

Italy – Customer Experience

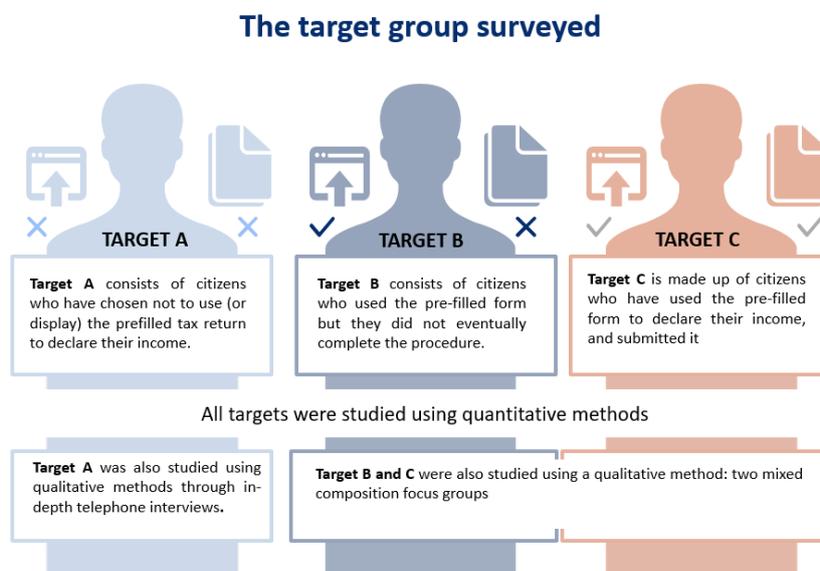
From the Customer Satisfaction to the Customer Experience. A comprehensive approach for improving the delivery of services to taxpayers.

In 2019, a survey was conducted on taxpayers' perceptions of the pre-filled tax return. The research used several survey methodologies to capture the assessment of both citizens who know and use the pre-filled tax return and those who have never heard of it. Around 11,000 citizens were involved, using qualitative research tools such as interviews and focus groups, and quantitative tools such as telephone interviews and online questionnaires.

The aim was to understand:

- the barriers to effective use
- the level of knowledge
- the level of interest in using it and receiving information about it
- Citizens' perceptions of the IT process
- Types (profiles) of citizens who are reluctant to use it.

As a result of the research some further actions have been considered to improve the awareness and usability of the pre-filled tax returns by an increasing number of citizens. Some of these improvements have already been implemented in the next filing campaign, while others need more time and will be introduced in the coming years. Citizens have been informed about the [results](#) on the website of the *Agenzia delle Entrate*.



The sample range

Below are the dimensions for the methodologies chosen for each target

TARGET A

Quantitative Survey

The total sample A
2.500 interviews



The survey was conducted using a mixed technique: telephone interviews using the CATI (Computer Assisted Telephone Interview) method by selecting subjects from public telephone directories and online interviews using the CAWI (Computer Assisted Web Interviewing) method CAWI method with the participants of the panel owned by the [SWG Company](#). The margin of error is +/- 2%, 95% confidence level. Survey period: 4-24 April 2019.

Quantitative Survey

**25 telephone interviews
(Subjects belonging to target A)**

5 with respondents who said they had only heard of the prefilled tax return

- 20 with respondents who know what the prefilled declaration is but have never used it
- 5 pensioners
- 5 employees under 45 with a degree
- 5 employees under 45 without a degree
- 5 employees over 45

Survey period: January-February 2019.

TARGET B

Quantitative Survey

The total sample B
1.252 interviews



The questionnaire was submitted, using the CATI surveying technique, to subjects randomly selected from the list provided by the Revenue Agency containing the names of the subjects who had given consent to be contacted. The margin of error is +/- 2.8%, with a confidence level of 95%. Survey period: 8-30 October 2019.

Quantitative Survey

Focus Group

(Naples 25/2/2019)

10 Citizens viewed the pre-filled tax return but they did not submit it.

In the selection process, particular attention was paid to creating mixed groups in terms of age and working status (retired, under 45 and over 45). It was required that at least 50% of the participants were university graduates and that everyone was familiar with using a personal computer.

TARGET C

Qualitative Survey

The total sample C
7.172 interviews



The questionnaire was submitted online, using the CAWI methodology, to the subjects who at the end of the procedure agreed to complete an online questionnaire to improve the pre-filled service. The margin of error is +/- 1.1%, with a confidence level of 95%. Survey period: 20 May-14 June 2019.

Qualitative Survey

Focus Group

(Milan 28/2/2019)

10 citizens viewed and submitted prefilled tax return