

An increasingly digital public administration

The Campania Region chooses personalized videos for tax collection

nearly **6 million citizens**, Campania **is the third largest region** in Italy after Lombardy and Lazio. It is the most populous region in southern Italy and the first in Italy for population density.

Campania is one of the Italian regions with the highest per capita tax burden. Campania is among the highest taxed regions in Italy where about €730 in national taxes are paid per person, per year. Although it is one of the regions with the highest tax burden, the Regional Administration has great difficulty in collecting taxes and fees from its citizens.

Out of **€422 due**, the **Campania Region has only collected €369**. In addition to the problem of insolvency, there is the Region's desire to communicate with its citizens in a more and more transparent and timely way. By clarifying the use of the amounts collected and therefore highlighting the importance of collecting these taxes, the citizen is more willing to pay and at the same time feels considered, adequately informed, and taken care of by the Public Administration itself.

From these requirements comes the meeting with Doxee and the partner Municipia.



THE REQUIREMENTS

THE CAMPANIA REGION WANTED TO:

- **Combat tax evasion** (automobile tax, specifically) more effectively
- **Increase revenue** in view of the fiscal consolidation policies undertaken by the Council
- Establish a **personal relationship** with the taxpayer and make him feel an integral part of the social life of his Region, rather than just one of many

The solution: Doxee Pvideo® personalized tax reminder videos

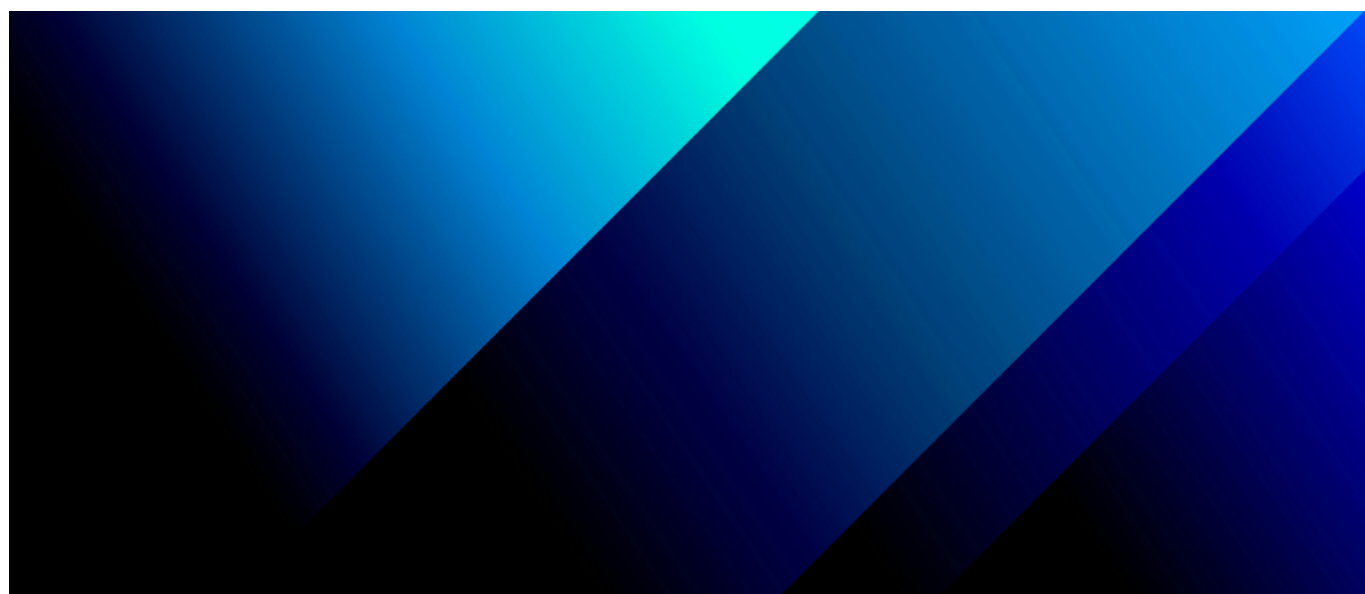
The Campania Region applies a process for collecting unpaid taxes that is structured in the following way:

- Once the citizen has contracted the debt, the Region starts the collection procedure by means of a tax injunction, where the administration assess the debt owed (tax, fine, etc.) with any applicable interest and sanctions, and requests payment of the amount due within 30 days, under penalty of law
- In the event of non-payment, the Region will send an initial reminder
- Following the public tender launched by the Campania Region and awarded to **Municipia Spa**, the latter is in charge of collecting the regional revenue and debts owed by citizens
- Municipia, after verifying the assets of the citizen whose taxes are unpaid, must issue a further reminder, sent by ordinary mail, that includes details of enforcement of nonpayment, with all the details concerning the debtor's specific position.

At this point, **Municipia and Doxee** have designed a new reminder process using **personalized Doxee Pvideo® videos**.

The video-reminder is a friendly reminder for payment, which is issued both in paper form and in the form of a personalized and interactive video available online that citizens can access by scanning the QR code in the traditional paper form. Doxee and Municipia have been collaborating for several years and have the expertise in Public Administration communication and digital transformation. Thanks to this collaboration, many Italian administrations have adopted highly innovative and participatory solutions for citizens, especially for tax collection.

