

Customer Satisfaction Survey - August 2020

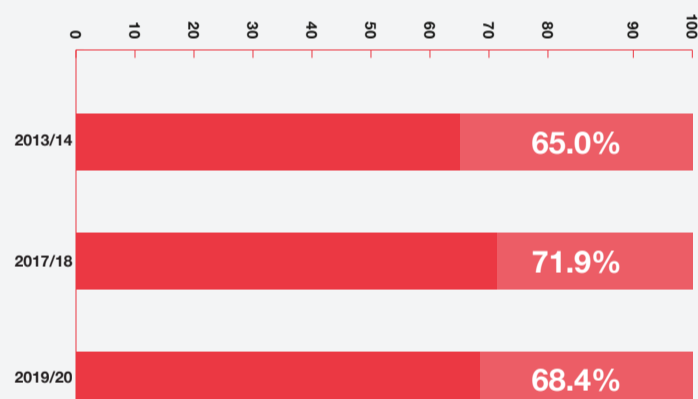
According to a survey conducted in 2019/20, the overall Customer Satisfaction index stood at 68.4%.
The net promoter score was 27.4% while the customer effort score was 37.1%.

Summary of key indices

Factors	Overall
Customer Satisfaction Index	68.4%
Net Promoter Score	27.4%
Customer Effort Score	37.1%







Between 2013/14 and 2019/20, three surveys have been conducted giving the satisfaction indices shown below

Trend Analysis - Satisfaction Indices



Key satisfaction drivers as per the 2019/20 survey are listed below.

Drivers of customer satisfaction

Factors	Reason for Increase/Decline
 Customer Service Charter	<ul style="list-style-type: none"> Helpful frontline staff in service and huduma centres. Professional and knowledgeable staff
 Taxpayer Education	Increased understanding of how to file and pay taxes
 Procurement of Goods and Services	Declined due to a section of suppliers have difficulty in submitting bids through the supplier portal.
  KRA Tax Systems (iTax and iCMS)	Declined due to: <ul style="list-style-type: none"> Slow system during peak filing seasons due to high traffic The feeling by taxpayers that they are unfairly penalized for not filing returns, especially when it is caused by system unavailability during peak filing season. The customers' perception that the iTax system is not simplified enough for them to understand and use it on their own.
 Customer Support Channels	Increased due to Customer satisfaction with in-person visits to service and huduma centres.

Initiatives to boost customer satisfaction;

- Enhanced engagement of taxpayers through public participation.
- Introduction of ticketing systems as a form of management of queues at service centres.
- Enhanced awareness creation on the service charter
- Utilization of the various channels to provide information and address taxpayers queries promptly.
- Sustained adherence to the laws and regulation governing public procurement
- Streamlining of the corporate complaints management process
- Enhanced capacity building of frontline teams on various technical issues/services to enable them handle customer issues on spot.

To access the CSAT report, kindly visit the nearest KRA office.

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