



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

# The Eighth Theme Day Event

6 November 2024



**BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT**

# Contact Centre of NTCA

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# Part 01

## Goals



## NTCA Contact Centre - Goals

- Convincing taxpayers to **prefer electronic administration** instead of attending personal customer services
- **Giving appropriate answers** to our customers **within a short period of time**
- **Reducing administrative burdens**, quicker administration for citizens
- Providing **information in an uniformized way**
- Technically **united platform**
- Raising the level of services by **extending the available topics**



# Part 02

## Structure and characteristics



## NTCA Contact Centre - Structure

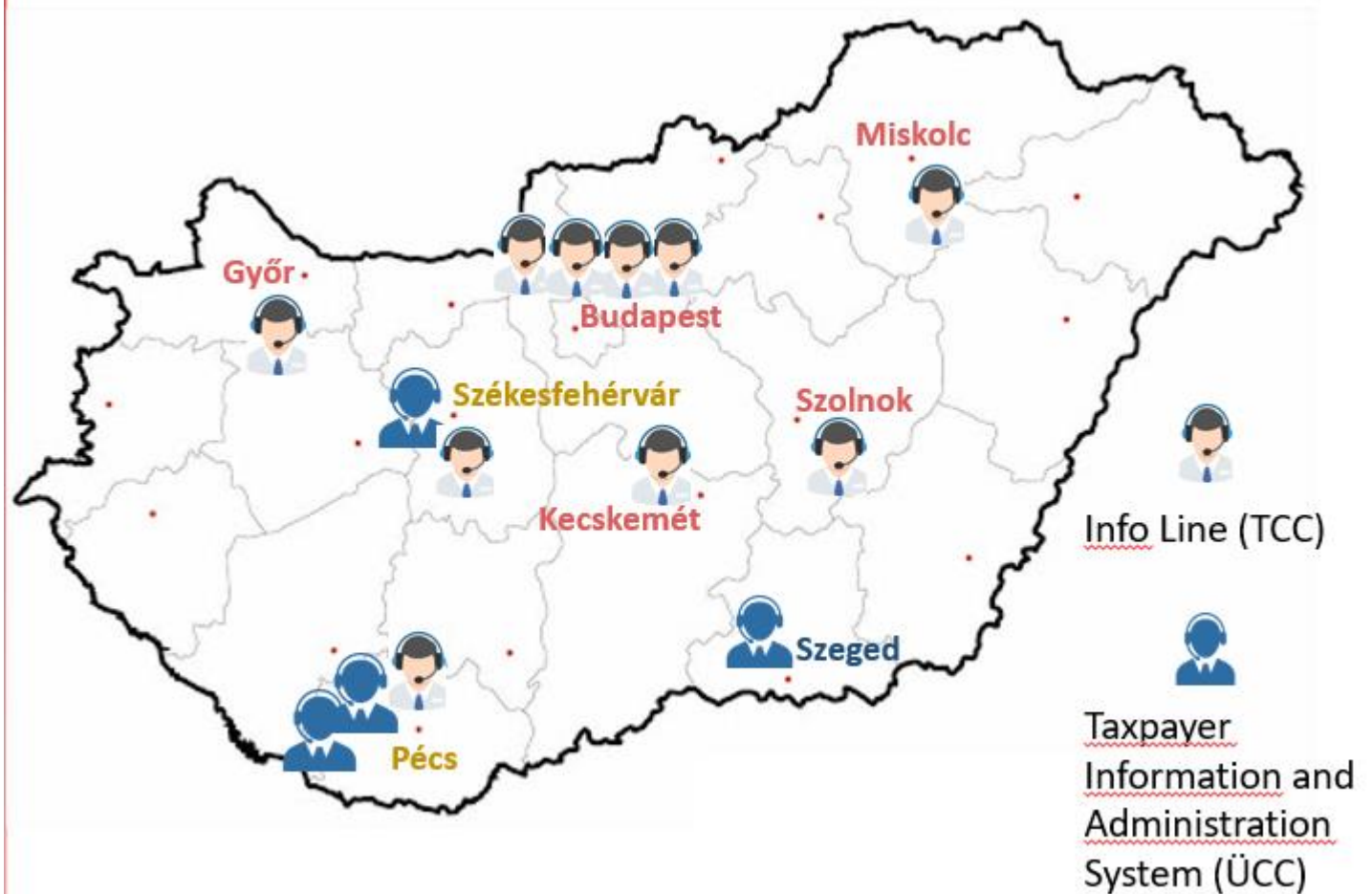
- Basically consists of two branches
- **Info Line (TCC – general information)**
  - Taxpayers are not identified, answers contain only **general information based on the legal regulations**
  - Colleagues respond to incoming written (e-mail or postal) requests and phone calls
  - Separate directorate (Information Services Directorate), ten regional departments
- **Taxpayer Information and Administration System (ÜCC – identified administration)**
  - Taxpayers are identified, therefore they are entitled to **get all the relevant, personalized information included in the register of NTCA**
  - Colleagues respond only to phone calls
  - The four departments are integrated into the county tax directorates





## BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

### NTCA Contact Centre – Geographical situation of the departments



### Localization

- **Info Line** has ten regional departments (six in the provincial regions of Hungary, four in the capital, Budapest), with a total number of 190 administrators
- **Taxpayer Information and Administration System** has four departments in three cities (none in the capital), each department consists of 15 administrators





## BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

### NTCA Contact Centre – Common Platform

- The **common platform** of the two branches was introduced in July 2022, the platform does not exclusively serve the tax authority, the main government customer line is also the part of this platform
- The system is **flexible to be expanded** with other, currently not available services (such as **webchat, chatbot, video assistance**)
- **Common phone number (1819)**, **free** for the taxpayers to call, Line 1 is for Info Line (TCC), Line 2 is for Taxpayer Information and Administration System (ÜCC)
- Calls are recorded, they can be reheard both by the taxpayers and by the colleagues (administrators and managers) in order to maintain standards
- The incoming call can be transferred between the systems by the colleagues, if the taxpayer chooses the wrong branch; automatic callback function was also introduced



## BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

# NTCA Contact Centre – Opening hours, jurisdiction, menu system

- The same **opening hours** apply to the two branches
  - From Monday to Thursday from 8:30 to 16:00
  - On Fridays from 8:30 to 13:30
- Each department has **general jurisdiction**
- Info Line – menu system is determined by the **type of the tax**
- Taxpayer Information and Administration System – menu system is determined by **topic**





# Part 03

## Supporting applications



## NTCA Contact Centre – Supporting applications

- **Workforce Management**
  - Its primary function is to plan the administrators' working hours in order to optimize the human resource
- **Voiceanalytics**
  - It is a CC performance management solution based on the voice and data analysis
  - It analyzes digitally stored audio files, it makes special characteristics and ensures reports, analyses
  - It contributes to the better quality of customers' service
  - Currently it only analyzes the administrators' side in the absence of legal authorization
- **Log Off Control**
  - It helps the handling of the administrators' breaks



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# NTCA Contact Centre – Identification within Taxpayer Information and Administration System

- Taxpayers have to submit a simple **application called 'TEL'** in order to get their own **PIN-code**, that consists of four numbers
- In the possession of this code they have to identify themselves after dialling 1819 and choosing the **Taxpayer Information and Administration System** (Line 2) in order to get to an administrator with their tax matter
- **Legal regulations specify the categories of tax matters, in which this part of the contact center is entitled to give information**
- Most popular topics are:
  - correcting incorrect forms and tax returns,
  - giving information about the missing tax returns, the tax accounts, the content of tax returns, and the data included in the register of NTCA



