



Australian Government  
Australian Taxation Office

# OECD Tax Administration Series Report 2021 – ATO submission

Supporting Illustrations for Alex, Virtual Assistant

Australian Taxation Office

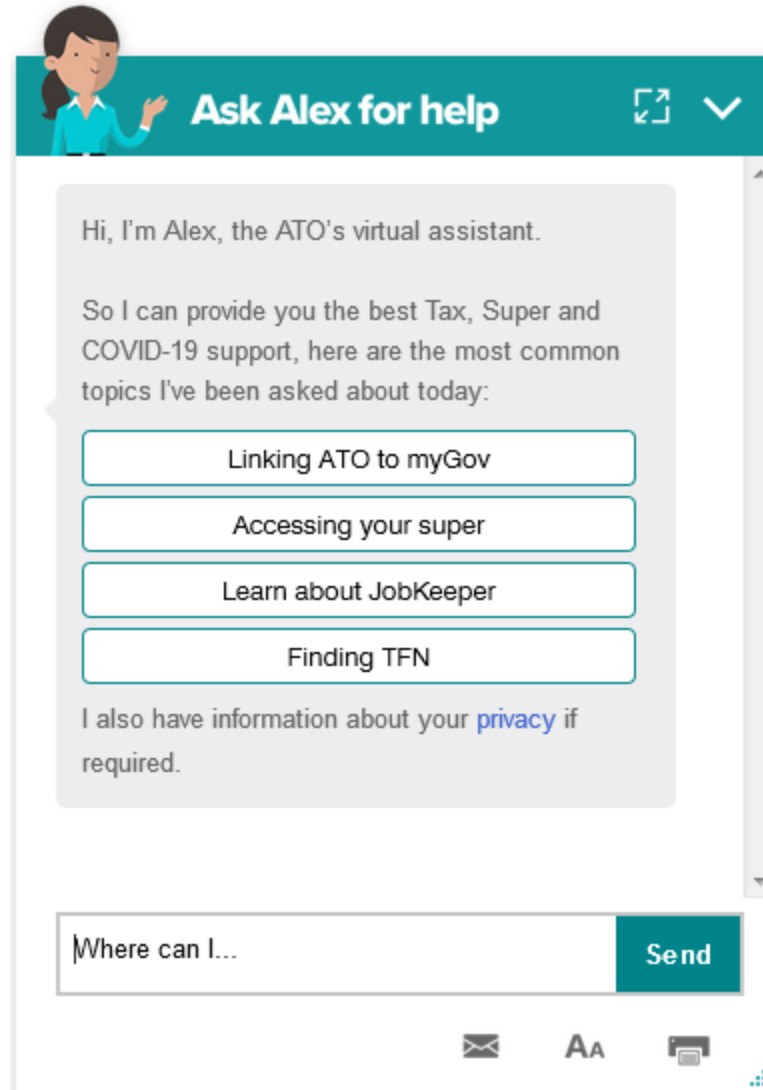
March 2021



**DIGITAL  
DELIVERY**



# Alex, the ATO's virtual assistant



The screenshot shows a chat interface for 'Ask Alex for help'. At the top left is a cartoon avatar of a woman with dark hair in a ponytail, wearing a blue top. To her right is the text 'Ask Alex for help' in white on a teal background. Further right are icons for a refresh button and a dropdown arrow. The main chat area has a light gray background and contains the following text: 'Hi, I'm Alex, the ATO's virtual assistant. So I can provide you the best Tax, Super and COVID-19 support, here are the most common topics I've been asked about today:'. Below this text are four rounded rectangular buttons with teal borders, each containing a topic: 'Linking ATO to myGov', 'Accessing your super', 'Learn about JobKeeper', and 'Finding TFN'. Below the buttons, the text reads: 'I also have information about your [privacy](#) if required.' At the bottom of the chat area is a text input field with the placeholder text 'Where can I...' and a teal 'Send' button to its right. Below the input field are icons for email, text formatting (AA), and printing, followed by a small grid icon.

Ask Alex for help

Hi, I'm Alex, the ATO's virtual assistant.

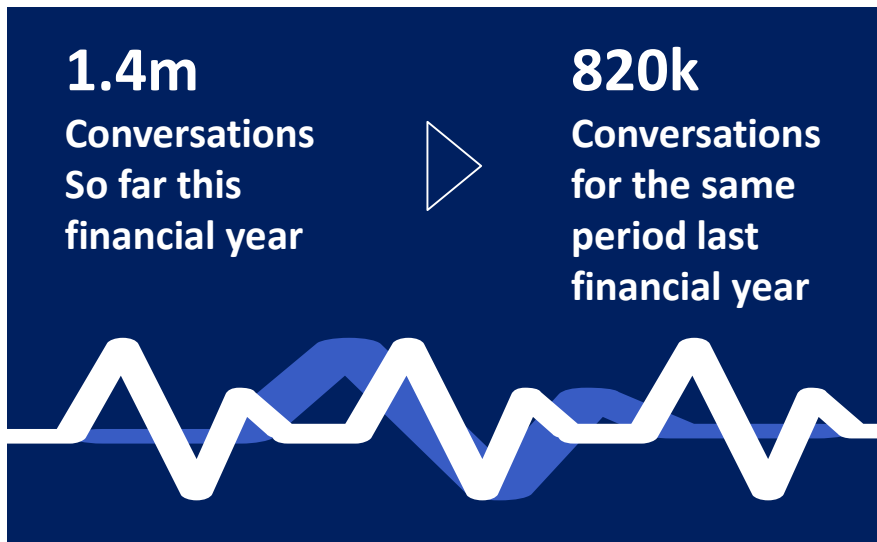
So I can provide you the best Tax, Super and COVID-19 support, here are the most common topics I've been asked about today:

- Linking ATO to myGov
- Accessing your super
- Learn about JobKeeper
- Finding TFN

I also have information about your [privacy](#) if required.

Where can I... Send

## Alex Performance (1 July 2020 - 23 March 2021)



### Alex usage by Channel

Desktop  
**65%**

Mobile Device  
**35%**

### First contact resolution

Current rate  
**96%**

Previous Year  
**86%**