



# Satisfaction with Inland Revenue

November 2019

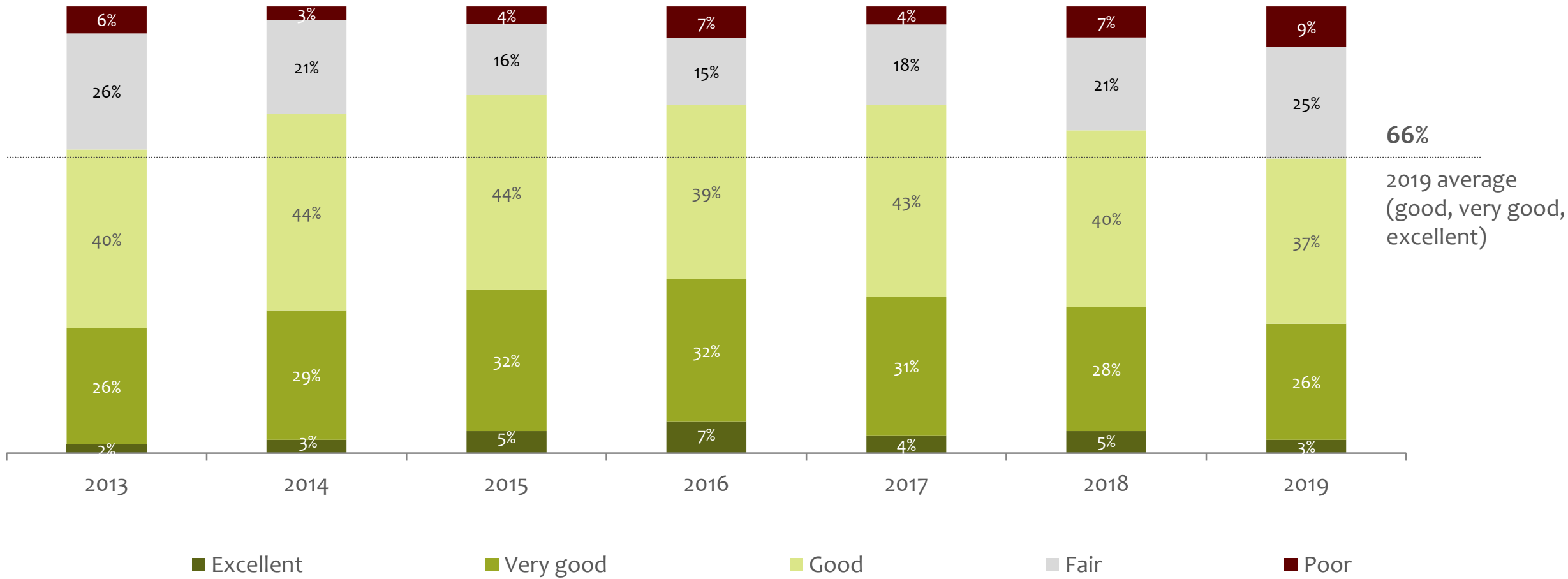
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Conducted for Chartered Accountants ANZ & TMNZ by Colmar Brunton

