

Press Release

17th January, 2018

KRA's new Customer Relationship Management System has enhanced service delivery

The Kenya Revenue Authority's (KRA) new Customer Relationship Management Solution (CRMS) has enhanced taxpayer experience, improved service delivery and increased operational efficiency.

The social media engagement rate has more than doubled, from 300 to over 700 engagements per day, with customer query response time improving to an average of 15 minutes across all platforms, as opposed to the previous one-hour average turnaround time.

Launched towards the end of the year 2017, CRM is built on the Oracle's cloud platform, and provides KRA with a single platform to better understand customer needs and respond to their demands more quickly and efficiently.

Speaking at his office in Nairobi on 17th January, 2018 when he hosted the Oracle Senior Vice President, Mr. Arun Khehar, KRA Commissioner General John Njiraini said the CRMS is an integral part of KRA's transformation agenda that is anchored on technology for enhanced service delivery.

"Since we rolled-out CRM solution in December 2017, our interactions with taxpayers has significantly improved, and we continue to receive positive feedback," said Mr. Njiraini.

During the festive period, the robust CRM tool caused excitement among the five (5) million taxpayers who received season's greetings e-card on their iTax registered email addresses.

The seamless integration of CRMS in tax administration, has provided a platform where taxpayers can effectively interact with KRA. "This is the real power of technology. This is great, don't underrate what you have done, take it global," said



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Mr. Khehar who is in charge of Oracle's Business Applications for East & Central Europe, Middle East and Africa (ECEMEA).

The system's customer portal is currently being piloted and will be fully rolled out by end of January, 2018. The portal will have a chat module which will enable real time interaction with customers. In addition, should the customers lodge an enquiry or a service request, then they will be issued with a ticket number electronically to allow them track the status of their queries.

KRA intends to integrate the CRM system with third party data platforms to widen the reach. The move comes as KRA is in the process of implementing the Data Warehousing and Business Intelligence (DWBI) system, also supported by Oracle.

KRA is currently undertaking extensive staff training programmes to guarantee superior Customer Interaction Management in line with its strategic direction of facilitating taxpayers.

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