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Empowering Lives

CRM based Customer Care Service System for Revenue and Customs Authorities

Tax Payer enabled with easy, quick and immediate access to all the Tax related information through CRM based Customer Care Service System at ERCA

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Customer Profile

The Ethiopian Revenue and Customs Authority is the body responsible for collecting revenue from customs duties and domestic taxes. In addition to raising revenue, the ERCA is responsible to protect the society from adverse effects of smuggling. It seizes and takes legal action on the people and vehicles involved in the act of smuggling while it facilitates the legitimate movement of goods and people across the border.

Business Situation

Primary objectives of ERCA include:

- Establish modern revenue assessment and collection system and provide customers with equitable, efficient and quality service

- Cause taxpayers voluntarily discharge their tax obligations

- Enforce tax and customs laws by preventing and controlling contraband as well as tax fraud and evasion

- Collect tax revenues generated by the economy effectively and timely

- Provide the necessary support to regions with a view to harmonizing federal and regional tax administration system.

Business Situation

ERCA has the mission to contribute to economic development and social welfare by developing a modern Tax and Customs Administration that employs professional and highly skilled work force. This mission realized the need for a more systematic handling of tax payers calls to ERCA in order to improve information flow.

To achieve this objective, ERCA needed a dedicated system that will act as a single point of contact between tax payers and ERCA's team. Through this system ERCA aimed to provide any kind of assistance, support or information to their tax payers and improve their service delivery by reducing the time taken to address tax payers concerns and give a timely solution.

Solution

Techno Brain analysed the need and implemented a CRM based Customer Service System at ERCA which will act as a Customer Care Call Centre providing answers and information to the requests placed by tax payers. The new system is integrated with the existing customer care system at ERCA making it easier for the tax payers to get all the needed information in less amount of time. Tax payers can create service requests stating the information they need from ERCA through the new customer care system. ERCA customer care support will take up the request and provide details to the tax payer. All the cases are dispatched into queues where individuals and teams can easily access them and automatically route them to the appropriate individual, supervisor or expert. System also customizes service

Customer:
Ethiopian Revenues and Customs Authority (ERCA) is responsible for collecting revenue from customs duties and domestic taxes.

Industry:
Government

Business Situation:
ERCA needed an automated system that will act as a single point of contact between ERCA and its Tax Payers to address all the cases and provide accurate information.

Solution:
Techno Brain implemented a CRM based Customer Care Service System enabling ERCA to automate and streamline the procedure they follow for addressing different types of cases raised by Tax Payers.

Benefits:
- Easy and quick access to all tax related information made available online for the Tax Payer
- Data consistency and integrity ensured by automatically cleaning the duplicate data from the system
- Effectively manage cases from initiation to resolution

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queues so that they match tax payer service processes. The new system has Chat, Corporate Email, IP Telephony and SMS Gateway systems available in it. All these systems can be accessed via a Voice and Data (IP) communication network.

Technologies

Dynamics CRM, Aspire Optimus Contact Center and SMS Gateway (Ozeki-NG)

Benefits

Key benefits of CRM Customer Service System:

- **Single Source of Information:** Various communication channels are integrated to form a single source of medium for all information giving a highly flexible and powerful system for managing different cases and ability to customize and tune as per the role required.

- **Ubiquitous Services:** Customer does not have to visit ERCA office for any information; rather he or she can get the same through the web at any point of time.

- **Identify User Experience:** Provides unified Tax Payer service using Microsoft Office Outlook, or a user interface completely customized for business needs, such as a contact center agent desktop.

- **Manage Cases Effectively:** Creates, assigns, and manages Tax Payer service requests across multiple channels, including phone, e-mail, Web, in-person and emerging channels from initial contact through resolution and automatically associates incoming support inquiries with the appropriate case.

- **Speedy Problem Resolution:** Resolves common support issues quickly using a searchable knowledge base and ensures that published information is complete, correct, and properly tagged using built-in review processes. Also, builds and maintains a solution database that makes it easy for people to find appropriate solutions quickly.

- **Manage Contracts:** Creates and maintains service contracts to manage service level agreements (SLAs), refines business processes, and bill Tax Payers accurately and updates the relevant contract information automatically each time a support case is resolved.

- **Automated Email Response:** Maintains accurate accounts, contacts and service history with automated tracking and response for Tax Payer e-mail messages.

- **Appointment and Resource Scheduling:** Manages service appointments and resource allocation across the service sites and locations with a single calendar view of service professionals, tools, resources, and facilities. Quickly locates qualified and Tax Payer-preferred service professionals and schedules service appointments to deliver value-added services for Tax Payers.

- **Data Quality Protected:** Automatically clean and purge duplicate records to ensure data consistency and integrity.

- **Report Generation:** Generates CRM or easily build customized reports with wizard based tools that do not require support from IT or technical resources.

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