

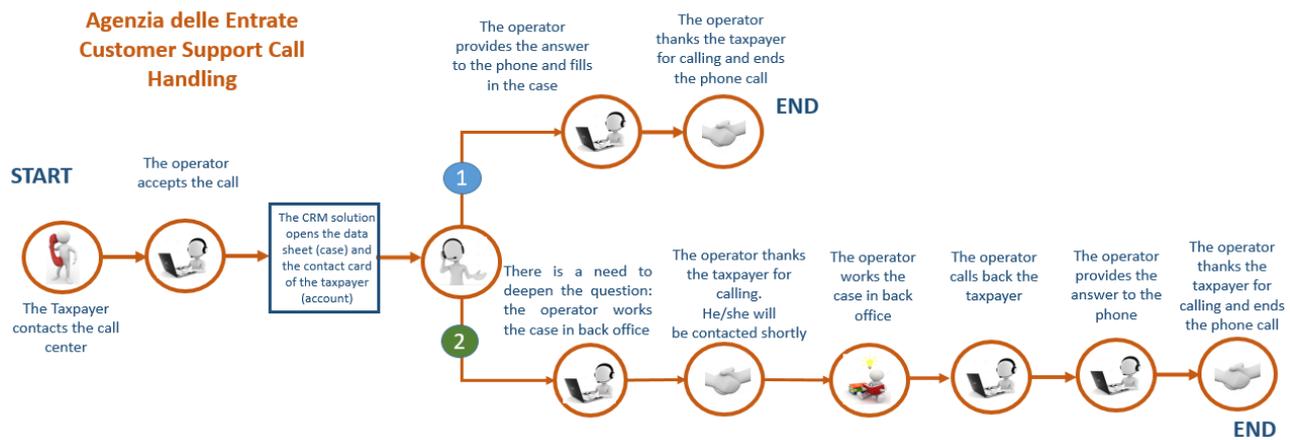
Italy- Customer Relationship Management System

A CRM (Customer Relationship Management) system to enhance

The CRM Platform allows operators to better manage, in real time and promptly, specific taxpayers' requests for assistance and / or general information, even if acting in the name and/or on behalf of third parties (by proxy). The identification by tax code or VAT number, where necessary, allows operators to view the *User Story* of the taxpayer on a Service Console. Here, you can see:

- o the taxpayer information with the possibility of classifying the issue on defined macro areas and selecting the default answer the knowledge base of the organization. In the end, there is the possibility to use a chat to deliver the best response to the taxpayer;
- o Data from tax register (income information, tax register and communications of irregularities).

The figure bellow illustrates how Customer Support call is handled.

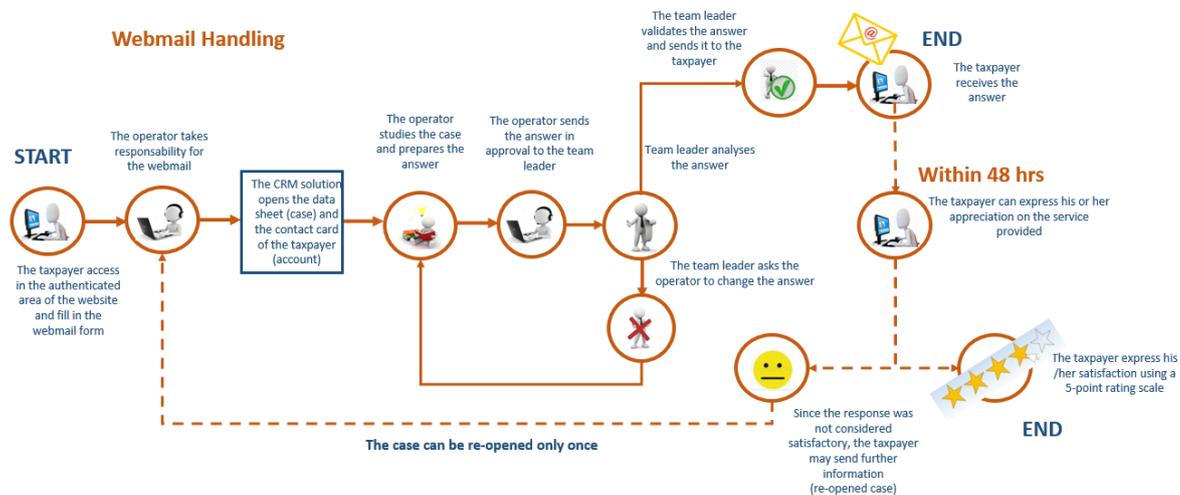


The taxpayer contacts the Multichannel Assistance Center by phone (call / SMS), webmail or social media (Facebook). Customer inquiries are automatically sorted to operators based on their membership in specific groups (e.g. tax services, telematics services, voluntary compliance, cadastral services).

The customer support handling telephone assistance takes place:

- in real time in the most cases;
- Offline (back office), when it is not possible immediately to provide a solution to the taxpayer as more in-depth analysis is needed.

The figure bellow illustrates webmail handling.



Support requests via webmail/SMS and FB are handled in back office. The operator analyzes the question and proposes a solution which is assessed and validated by the team leader, before being sent to the taxpayer. A Direct Feedback Channel have been set up for the taxpayer to express within 48 hours a feedback on the service received, using a 5-

star survey. If the Revenue Agency failed to provide full and satisfactory answers to his/her queries, the taxpayer must indicate the reason. In this particular instance, the case is reviewed.

Reporting and Standard Digital Dashboards are tools available to all users of CRM: Operator, Team Leader and Manager for the creation and sharing of reports and graphs based on the data contained in the system.

