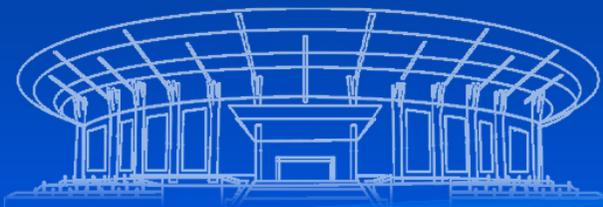




Digital Intelligence Empowers Innovative Practices in China's Tax-Related Enquiries and Guidance

24-25 APRIL 2025 | 2025年4月24-25日
BEIJING, PEOPLE'S REPUBLIC OF CHINA
中国·北京





BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Background

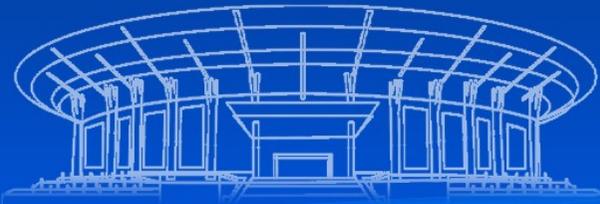


Guided by the development principles of **digitalization, intelligence**, the China's tax authorities deliver timely, standardized, and precise enquiry services and publicity and guidance to foster mutual understanding and trust between taxpayers and tax authorities.



Part 01

Provide One-Stop Enquiry Service





BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

September 2001

12366 Taxpayer Service Hotline
Launched



Tax Policies
Response



Guidance of
System
Operations



Reception of
Complaints
and Reports



Collection of
Feedback and
Suggestions

The Development of 12366 Hotline

Resource Support

The 12366 hotline operates under a two-tier structure of national + provincial.

Over **7,000** professional staff are supported by **a unified national tax knowledge base**.

Channel Expansion

Become **a comprehensive platform** encompassing hotlines, websites, and mobile applications.

Service Amount

In 2024, 12366 handled a total of **122 million** service requests across all channels. Services of human agents have exceeded **60 million** inquiries annually for five consecutive years.

Function Expansion

Expand the hotline service to **24/7**, incorporating other telephone services of the tax authorities into the 12366 number, and merging with China's government service **hotline 12345**.



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12366 Taxpayer Service Platform



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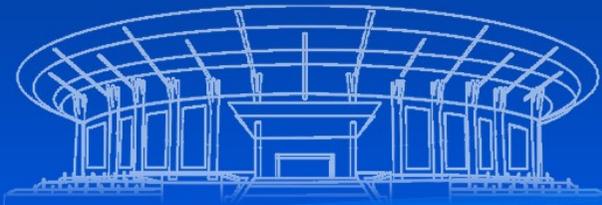


BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT



Part 02

Artificial Intelligence Technology Brings New Transformations to Enquiry Service





AI Chatbot Yueyue

01. What can Yueyue do?

For high-frequency inquiries from taxpayers, the AI chatbot offers services such as **intelligent response**, **assisted query resolution**, and **guided tax filing**, significantly optimizing human resource allocation.

02. The achievement of Yueyue service

In 2024, Yueyue handled nearly **60 million** times of 12366 intelligent service, accounting for nearly half of the total service volume.

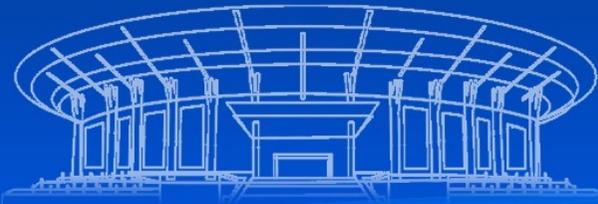


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Part 03

Innovate the AI + Human Collaborative Service Model for Inquiry Handling



”

National Unified and Standardized E-Tax China



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT



Up till now **96%** of tax-related matters and **99%** of tax filings are processed online.

Taxpayers' strong need of online enquiries

Tax collection and payment interactive service



Click on the icon



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Innovate the AI + Human Collaborative Service Model for Inquiry Handling

Feature No.1

01 Intelligent Interaction



- intelligent response
- assisted query resolution
- guided tax filing



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Innovate the AI + Human Collaborative Service Model for Inquiry Handling

Feature No.2

02

Collaborative Inquiry and Handling

Centering in handling, we innovatively introduces multiple interaction forms including audio communication, video interaction, remote assistance, etc.