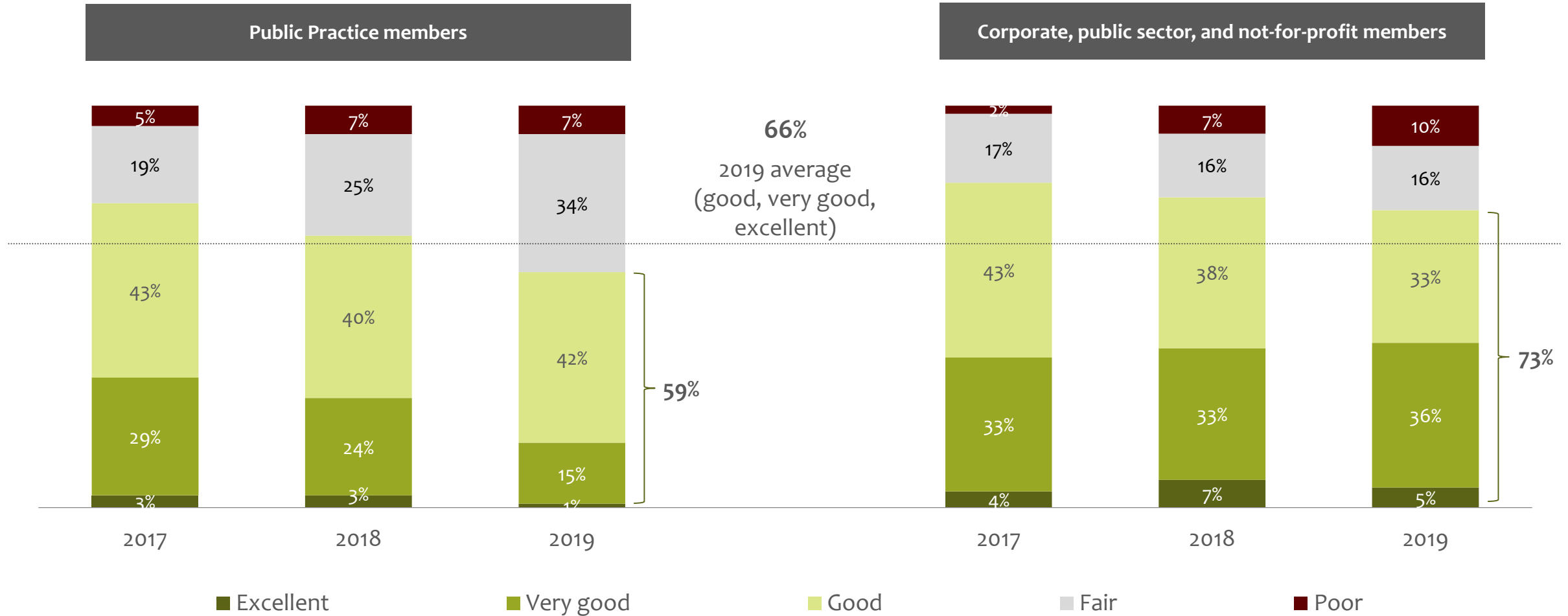


## Overview of experiences

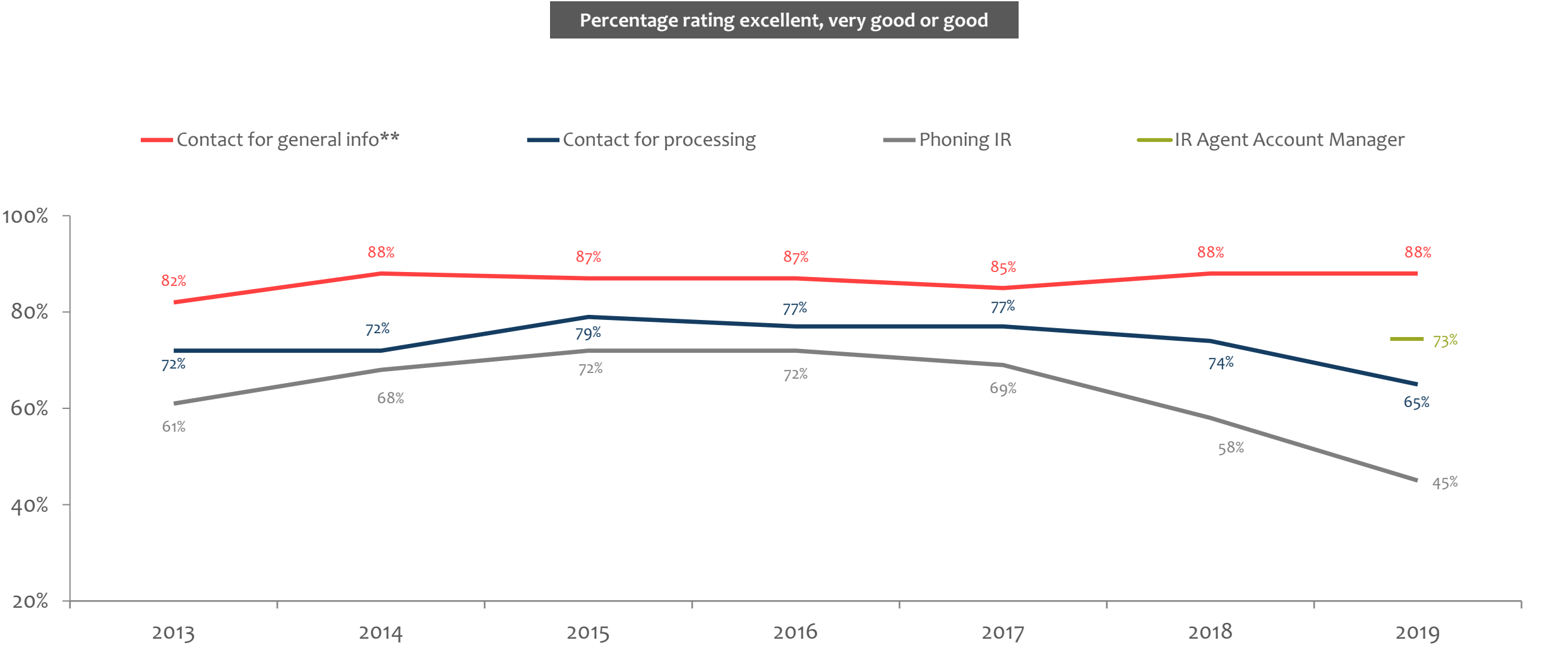
# Overall satisfaction with IR has been declining since 2015.



