



The 6th BRITACOF

Shared Progress in Taxpayer Service for a Better Business Environment

9-11 September 2025 | Kathmandu, Nepal

12366 Taxpayer Service Practices

—Remarks at the Sharing Session on the Product Portfolio of Taxpayer Service During the 6th Belt and Road Initiative Tax Administration Cooperation Forum (BRITACOF)

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**Call Center and Website for Taxpayer
Service, Q&A on policy
(One Line, one Web)**

In the early days

- ◆ Offline enquiry is inconvenient and may cause congestion
- ◆ Provincial tax authorities build call centers for Q&A



2000

- ◆ Building hotline system for standardized services
- ◆ Enhancing quality and efficiency and lower costs



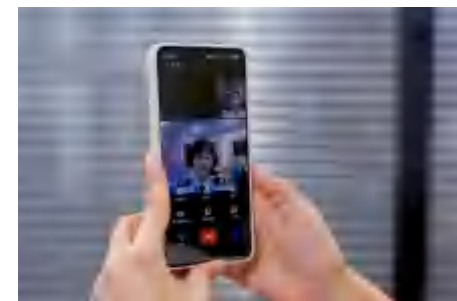
2015

- ◆ "12366 Taxpayer Service Platform"
- ◆ For policy enquiry, publicity and guidance



2025

- ◆ Enabling audio-visual interaction between taxpayers and tax officials with 5G technology



12366 call center tax officials are
over 7,000



Calls in 2024
are over
90 million

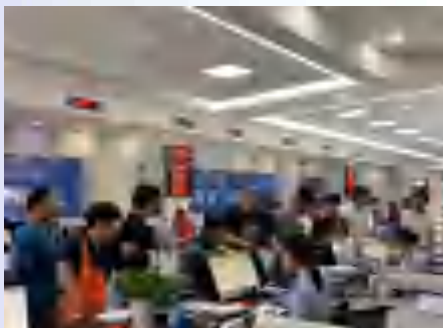


Website visits in
2024 are over
200 million



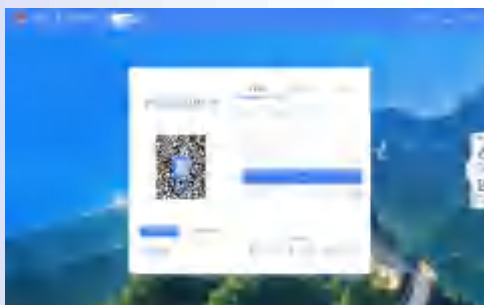
Online interactive services for taxpayers to fulfill their tax obligations (Tax Interaction)

- Increase in the number of taxpayers
- On-site taxpayer services centers in congestion



Provincial tax authorities:

- E-Tax Offices for online tax services
- Online tax interaction to support online tax services



In 2022:

- Unified Tax Interaction services
- A new service featuring "targeted policy delivery, intelligent interaction, real-time processing, and full-process engagement"



Tax Interaction



Interaction between
Taxpayers and Tax
Authorities Service

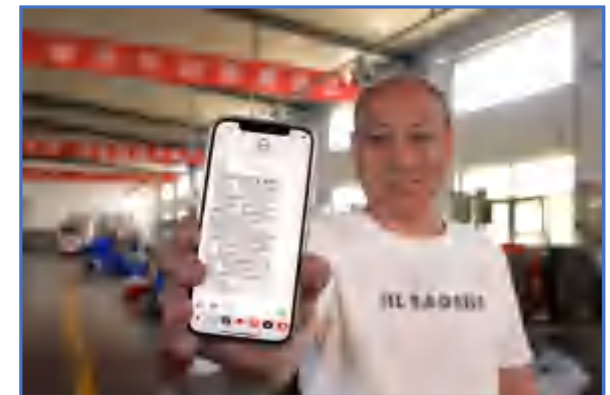


Targeted Policy Delivery

- Automatic match of policy tags and taxpayer tags
- Delivering tax policies, reminders, etc.



Match tags by tax big data



Taxpayers receive
policies reminders

Tax Interaction

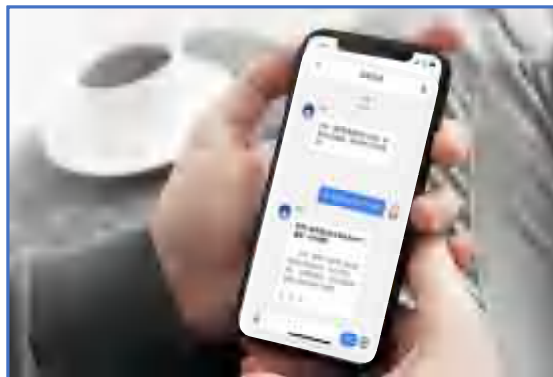


Interaction between
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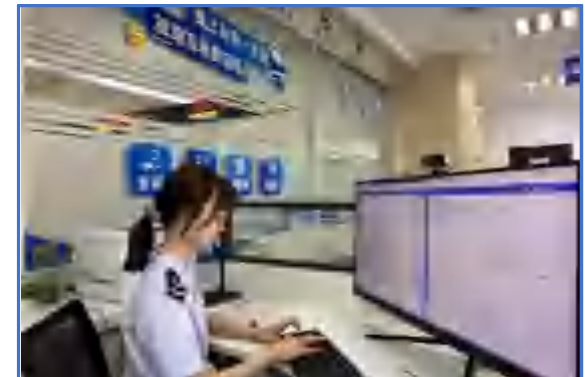


