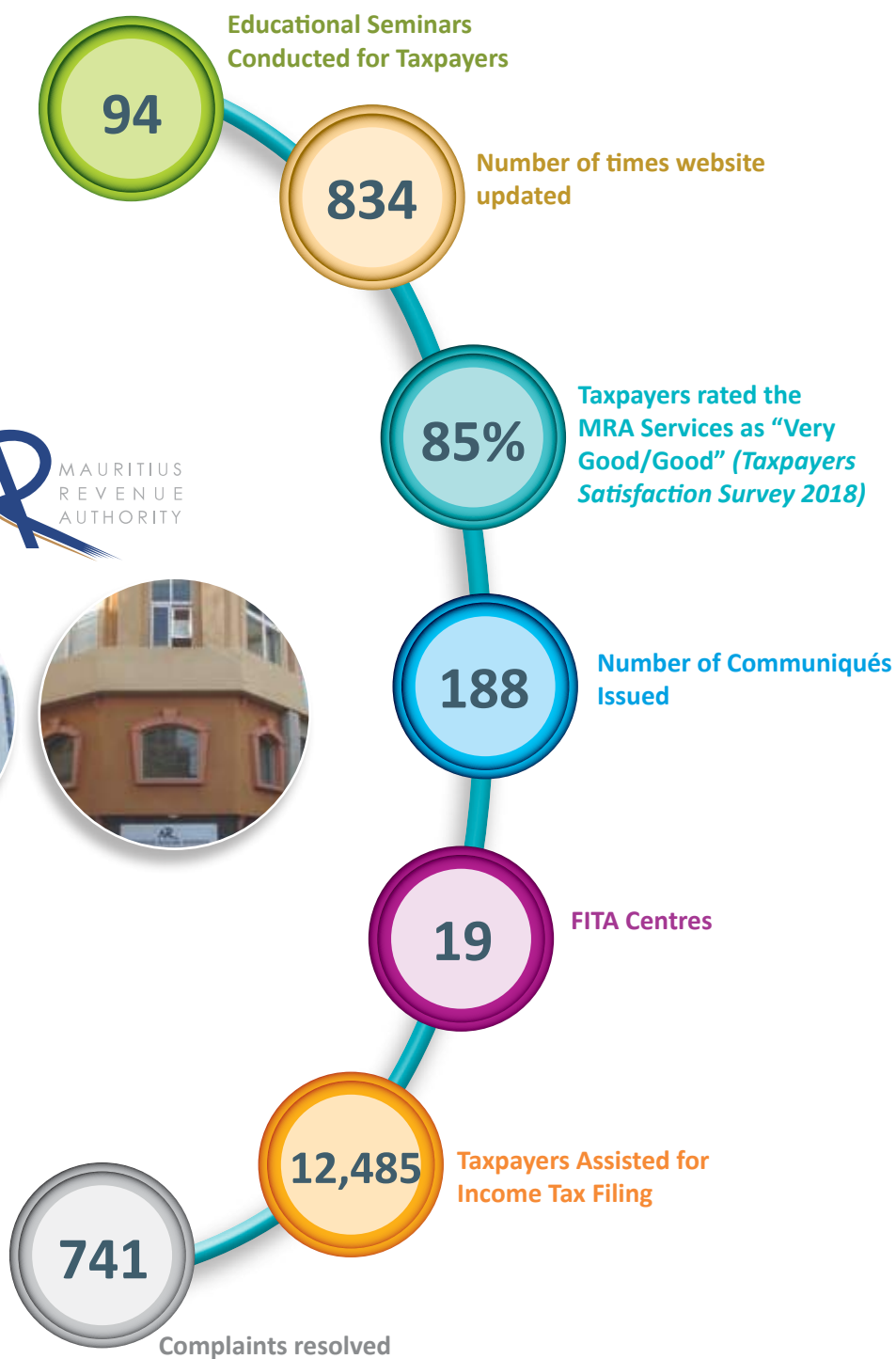


13. STRATEGIC OUTCOME: TAXPAYER EDUCATION, COMMUNICATION & FACILITATION

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13.1. TAX EDUCATION

The education and facilitation of our stakeholders is one of the key strategic objectives of the MRA. It is, therefore, a top priority which was given utmost consideration during the year under review. The following sections highlight the key achievements in this regard.