# Part 04

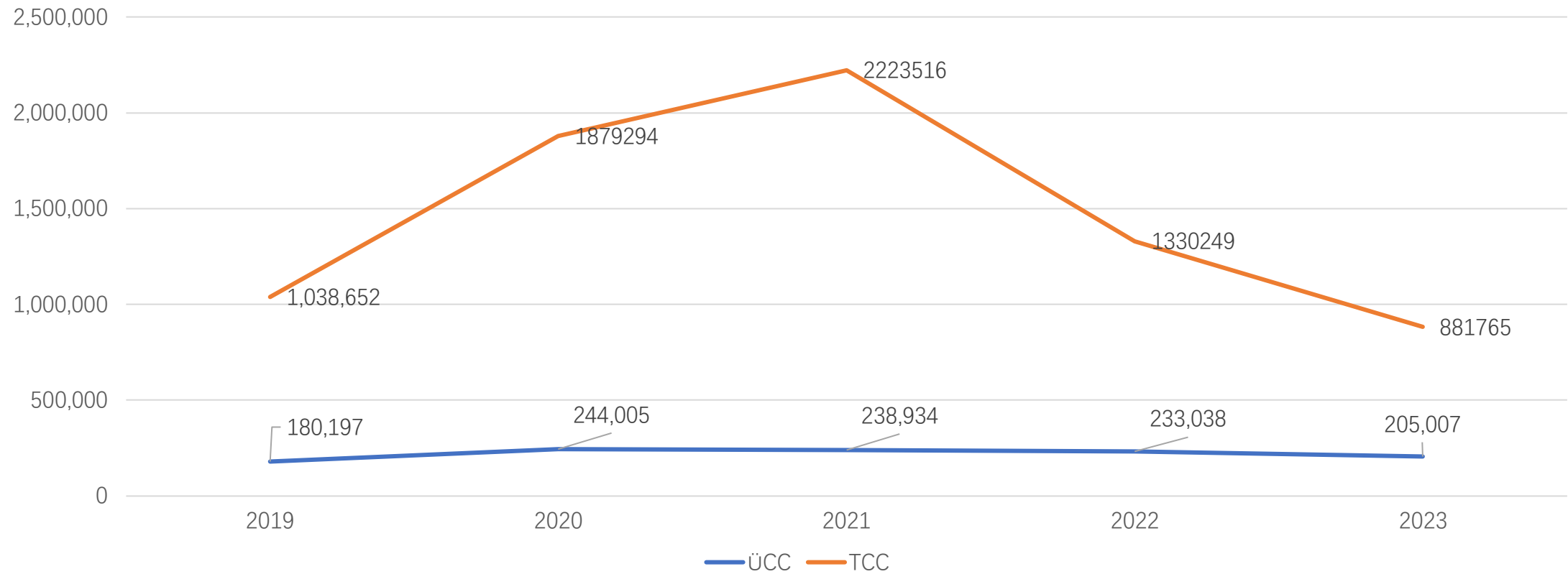
## Numbers



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## NTCA Contact Centre – Number of calls

Overall number of calls in recent years

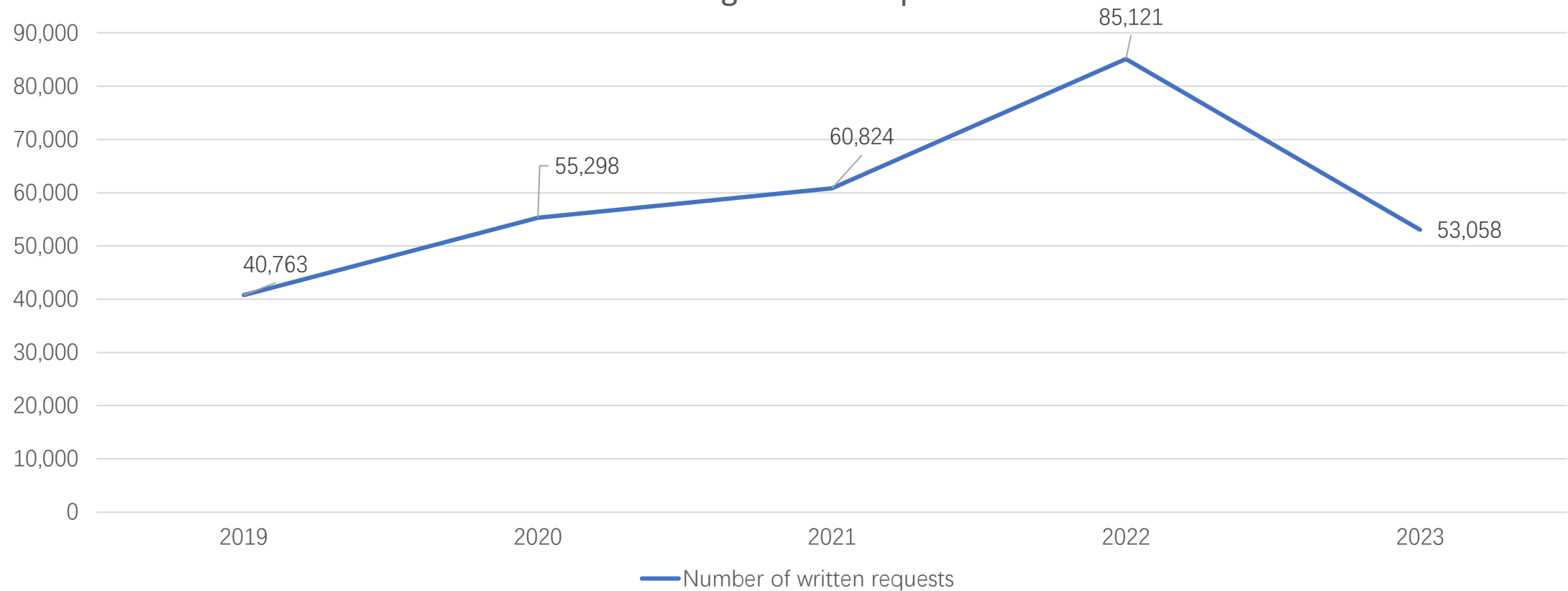




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## NTCA Contact Centre – Number of written requests

Incoming written requests







# Part 05

## Future



## NTCA Contact Centre - Future

- **Short-term future:**
  - Expansion of Voice Analytics,
  - Common statistic platform (dashboard)
- **Mid- and long-term future**
  - Provide the possibility of dealing with all the tax matters electronically or online
  - AI based solutions in the framework of digital transformation
- As we previously introduced, the framework is given, we believe that the introduction of chatbot, webchat, video assistance is just a matter of time



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**THANK YOU FOR YOUR ATTENTION!**