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Innovate the AI + Human Collaborative Service Model for Inquiry Handling

Feature No.3

03

Full Interaction Throughout the Process

Solve problems at any time

2023

Up to Now



provided nearly 100 million services

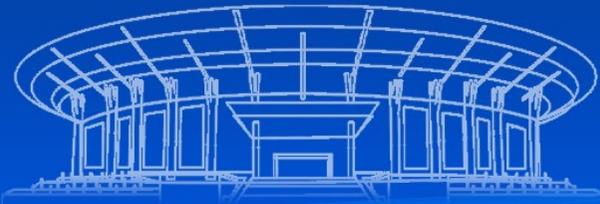


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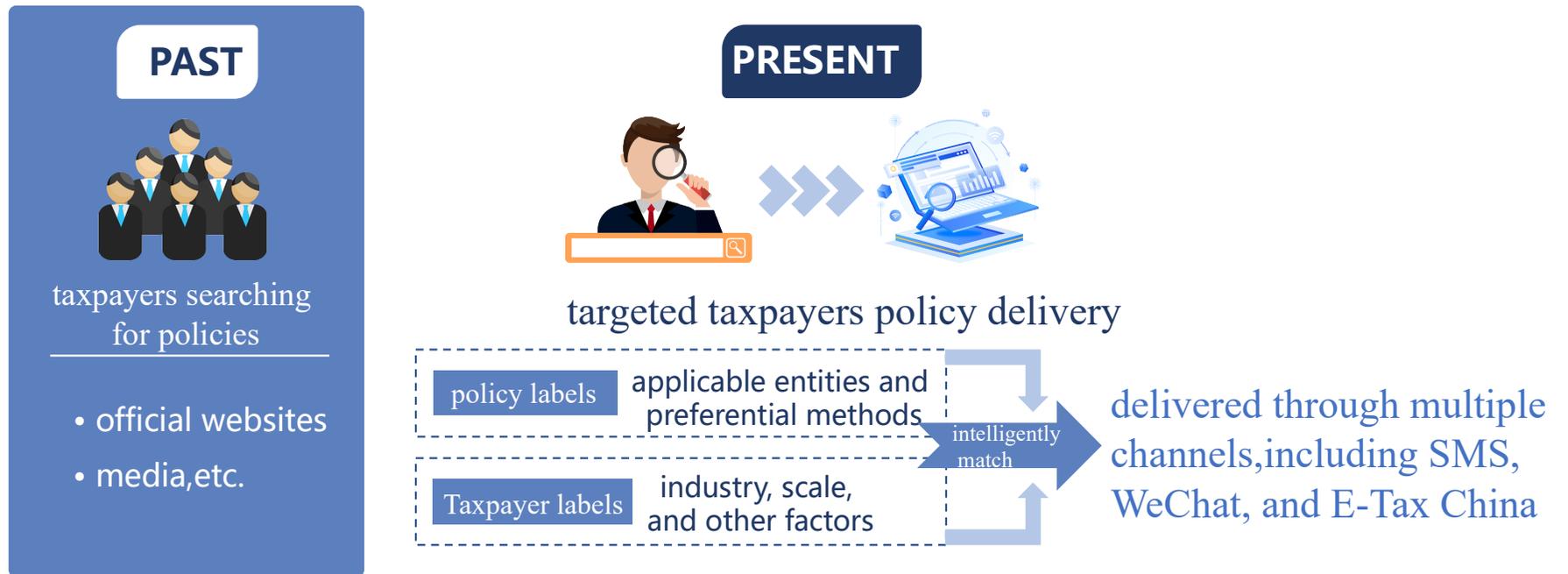


Part 04

Accurately Deliver Policies to Targeted Taxpayers



Accurately Deliver Policies to Targeted Taxpayers



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Accurately Deliver Policies to Targeted Taxpayers

First Lesson for New Businesses

Provide tailored publicity and guidance on tax obligations, preferential policies, and operational procedures—covering what new businesses need to know and want to understand—for enterprises across different industries, scales, and regions.

Last year, China's tax authorities sent "First Lesson for New Businesses" product to **nearly 6 million** newly established businesses.