# The decline is steeper amongst the Public Practice members



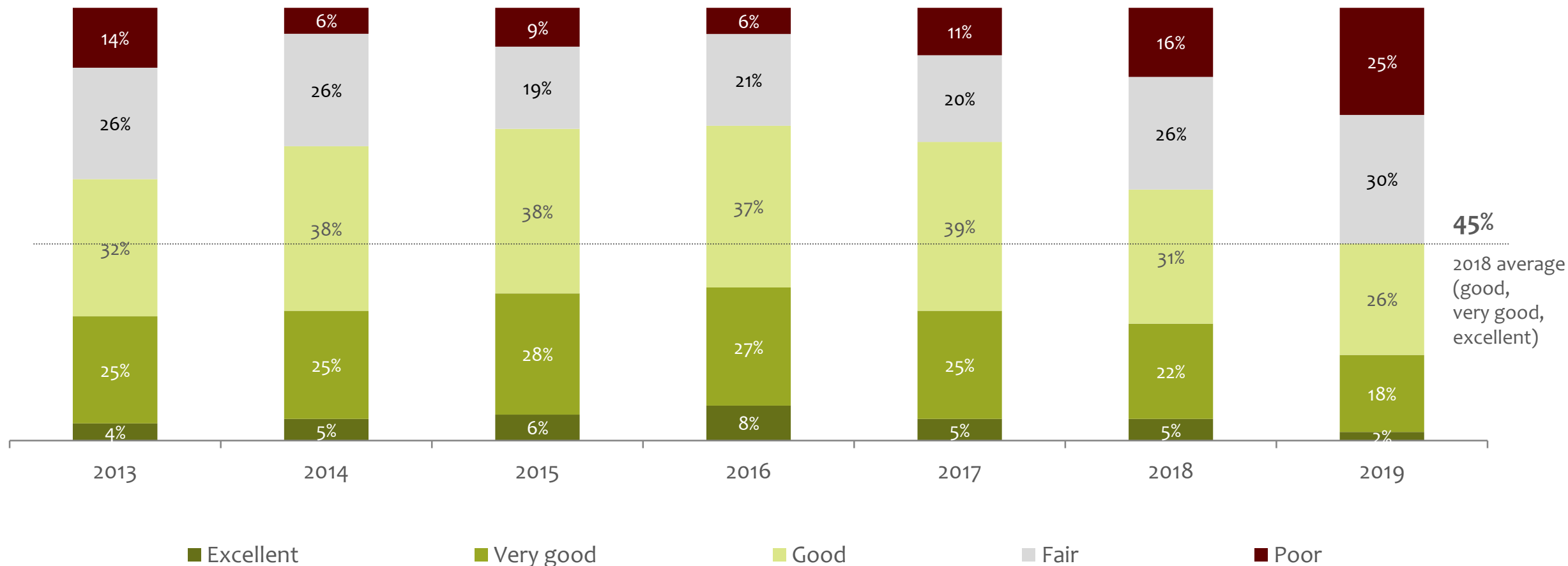
# Satisfaction Levels Over 7 Years



A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a blue suit jacket. The background is blurred, showing what appears to be an indoor setting with warm lighting. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text "Phoning IR" in white.