13.1.1. Educating our taxpayers

The number of educational and awareness campaigns held for the benefit of the taxpayers is shown in Table 18.

Table 18: Awareness & Educational campaigns conducted		
Details	Number of sessions	Target Audience
Number of Awareness Raising Campaign dispensed of which		Taxpayers
a) <i>VAT Lucky Draw Scheme</i>	<i>Up to 31.12.18</i>	
b) <i>Taxpayer Portal</i>	<i>Year Round</i>	
c) <i>E-auction</i>	<i>Year Round</i>	
d) <i>Stop Drug Platform</i>	<i>Year Round</i>	
e) <i>E-filing-Individual Income Tax</i>	<i>August to October</i>	
f) <i>Blood Donation</i>	<i>July</i>	
g) <i>NPF/NSF</i>	<i>Year Round</i>	
h) <i>Special Allowance</i>	<i>Year Round</i>	
i) <i>Negative Income Tax</i>	<i>Year Round</i>	
Number of Educational Seminars conducted of which:	94	
a) <i>Tax Education for College Students</i>	38	Students
b) <i>SMEs</i>	6	Young entrepreneurs and Staff of stakeholders
c) <i>Ministries/ Parastatal Bodies</i>	38	Staff of ministries & parastatal bodies
d) <i>Associations and Institutions</i>	12	Members & staff of associations & institutions



Tax Education Session for college students

13.1.2. Publications

As part of its taxpayer education strategy, the MRA issues leaflets, brochures and other publications which are *inter-alia* distributed during educational sessions as shown in Table 19.

Table 19: Publications	
Details	Number of sessions
Information leaflets	21
<i>Of which (a) Income Tax & VAT</i>	<i>20</i>
<i>(b) Customs</i>	<i>1</i>
Brochures	8
<i>Of which (a) Income Tax</i>	<i>4</i>
<i>(b) Customs</i>	<i>4</i>
Other Publications	3
Total	32

13.1.3. Study tours from foreign delegations

The MRA has hosted foreign delegations with a view to share the best practices and past experiences with them. The visiting delegations during the year are listed as per Table 20.

Table 20: Educational/Study tours by foreign delegations		
Date	Delegations	Purpose of visit
2 July 2018	Seychelles Revenue Commission	Courtesy Visit
13 to 17 August 2018	Zambia Revenue Authority	Study Tour
8 to 12 October 2018	Rwanda Revenue Authority	Study Tour
5 to 12 November 2018	Anti-Counterfeiting Agency of Kenya	Brand Identification & IPR Training
4 to 8 February 2019	Tanzania Revenue Authority	Study Tour
5 March 2019	Seychelles Revenue Commission	Study Tour
8 to 10 May 2019	Uganda Revenue Authority	Benchmark visit

13.2. CUSTOMER CARE

13.2.1. Taxpayer Satisfaction Survey (TSS)

The survey was conducted concurrently with the e-filing of the individual income tax return (i.e., from 24th August to 15th October 2018) where the survey questionnaire was made accessible to all active taxpayers online through the MRA portal. A total of 25,357 respondents participated (out of 176,793 returns filed), which represented 14% as the response rate.

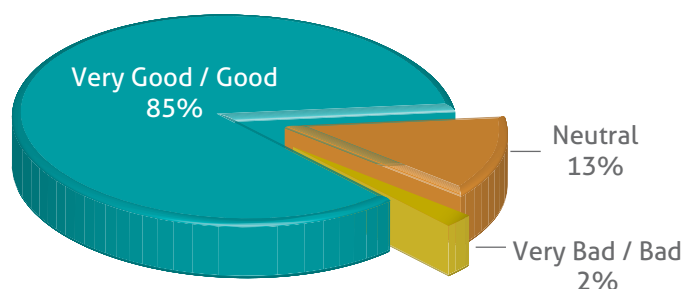
The questionnaire was made up of 24 standardized close-ended and one open-ended questions regarding the perceptions of taxpayer satisfaction on services offered by the MRA. Six main categories of services were covered namely:-

- 1) Customer services;
- 2) Telephony Services;
- 3) E-Services;
- 4) Customs Services;
- 5) Taxpayer Education & Communication; and
- 6) Other Services.

The overall service delivery of the MRA over the last 5 years have been highly rated by the majority of the respondents as illustrated in Chart 11.

