HOW SHOULD REVENUE AGENCIES START WITH VIRTUAL DIGITAL ASSISTANTS?

Video Transcript
Now, every time, I’ve discussed about AI with Revenue Agencies around the world, the same question arises: **Where should we focus?** Well, it must start with the data.

Data availability and quality are fundamental building blocks to implementing virtual digital assistant.

What feeds a good taxpayer experience is a brand-new type of data. It falls into three main categories:

**First**, the communications content providing the guidance – This actually casts the spotlight on the complex wording or often the vagueness in the current material used either in letters or online. This content must be totally redesigned for what no longer is a monologue but becomes a dialogue between the taxpayer and the virtual digital assistant.

**Second**, the circumstantial data. Over 50% of enquiries that VDA will be helping with, will be around the taxpayer current tax position, so questions such as: where is my refund? When is the deadline for my tax declaration? Am I eligible for this tax credit? This requires a brand-new set of data architecture that we have defined in three specific areas: systems of record, systems of analysis, and systems of engagement.

**Third**, the metadata that describes the context within which the content and the circumstantial data is used. Virtual digital assistants offer brand new personalisation opportunities and hence requires one to understand which channels, which timing, even which tone should be used in the communications.

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1Accenture Public Services Pulse Survey, Digital Expectations, 4/2016

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