Intelligent Interaction

➤ Intelligent pre-service support



➤ Online interaction with tax officials



Tax Interaction



Interaction between
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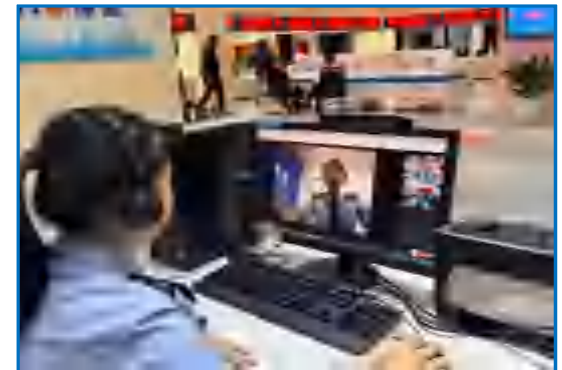


Integrated Enquiry and Processing

- Screen sharing and remote tutoring
- Multi-party calls for tax assistance



Interaction between
taxpayers and tax officials



Communication between
tax officials

Tax Interaction

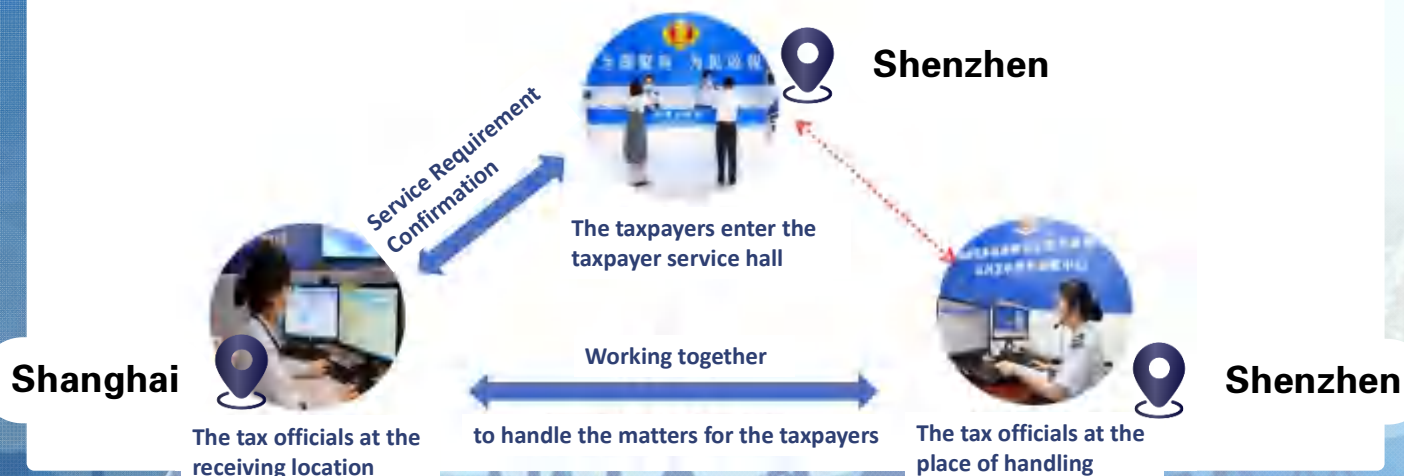


Interaction between
Taxpayers and Tax
Authorities Service



All Relevant Local Tax Authorities' Participation

- Joint interaction among in-charge tax authorities in different areas and taxpayers
- Hundreds of thousands of cross-regional services online



Since 2024, Interaction between Taxpayers and Tax Authorities Service has served taxpayers over

133 million times



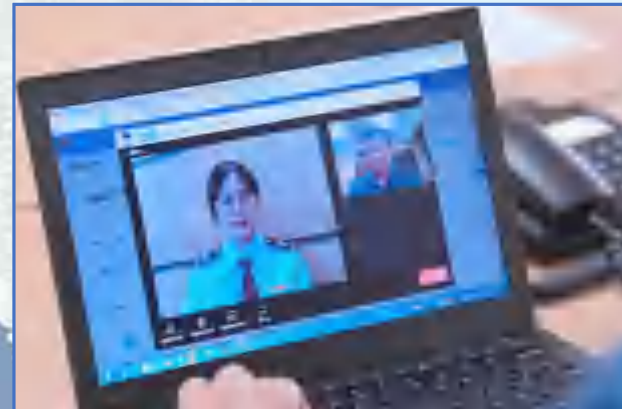
**Integrate telephone enquiry channels and
online tax assistance channels to provide
a unified enquiry and processing service
(Channel Integration)**

Seamless integration of hotline enquiry and online tax assistance

- Seamless switching between different channels to achieve a unified enquiry and processing service
- Tax policy enquiries with direct answers
- Guiding and assisting taxpayers to fulfill tax obligations online



12366 hotline service



Online Tax Interaction Service

**Guide to the
Internet to
continue service**

The "Refund-upon-Purchase" policy

■ Policy:

- Optimizing tax refund process
- Lowering tax return threshold
- Fully implementing "instant tax refund"

■ Services:

- Access policy information through 12366 multilingual services
- Automatically switch to access online guidance via Tax Interaction Service





Thanks

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