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Accenture Global Taxpayers Survey 2014

Delivering high-quality and cost-efficient services is an increasing challenge for revenue agencies. They are expected to be leaders in delivering innovative and efficient public services while safeguarding personal data and meeting the ever increasing demands of their citizens.

Accenture has conducted a global survey exploring taxpayers current perception of their digital experience and expectations for the future. It also looks to investigate their interaction with national revenue agencies and self-managing of tax affairs.

Nearly all taxpayers want online tax accounts

On average, 85% of customers are interested in using an online tax account



Digital is in demand around the world



But revenue agencies' digital maturity is lagging

Revenue agencies send mixed messages by promoting taxpayer digital self-management without using digital channels themselves



Revenue agencies have yet to modernize ...

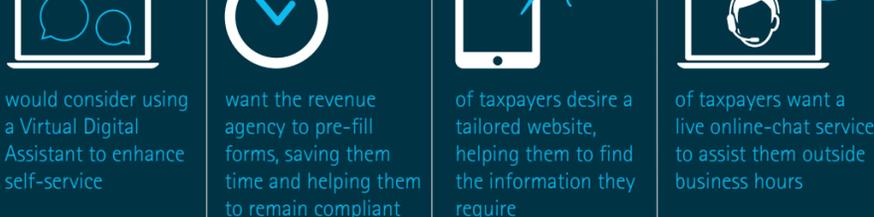
Revenue agencies today are still most likely to use letters and paper forms to contact taxpayers



Only the minority of taxpayers have been contacted via digital channels

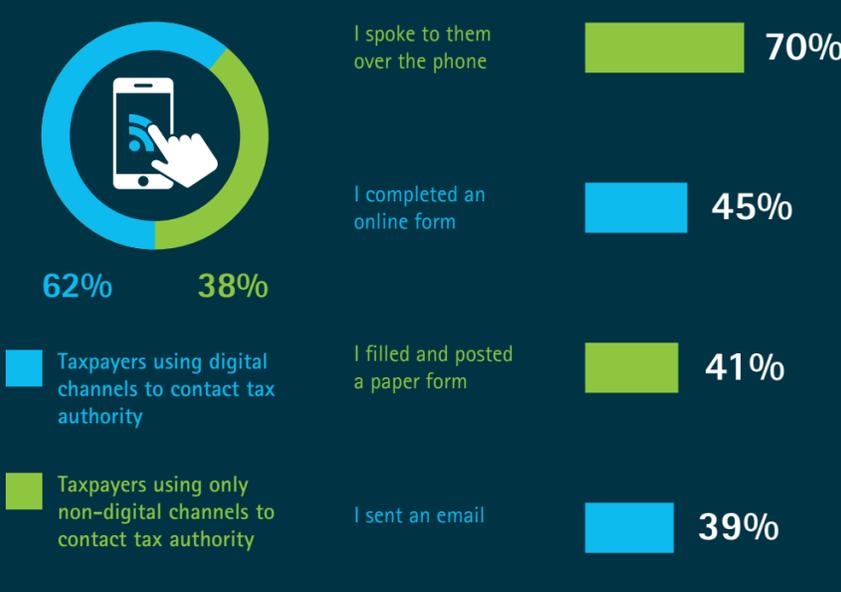


... But citizens' desire for digital is high

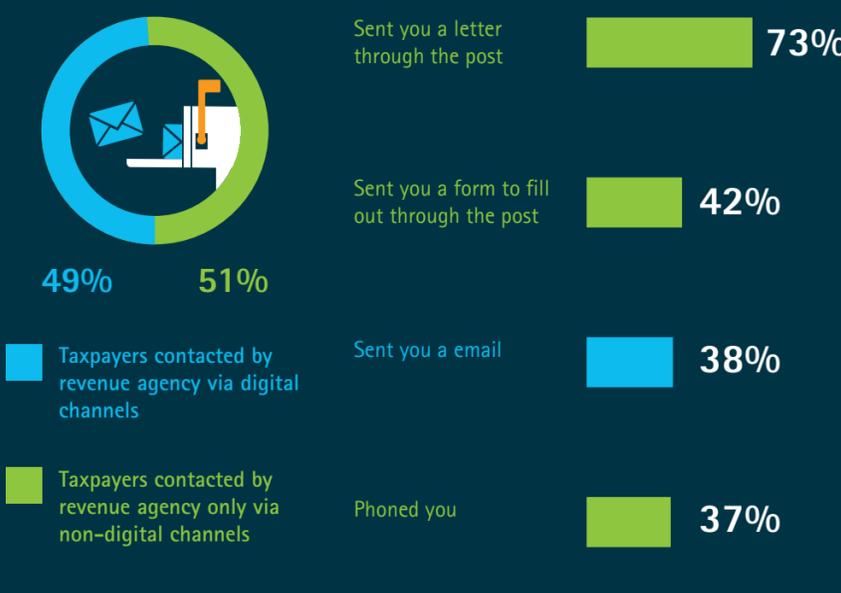


The taxpayer – revenue agency digital divide

Top 4 channels used by taxpayers



Top 4 channels used by revenue agencies



Putting citizens first: Key steps ahead

In responding to these challenges, revenue agencies need to:

- Understand citizen preferences, realizing that people want to interact digitally
- Take a taxpayer-centric view of their available channels
- Assess which channels or interfaces are either missing or too hard to use
- Rethink all core taxpayer interactions with a digital mindset

About the Survey

Accenture conducted a global survey between December 23rd and December 30th 2013 among 5000 adults aged 18 to 69 who had contacted the national revenue agency in their country, or would consider contacting this revenue agency if they needed to.

Respondents were surveyed in nine countries: Australia, France, Germany, Indonesia, New Zealand, Singapore, Sweden, United Kingdom and United States.

For more insights about Accenture's Global Taxpayers Survey 2014, please contact:

David Regan
Accenture Global Lead, Revenue
david.regan@accenture.com

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About Delivering Public Service for the Future

What does it take to deliver public service for the future? Public service leaders must embrace four structural shifts—advancing toward personalised services, insight-driven operations, a public entrepreneurship mindset and a cross-agency commitment to mission productivity. By making these shifts, leaders can support flourishing societies, safe, secure nations and economic vitality for citizens in a digital world—delivering public service for the future.