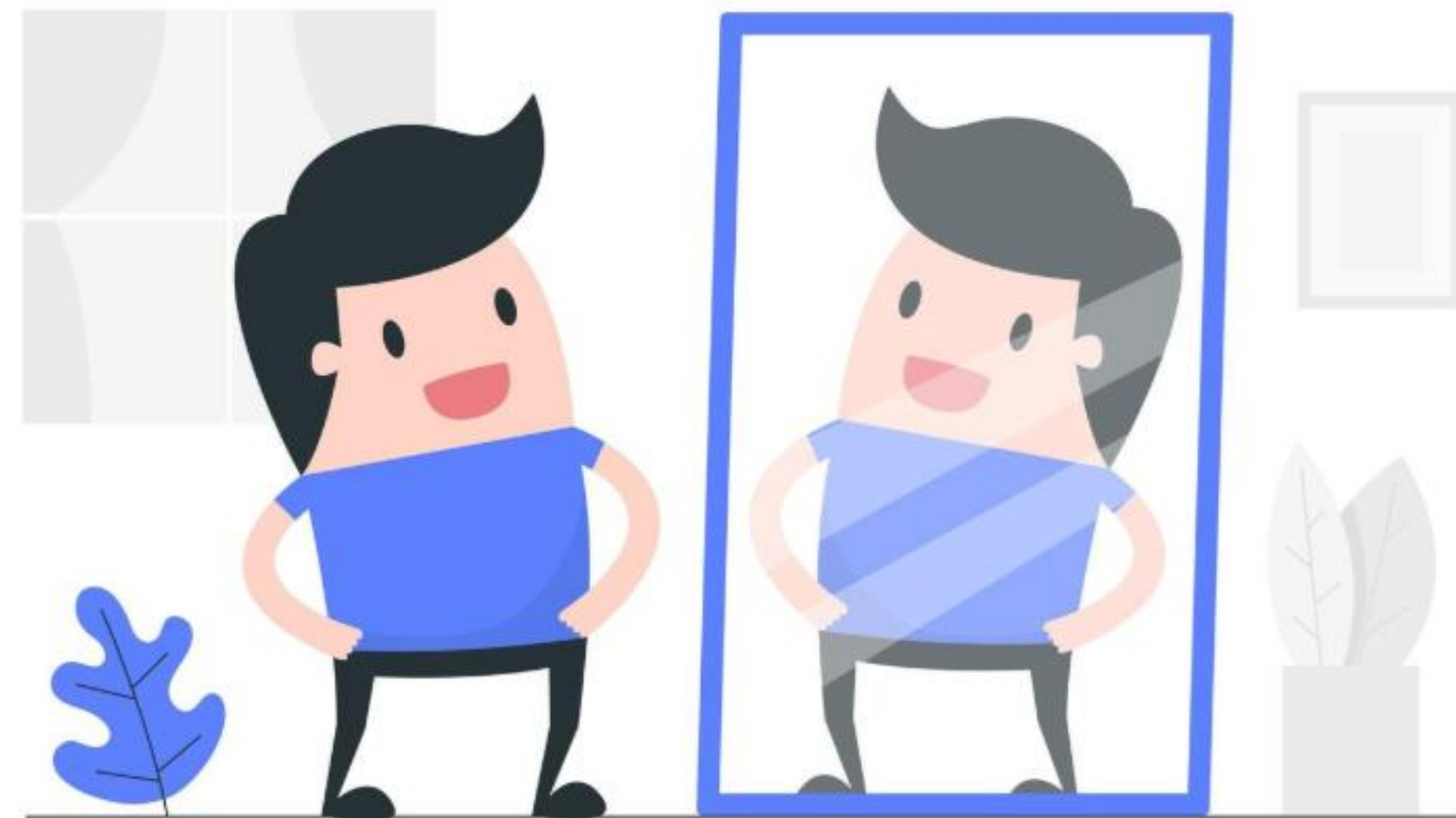
- "What's the hardest part of dealing with tax information?"
- "When you have a question, where do you go first?"
- "What would make you feel more confident in interpreting the rules?"