This is a slight improvement over last year's result because in 2017, for the same statement, 84% stated that the service of MRA was "Very Good/Good" while 3% rated the services to be "Very Bad/Bad".

Chart 11: Overall service delivery of the MRA over last 5 years



13.2.2. Customer Service Feedbacks

Table 21: Customer satisfaction, feedback & complaints received		
Details		Number
Total number of Complaints/Feedback received		2,984
<i>Of which</i>	(a) at Ehram Court	1,841
	(b) at Custom House	502
	(c) at PATS (Airport)	76
	(d) at Airport	565

All these Complaints/Feedbacks have been received internally (i.e.; through the Suggestion Box and CSFTs) and remedial actions have been taken accordingly.

During the course of the year, 216 Suggestions/Complaints were received through the Citizen Support Portal (CSP).

13.2.3. Complaints Management System

Table 22: Complaints Management System		
Details	Number of Complaints received	Number of Complaints resolved
Total number of Complaints received	1,221	741
<i>Of which</i> (a) Number of Tax-Related Issues	1,122	656
(b) Number of Non-Tax Related Issues	99	85

During the period under review, the MRA has received 1,221 complaints online among which 741 have been resolved. From the complaints received, 1,122 complaints related to tax issues and 99 non-tax related issues.

From the tax related issues the main sources of complaints were those of tax evasion and non-compliance out of which 656 complaints have been resolved. The non-tax related complaints

included malpractices, HR matters and suggestions/feedbacks received, out of which 85 have been resolved.

The non-tax related external complaints concerned mainly suggestions and feedbacks received, where 30 received have been successfully attended to.

13.2.4. Assistance to taxpayers in fulfilling their filing obligations

Table 23: FITA Centres		
Name of FITA Centre	Number of taxpayers served	Number of returns filed
1. Head Office, Ehram Court	1,002	880
2. Louis Nellan Govt. School	688	600
3. Baichoo Madhoo Govt. School	322	306
4. Royal College Curepipe	1,046	935
5. Mesnil Govt. School	460	433
6. Aryan Vedic Hindu Aided School	1,304	1,135
7. St Pierre RCA	460	408
8. Philippe Rivalland RCA	515	466
9. Notre Dame des Victoires RCA	722	628
10. Bambous 'A' Govt. School	313	283
11. Maheshwarnath Govt. School	770	696
12. D.Hurry Govt. School	645	577
13. Bheewa Mahadoo Govt. School	598	545
14. R. Gujadhur Govt. School	1,510	1,338
15. R.Edward Walter Govt. School	507	461
16. Willoughby Govt. School	566	537
17. Riviere des Anguilles Govt. School	272	251
18. Seegoolam Torul Govt. School	426	354
19. Rodrigues	359	207
TOTAL	12,485	11,040



MRA Officers assisting taxpayers in a FITA Centre

13.2.5. E-filing Self-service corner at the Customer Service Area

The Customer Service Area of the MRA Head Office was reworked and redesigned with a view of bettering the experiences of the visiting taxpayers. The overall interior designs were not only improved but a dedicated e-Filing Self Service corner has been provided to promote the electronic submission of returns and to enhance taxpayers experiences.

Moreover, in order to enhance the comfort of those visitors who are queuing up and waiting to be served, a larger television screen has been installed in the Customer Service Area with MRA videos being broadcasted on the loop. Vinyl displays bearing the concept outlined in the MRA Corporate Plan 2018/2020 have also been affixed and the signage at the main and at the staff entrances has been replaced so as to help taxpayers to better locate the MRA Head Office.



13.3. COMMUNICATION

13.3.1. MRA YouTube Channel

During the year, short video clips on very pertinent and salient topics were produced and disseminated on YouTube and Twitter for the benefit of the stakeholders.

The list of those short clips and videos is shown in Table 24.

Table 24: MRA YouTube Channel	
Video clips Posted	
International Taxation at the MRA	
Budgetary 2019/20 Measures	
Employee Declaration Form	
Online Auction System	
VAT Lucky Draw Scheme	
MRA celebrates the 50 th Independence Anniversary	
MRA Easy - A One-Stop-Shop for employers to pay taxes	
Mouvance- One-Stop-Shop for employers to pay taxes	
Explanatory Video on TASS, NSF/NPF, Special Allowance	
MRA Press Conference 2018	
Individual Income Tax Filing Season 2018	
Destruction of IPR Infringed Goods	



MRA Officers during a radio programme

13.3.2. Effective use of the media

During the year, various medium was exploited so that the taxpayers are better informed about their fiscal responsibilities. Table 25 provides the statistics of the communiqués issued by the MRA during the year 2018/19.