**Phoning IR**

# Phone Satisfaction down 27 percentage points since peak in 2016



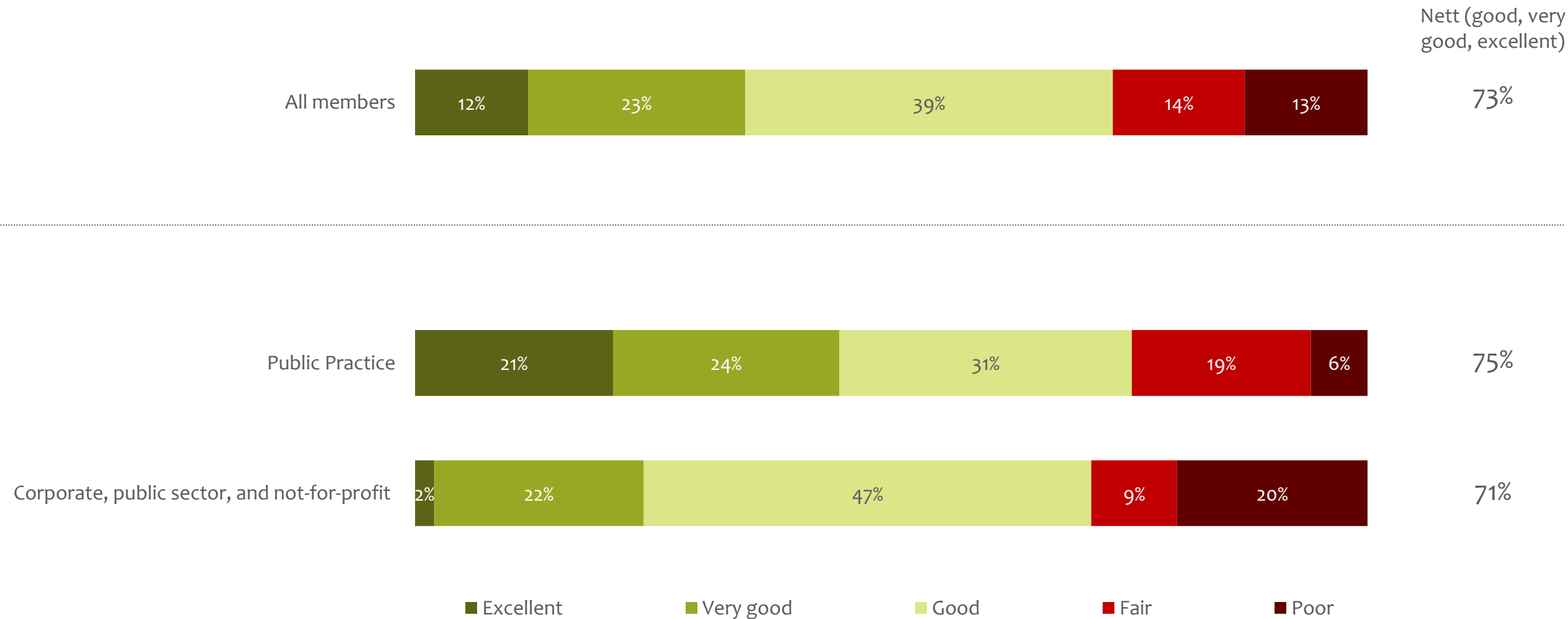