# USER INSIGHTS

## What Users Actually Wanted:

- Not simplified versions, but actual decisions
- Real cases, not just summaries
- Ability to compare similar cases side-by-side
- Understanding how rules applied in practice

**RESULT: INFOHUB WAS BUILT TO REFLECT THESE REAL NEEDS**





# IMPLEMENTATION CHALLENGES



## Technical Hurdles:

- Digitizing thousands of existing documents
- Different formats without consistent metadata
- Cross-functional collaboration (legal, IT, policy, service teams)
- Developing taxonomies, filters, and user flows

## Solution Approach:

- Internal pilot testing with contact center staff
- Communication experts for clear summaries and context
- True cross-functional effort

## Informational and methodological hub

Search

Browse

Enter a Keyword or Phrase

Search Type

Search by Keyword



Document Type



Search

[Advanced Search](#)

## Updates

New Document

Legislative News

Bills



Document number: 33-HKSAR-2

Status:

Document type: Unclassified

Receipt date 15 September 2020

Agreement "between Georgia and the People's Republic of China against Hong Kong in the Addition Region on Income and Capital for the Prevention of Multiple Avoidance of Double Taxation and Repatriation and Prevention of Tax Evasion"



Document number: N/A

Status:

Document type: Unclassified

Receipt date 31 October 2000

CONVENTION BETWEEN GEORGIA AND THE GOVERNMENT OF THE ITALIAN REPUBLIC FOR THE AVOIDANCE OF DOUBLE TAXATION WITH RESPECT TO TAXES ON INCOME AND ON CAPITAL AND THE PREVENTION OF FISCAL EVASION



Document number: N/A

Status:

Document type: Unclassified

Receipt date 24 August 2011

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## Open-Access, Searchable Platform Including:

- legislative acts,
- international agreements
- subordinate normative acts
- methodological instructions
- decisions of tax/customs dispute review bodies and courts

## Search Capabilities:

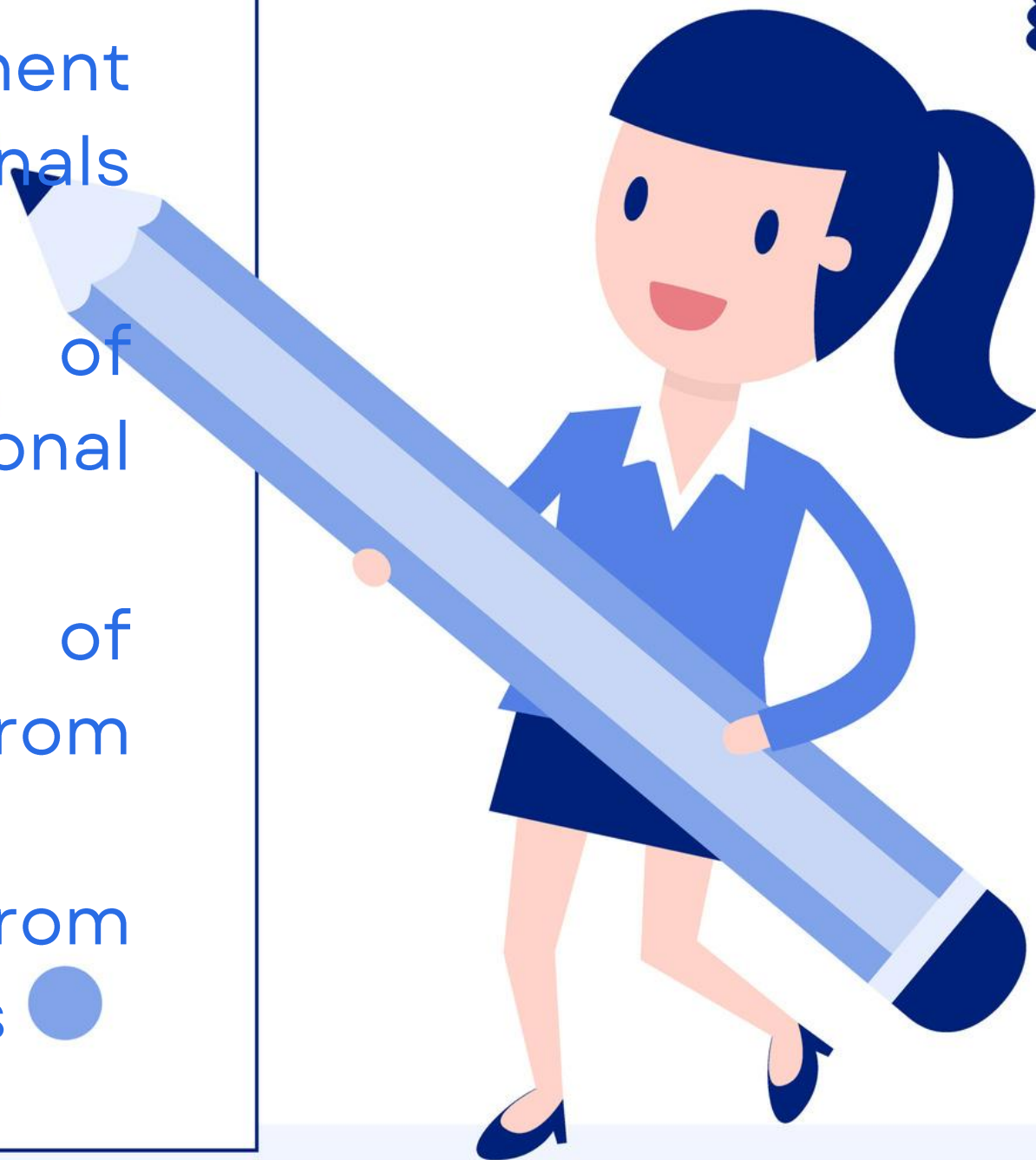
- Keywords, categories, dates, topics, case type
- Works in combination with rs.ge main portal