The video-reminder is proposed as an improved solution, because it allows the Region to introduce itself to debtors in a **friendly** way and **to explain** how the taxes collected will be used, the payment methods, and other useful information for payment in a precise and accessible way. The objective of the video is also to **lower the rate of conflict with taxpayers right from the start** and to facilitate a possible resolution of the debt in a quick and relatively easy way.



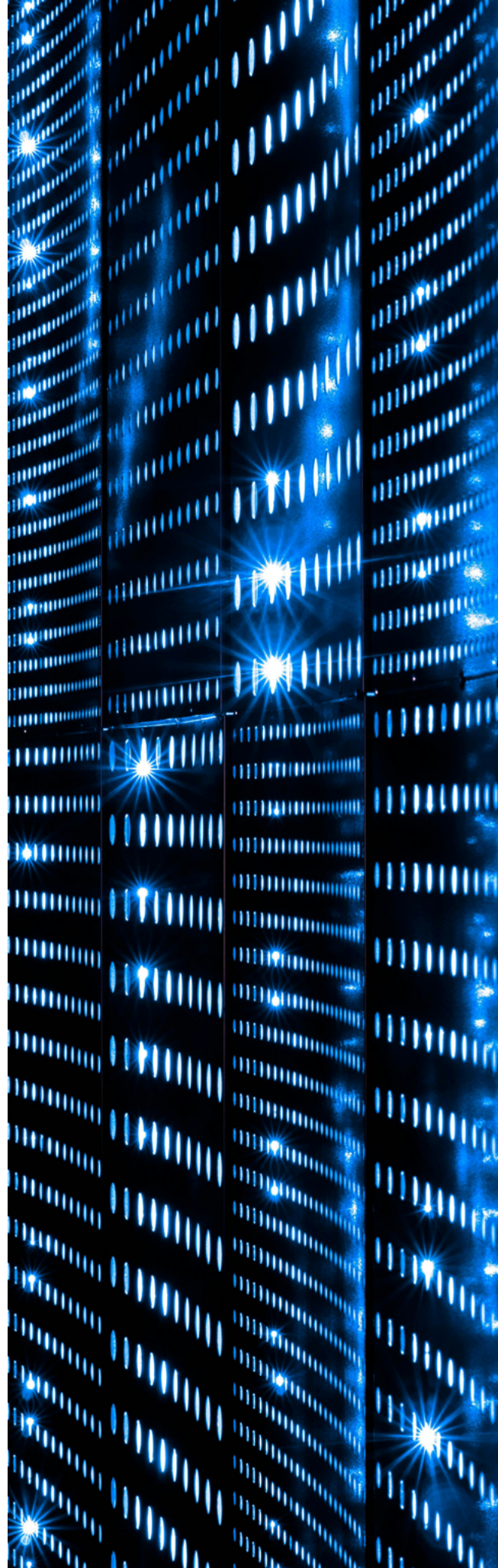
Video Features

The personalized video is generated by combining variable data from each debtor the same is used to build the traditional paper reminders. In fact, the video begins by welcoming the taxpayer by **calling him by name** (first name and last name), immediately improving the perception of the Public Administration, which comes across no longer as detached and distant, but as attentive to the needs of the citizen and proactive in providing everything he needs to fulfill the tax obligation.

In the video, the citizen receives all the necessary information about his outstanding payment to the Region and all the detailed information about payment methods, such as:

- Reasons why he has received the bill and known payment
- The amount due and the possibility of paying in installments
- Notification of the obligation to pay within 30 days
- Penalties to which the citizen is liable if the payment is still in default, such as salary or securities foreclosure

In the final part of the video, the citizen is invited to take action directly in the video by means of **calls-to-action** that make it possible, for example, to find the nearest office or to call the toll-free number.



Campaign results

500.000

videos made per year

INCREASED

revenue

REDUCTION

in operating costs

INCREASED

overall efficiency

Tracking, monitoring, and optimization

Thanks to the analytics included in Doxee Pvideo® it is possible to monitor citizens' actions to optimize the effectiveness of the personalized video and to acquire data on citizens' behavior and interaction with the video itself.

Involvement and effectiveness of the initiative

Personalization features combined with video make Doxee Pvideo® a digital tool able to engage the citizen and facilitate his interaction with the Public Administration. With the personalized video campaign it was possible to establish a personal relationship with the taxpayer and combat tax evasion more effectively.

Get in touch with us to request a Doxee Pvideo® demo !

Connect with the leader in Cloud Customer Experience

At Doxee, we revolutionize the customer experience with innovative technologies that help companies communicate and interact with their customers more effectively, creating strong relationships that lead to lasting business growth. Our cloud-based CCM and Customer Experience solutions give our partners and customers a true competitive advantage. Connect with the leader in Cloud Customer Experience.



AUSTRIA | Doxee AT GmbH, Leonard-Bernstein-Strasse 10, 1220 Vienna

ITALIA | Doxee S.p.A., Viale Virgilio 48/B, 41123 Modena (MO)

GERMANY | Doxee DE GmbH, Kronstadter Strasse 4, 81677 Munich