Table 25: Communiqués issued	
Details	Number
TV/Radio	18
Press	50
Government Gazette	29
Other Channels (e.g. Website)	91

13.3.3. Website

The number of times the website was updated and visited by taxpayers were as follows.

Table 26: Website	
Details	Number
Number of times the MRA's website was updated	834
Number of visits on MRA's Website (Page Hits)	9 Million

13.3.4. E-newsletter

The MRA e-newsletter has now become an essential monthly feature where the taxpaying public are apprised of the activities being conducted by the MRA. The readers are also provided with useful tax and non-tax matters alike.

13.3.5. Other means of communication

13.3.5.1. Annual Press conference

The MRA, at the end of each financial year, holds a press conference where the Director-General and his Management Team partake with the general public the organisational performance and the strategic directions for the forthcoming year. The Annual Press conference was held at the seat of the organisation on Thursday 16 August 2018, in respect of achievements for the year 2018/19.



13.3.5.2. Publication of the Annual Report

The MRA has a statutory requirement to publish an annual report, highlighting its performances and achievements for the year. Therefore, the MRA Annual report 2017/18 was officially presented to the Honourable Prime Minister and Minister of Finance and Economic Development, Mr Pravin Kumar Jugnauth, on Monday 29 April 2019.



TAXPAYER SATISFACTION SURVEY (TSS) 2018 – AN OVERVIEW

The second TSS was conducted concurrently with the e-filing of the individual income tax return (i.e., from 24th August to 15th October 2018) where the survey questionnaire was made accessible to all active taxpayers online through the MRA portal. A total of 25,357 respondents were recorded (out of 176,793 returns filed), which represented 14% as the response rate.

The questionnaire was made up of 24 standardized close-ended and one open-ended questions regarding the perceptions of taxpayer satisfaction on services offered by the MRA. Six main categories of services were covered namely:-

- 1) Customer services;
- 2) Telephony Services;
- 3) E-Services;
- 4) Customs Services;
- 5) Taxpayer Education & Communication; and
- 6) Other Services.

The results of the TSS 2018 are shown in Table 27.

Table 27: Feedback Received

Categories of Services	Services	Very Good/ Good	Neutral	Very Bad / Bad
Customer Services	Waiting time to be served	80%	15%	4%
	Helpfulness and courtesy of the staff at the reception desk	81%	17%	2%
	Knowledge of staff/ Accuracy of information provided	81%	16%	3%
	Response to written correspondence	71%	24%	5%
Telephony Services	Ease of getting in touch with MRA	66%	21%	14%
	Helpfulness and courtesy of the staff answering the phone call	76%	19%	6%
	Knowledge & professionalism of staff providing the information	77%	18%	5%
E-Services	Ease of navigating through the website	93%	5%	2%
	Availability of up to date and complete information on the website	92%	6%	2%
	Facilities to e-file my return on my own	94%	4%	1%
	Ease of submitting information for the free VAT Lottery (VAT Lucky Draw Scheme)	84%	14%	2%
Customs Services	Customs clearance time to clear your parcel at the parcel post office	65%	29%	7%
	Customs procedures to clear passengers at the Airport	67%	27%	6%
	The role of Customs in preventing the entry of illegal goods into Mauritius	73%	22%	5%
Taxpayer Education & Communication	Access to Free Income Tax Assistance (FITA) centres to file my return, if required	77%	21%	2%
	Receipt of updated information through the MRA Taxpayer Mailing Service	78%	19%	3%
	Dissemination of information through twitter and YouTube	62%	34%	4%
	Usefulness of information released by the MRA through TV, Press, radio	80%	18%	3%
Other Services	Refund of income tax by the MRA	84%	14%	2%
	Ease of reporting tax evasion to the MRA	69%	28%	3%
	Efficiency of MRA to track tax evaders	70%	25%	5%
	Fairness with which MRA administers the tax system	72%	23%	4%
	The overall trust you have in the MRA	80%	17%	3%
	Overall service delivery of the MRA over last 5 years	85%	13%	2%