



Better Connection for a Better Future

Ninth Event | Nepal-China

Tax Administration Theme Day





Taxpayer Service Practices by Chinese Tax Authorities

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Part 01

Collection, Analysis, and Response of Taxpayers' Needs





BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Needs Collection

Face-To-Face Communication Mechanism

Promptly collect feedback on pressing concerns of enterprises, inconsistencies in policy implementation, and major tax-related disputes



Conduct Taxpayer Needs Collection Activities Annually

Gather issues and suggestions encountered by taxpayers in the process of tax filing through both online and offline channels



Conduct Taxpayer Satisfaction Surveys Annually

Systematically collect suggestions on government transparency, taxpayer services, tax approvals, tax administration, tax inspections, and integrity in governance





BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Needs Analysis

A nationally unified standard for data related to tax and fee needs



Hotline Recordings

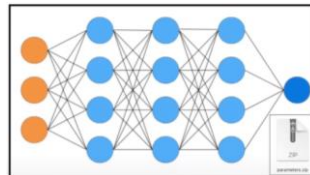


Text
Conversations



Written
Messages

A professional foundation model for taxpayer services



General
Foundation
Models



Specialized
Training

Expanding the application scenarios of the tax foundation model



Service Quality
Evaluation



Intelligent Generation
of Countermeasures



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Needs Response

1

Tax authorities at all levels nationwide have established a resolution mechanism for taxpayers' needs

2

Tax authorities address common and strongly expressed needs through this mechanism

Foster positive interaction between tax authorities and taxpayers



Part 02

Communication with Taxpayers





BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

One-Stop Enquiry Service



12366 Taxpayer Service
Hotline with 24/7 Service

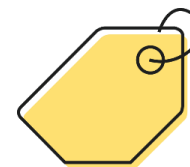


AI first, with Human
Agents as Backup

In 2024, the 12366 hotline received over **90M** calls

while the AI chatbot served nearly **60M** times

Accurate Information Delivery Services



Intelligently Match Policy Labels
with Taxpayer Characteristics



Advance Notifications,
Real-Time Reminders,
and Follow-Up Assessments

In 2024, we completed targeted delivery tasks to
405M households (individuals)

including **629M** instances of tax and fee policies,
reminders, and questionnaires



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Visual Q&A Sessions



Tax officials host live streams to address the hot topics



Conduct small-scale taxpayer school tutoring and expert one-on-one guidance

Interactive Service Featuring Collaborative Enquiry and Handling



Collection and Payment Interactive Service is integrated into tax filing systems



Questions can be answered by the AI chatbot and human agents

In 2024, we conducted a total of **2,326** visual Q&A sessions, which attracted **millions** of viewers



Part 03

Personalized Taxpayer Services





BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

For MSMEs

1

the Spring Rain Moistening Sprouts Special Action and the Small and Medium-Sized Enterprises (SMEs) Service Month

2

Service Sections for Small and Micro Enterprises and Individual Businesses on Official Tax Portals

3

Assistance Area in Tax Service Halls to Guide Small and Micro Enterprises

4

Self-Service Terminals in Civic Centers and Industrial Parks with 24/7 Non-Stop Online Services



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

For Cross-Border Enterprises

Mechanisms for Resolving Cross-Border Challenges and Addressing Taxpayer Service Needs

“税路通”知识产品

税收条约

税收指南

税收指引

海外案例

跨境问答

全球税讯

Global Tax Information, Tax Guidelines, and International Tax Cases

Proactive Guidance according to Enterprises' Needs

Deliver Tax Guide on Country-Specific Investments to

130k Taxpayers

Visual Q&A Sessions on Cross-Border Tax Business and Operations attract

100k Viewers

TaxExpress · International Taxpayer Service Hotline



Policy Enquiries and Intelligent Enquiry Services in 9 Languages, including English, Japanese, Korean, French, German, Spanish, Russian, Arabic, and Portuguese



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

For Tax-Related Intermediaries

Department for Tax-Related Intermediaries

Actively provide specialized guidance, an area for intermediaries in tax service hall, a dedicated channel for intermediaries in E-Tax China



Integrity Incentive and Disciplinary Mechanism

Establish a database of tax-related intermediaries and tax professionals, offering classified and tiered services and encouraging compliant operations



Guidelines for Tax-Related Intermediaries

Standardize daily operations, promote the regulated and healthy development of the industry





BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT



Collaborate with Tax Colleagues of Various Jurisdictions to Build an Equitable and Efficient Taxpayer Service System



THANKS

