



**RÉPUBLIQUE
FRANÇAISE**

*Liberté
Égalité
Fraternité*



FINANCES PUBLIQUES

Helpdesk for non residents - Remote services and customer satisfaction

*IOTA Workshop on Improving communications
strategies and customer service towards
international taxpayers*

September 29th-30th IOTA Workshop



Summary

I. A directorate dedicated to non-residents: a challenge

II. Delivering remote services: new tools

III. Measuring customer satisfaction: work in progress

I. A directorate dedicated to non-residents: a challenge

1. A specific taxation for non residents historically

Driven by the bilateral tax agreement signed by France with most countries, each of them being specific and different

Taxation exclusively on income earned in France or real property in France

1. A directorate dedicated to non-residents: a challenge

2. A need for more direct contacts and better service identified a few years ago

The increase of international mobility and international business not sufficiently anticipated

3. The creation in 2017 of a dedicated directorate : DINR
More than 100 people recruited as reinforcement, 450 people today globally



I. A directorate dedicated to non-residents: a challenge

Key figures

260,000 individual tax-payers (230,000 in 2017)

45,000 companies (23,000 in 2017)

135,000 telephone calls received



II. Delivering remote services: new tools

1. A specific organisation : front office vs back office

Organisation driven by the long time required for explaining their tax status to the customers

A front office « Accueil fiscal » with more than 60 people

Reverse flexible support between front and back offices

Pioneering an organisation of work that develops more globally today in the French tax administration



II. Delivering remote services: new tools

2. Technological and social tools

Secure mail messaging as the main mean of contact with customers in the French tax administration

For non residents specifically: voiced bilingual messaging through a specific interactive voice server, direct calls to a specific number, appointments by phone

Collaborative browsing (co-browsing) as the ultimate help + hope to be able to offer videophone calls and chats

Facebook DINR dedicated information



III. Measuring customer satisfaction: work in progress

1. Key indicators

Decrease of the waiting time of customers for calls

Decrease of the number of pending messages

Increase of global productivity of the contact and call center (global and by worker)

Survey at the end of calls : interesting approach but low number of responses

III. Measuring customer satisfaction: work in progress

Key indicators

user satisfaction rate: 74 %

percentage of questions answered within 3 weeks: 80%

average call time: 10 minutes

average waiting time: 8 minutes



III. Measuring customer satisfaction: work in progress

2. Promising results

Better service perception but still pending
messages and calls

The limit to better service: complexity of
the tax rules