## KEY RESULTS SINCE LAUNCH

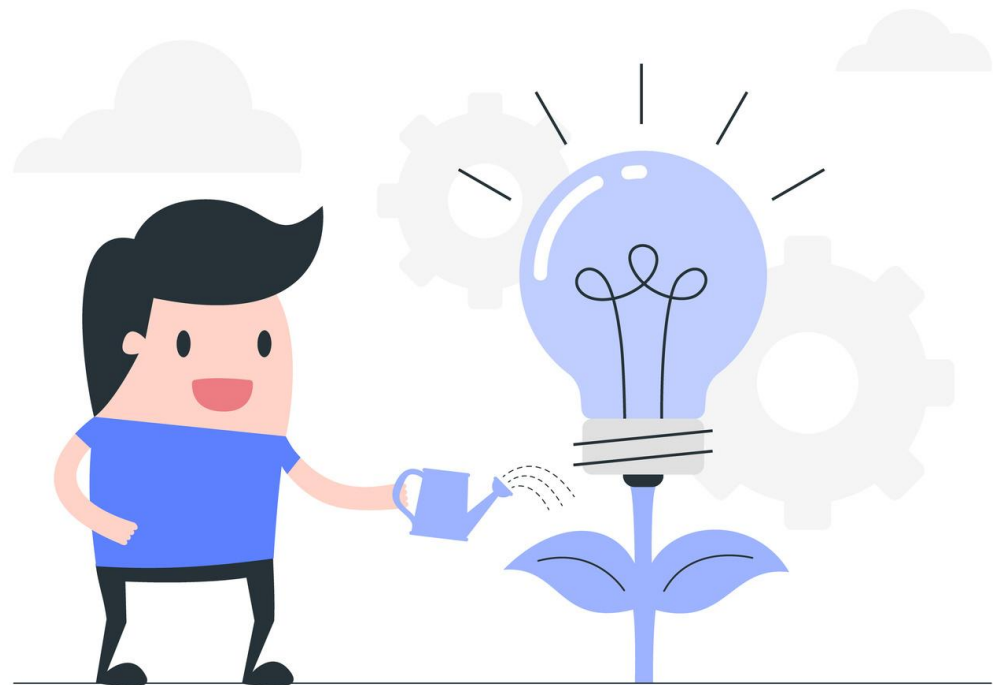
- Reduced reliance on call centers
- Increased engagement from legal professionals and consultants
- InfoHub now part of regular professional workflows
- Stronger perception of transparency from stakeholders
- Positive feedback from partner organizations ●



# CHANGED TONE OF INTERACTION

INFOHUB SIGNALS: "WE ARE NOT HIDING INFORMATION. WE ARE MAKING IT ACCESSIBLE. WE TRUST YOU."

RESULT: WHEN PEOPLE FEEL TRUSTED, THEY BEHAVE MORE RESPONSIBLY.