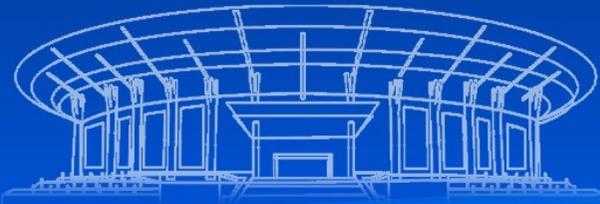


BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT



Part 05

Create a Cross-Border Tax-Related Enquiry Service Brand



Cross-Border Tax-Related Service

01 Service Background

Cross-border enterprises face challenges such as complex tax systems, rapidly changing policy regulations, and tax disputes

02 Development History

As early as **2015**, the 12366 hotline launched **English enquiry service**. In **2016**, we established the **12366 International Taxpayer Service Center in Shanghai**, introducing a bilingual taxpayer service website and a dedicated 12366 international taxpayer service hotline.

03 Innovative Measure

In **2023**, the innovative **TaxExpress** service brand was launched, targeting cross-border enterprises' needs to provide comprehensive tax support for international businesses.



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Launch the Innovative
TaxExpress Service Brand



请输入文件名

搜一搜

“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



Service Expansion visual Q&A sessions

Offer visual Q&A sessions on cross-border tax business and operations,
which attracted **hundreds of thousands of** viewers.

02 上海优化营商环境8.0行动方案 / 多语种多渠道税费咨询服务体系

【1】登录“上海市税务局”在线咨询网页：
<https://shanghai.chinatax.gov.cn/zndx/NewHomePage.html>，

【2】点击页面上“Foreign Language Service”按钮，

【3】用外语文字提出问题，系统做出应答。

【1】 Visit the website of Online consulting on the website of Shanghai Municipal Tax Service, State Taxation Administration
<https://shanghai.chinatax.gov.cn/zndx/NewHomePage.html>.

【2】 Click the "Foreign Language Service" button on the page.

【3】 Enter text in the dialog box in foreign languages and the system will respond.

在线咨询 **02**

02 Online consulting

“上海市税务局”在线咨询网页：
<https://shanghai.chinatax.gov.cn/zndx/NewHomePage.html>

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Service Expansion Multi-language Tax Enquiry

TaxExpress·International Taxpayer Service Hotline was launched alongside the 12366 hotline. In addition to English, policy enquiries and intelligent enquiry service are now available in another eight languages—Japanese, Korean, French, German, Spanish, Russian, Arabic, and Portuguese.

● おサービスできて嬉しいです



저희가 서비스를 제공해드려 기쁩니다



Je suis ravi de vous servir



Ich freue mich, Ihnen zu



Me complace atenderle



dienen
Я рад обслужить вас



أنا سعد بالخدمة لكم



É um prazer atendê-lo



您好，很高兴为您服务



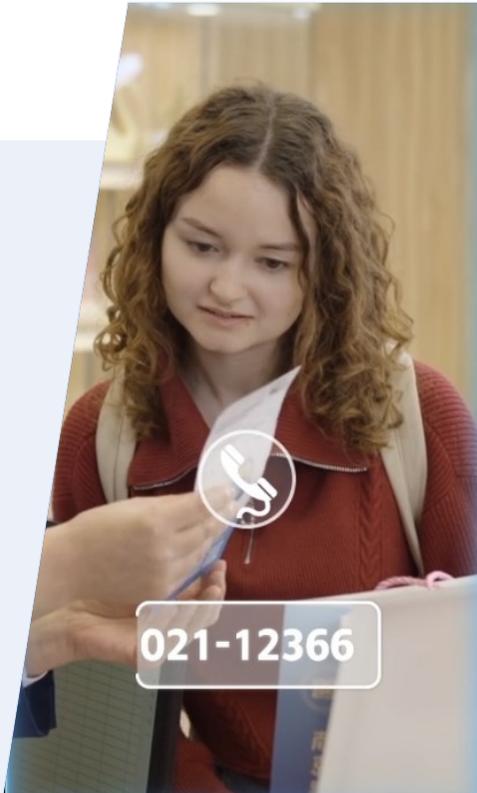
Hello. It's my pleasure to serve you!



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT



Obtain multi-language tax enquiry services through multiple channels



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT

Future Prospects



01 Advance digital transformation

Integrate cutting-edge technologies such as 5G video calls, artificial intelligence, and digital avatars into 12366 services to continuously enhance service quality and improve tax compliance.



02 International communication and collaboration

Carry out communication and collaboration with tax professionals from various jurisdictions and relevant international organizations on the digital transformation of taxpayer services.



BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT



THANKS