Account Manager



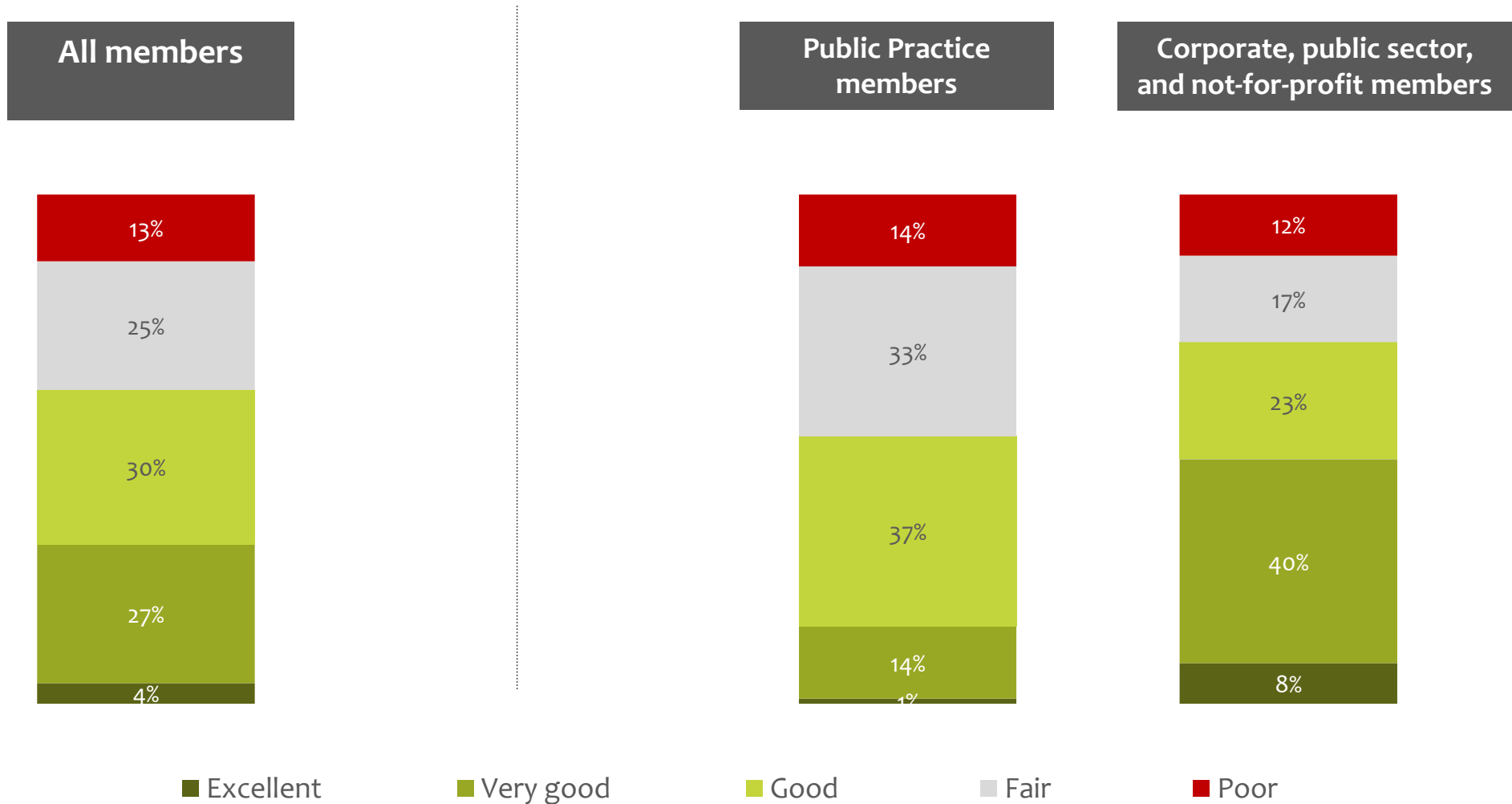
# Account Managers are rated well





# Business