## Key Lessons Learned

- Customer centricity = sharing power and creating equal access to knowledge
- Transparency can be a service, not just compliance
- Designing for trust means opening internal thinking, not just data
- Co-creation works - user involvement improves solutions
- Small design choices have deep ethical implications

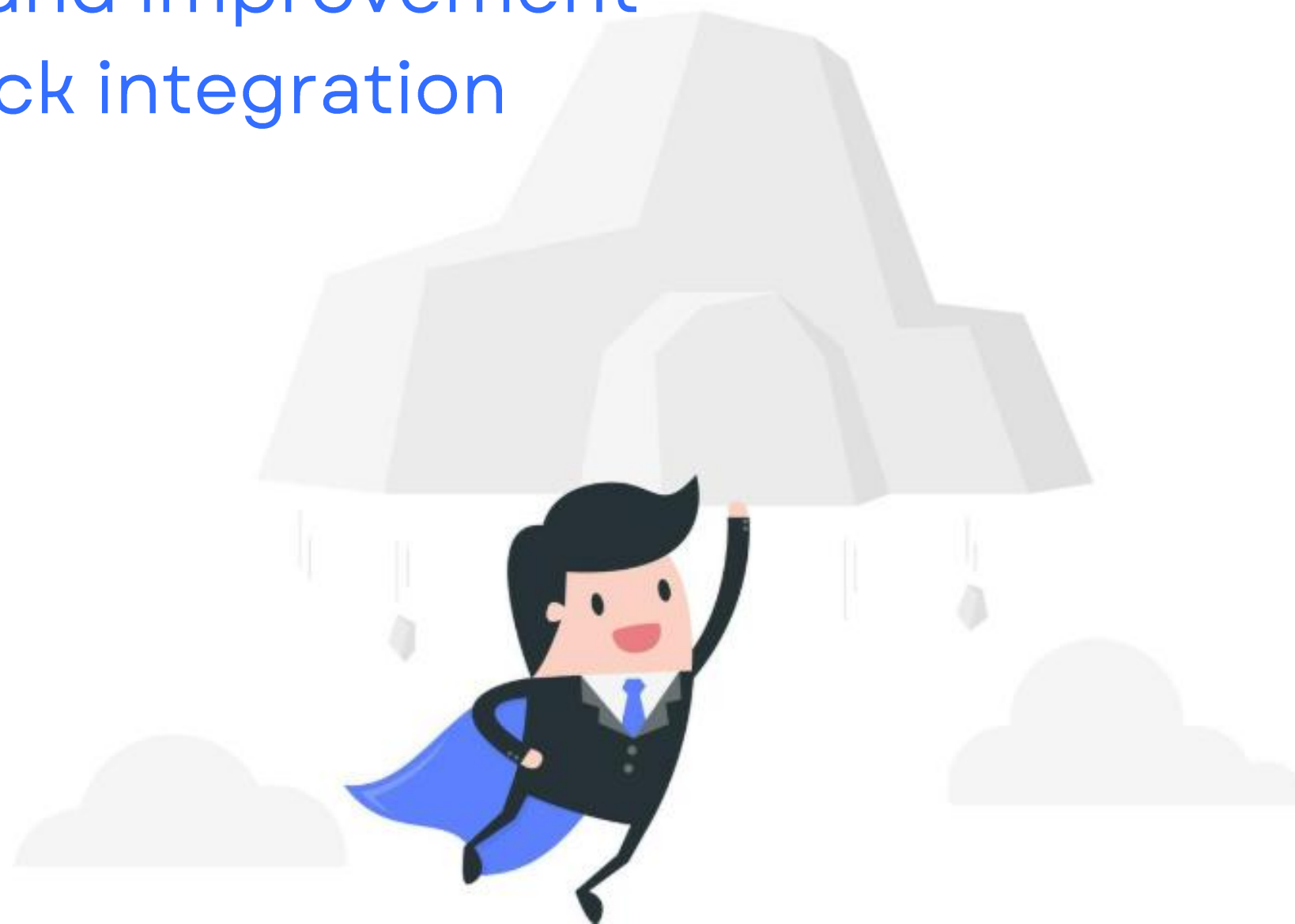




# LOOKING FORWARD

## **InfoHub is Not a Final Product:**

- Growing ecosystem
- Continuous learning and improvement
- Ongoing user feedback integration



# Thank You!

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SCAN ME