transformation – Release 3

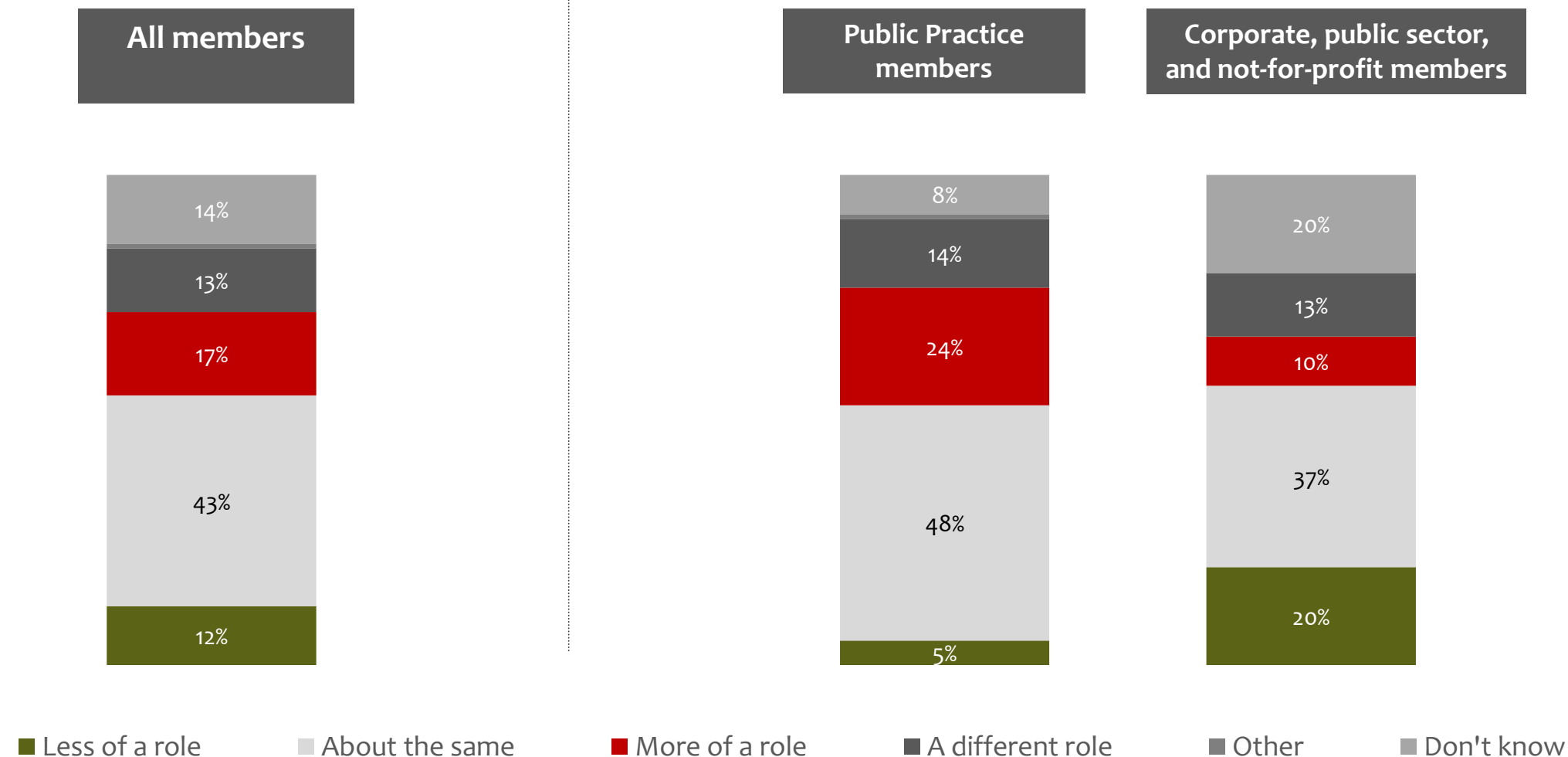
# BT Release 3 experience polarises members





## Role of tax agents

# Tax Agents think they are here to stay





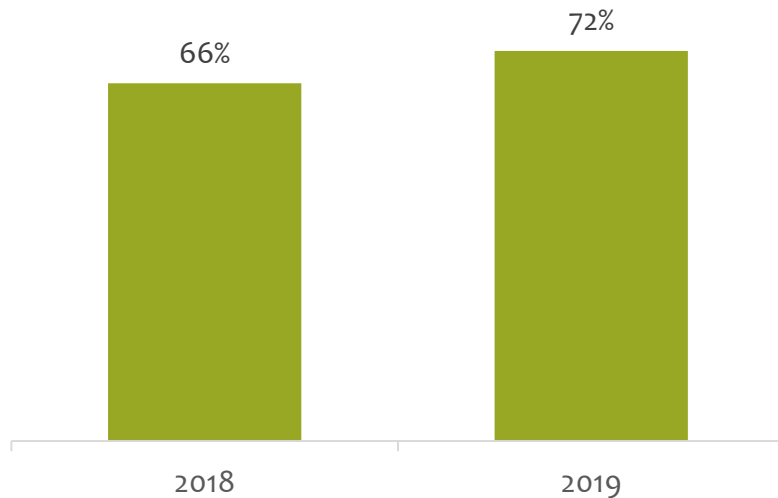


Contact with tax agents' clients

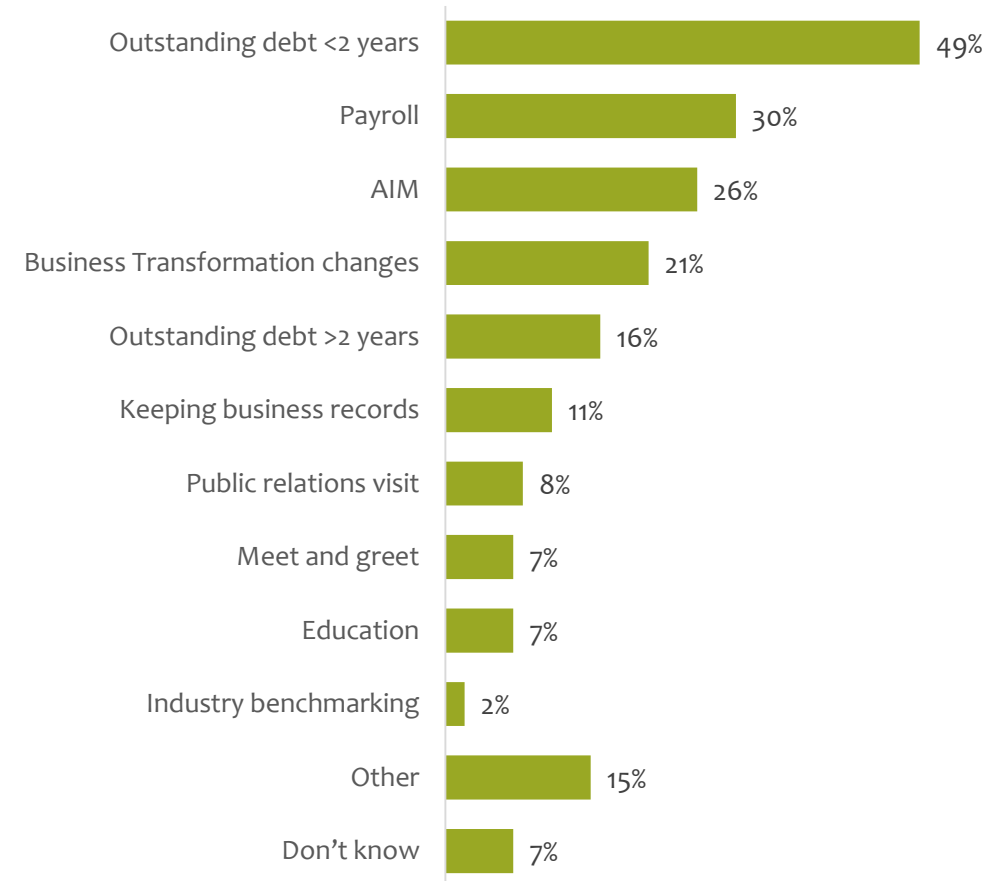


# 72% of Tax Agents have clients approached directly by IRD ... 2

## % of Public Practice members whose clients have reported being contacted directly by Inland Revenue



## Main reason for the contact



... and they don't like it.



“Very confused and worried clients”

“It makes us look like we don't have it sorted.”

“... [We] spend a lot of time justifying and explaining things to our clients.”

“[Clients] don't want to be contacted by [IR].”

“It undermines our relationship with our clients if IR contacts our clients directly.”





For further information please contact:

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