

The city of Milan chooses the personalized videos for TARI collection

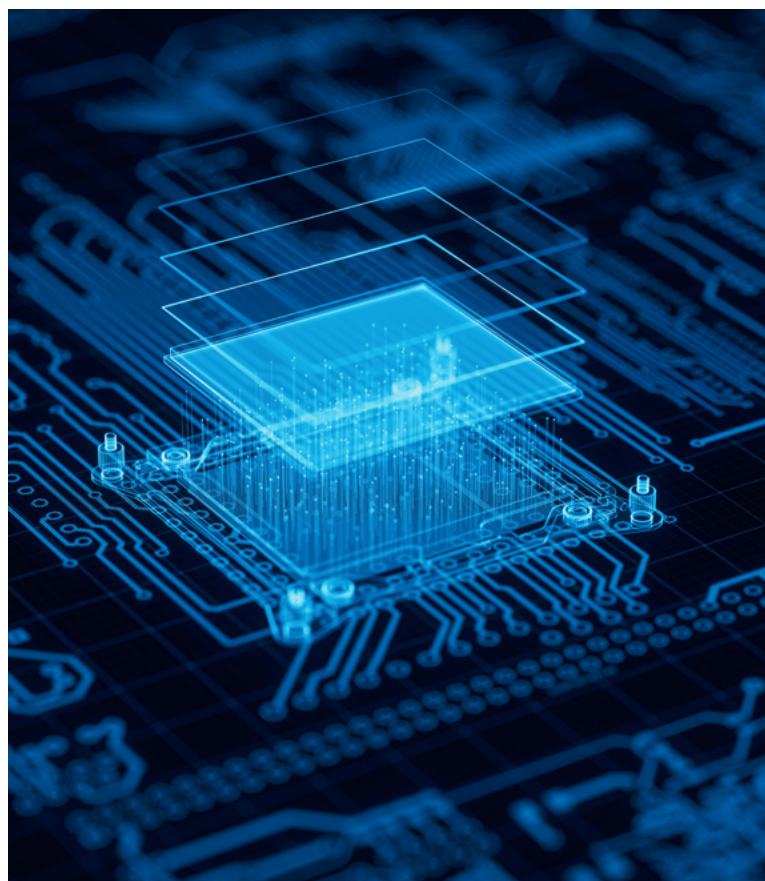
The city of Milan

Capital of the Lombardy region, with 1,378,689 inhabitants, is one of the most highly populated metropolitan areas in Europe.

In such an area, some administrative activities, such as the collection of taxes, may not always be easy. Among the municipal taxes imposed is the **TARI**, or **Waste Tax**, which covers the costs of urban waste management, such as collection, transport, recovery, and disposal, over the entire area. The tax is payable by anyone in the municipal territory who possesses or owns premises or outdoor areas, and it is established to cover all investment and operating costs related to urban waste management services.

In July 2018, at the end of the first collection of TARI, the Municipality of Milan collected about €58,102,536 from 183,804 taxpayers. In total, the administration collected €300 million against payment of the tax by 733,490 taxpayers, which covered the cost of waste collection and disposal in full and without revenue for the Municipality.

Milan is already a leader in terms of **waste management**; the capital competes with Vienna for the metropolis with the highest percentage of separate waste collection in the world. Despite this, the Municipality has decided to digitize the TARI collection process, to make it more streamlined, to make it easier for citizens to pay, and to get closer to its citizens.



How does Milan TARI collection process work?

The Municipality sends **payment invitations** to taxpayers specifying the amount(s) due for each user. The total amount due can be divided into several installments, with a minimum of two, which are determined annually.

The notice contains a Payment Notice Code (IUV), a bar code, a QR Code, and an interbank code (CBILL circuit) that customers can use depending on the payment method chosen. The payment methods can be made in the following ways: online, directly on the Municipality's website, through the QR Code, in home banking through the customer's bank account via CBILL Circuit or PagoPA, from local shops such as convenience stores, or via ATM or Bancomat.

With the payment notice, the taxpayer receives a QR CODE, a digitally readable code, that, when clicked, opens a personalized **interactive video** for:

- **Access to the digital bill;**
- **A view of the data on the properties included in the tax calculation;**
- **Updating any property-related information;**
- **Making TARI payment(s).**

Why custom videos?

The city of Milan has chosen to digitize a mandatory communication for municipal tax collection with its citizens through a highly innovative tool: **Doxee Pvideo® personalized videos**.

This solution has been adopted to:

- **Reduce the possibility of non-compliance by** presenting citizens with a more friendly, personal communication;
- Improve tax collection and facilitate collection through a **more streamlined process**; allow taxpayers to receive more information or change their data directly in the video;
- **Reduce time spent waiting in line** to pay at in-person locations, thus improving their experience with the Public Administration;
- **Approaching citizens** with a practical, innovative, and engaging service that makes them feel like an important and integral part of the community.



Video features

The personalized video is structured in three sections:

The TARI report

In this section, the personal and unique is presented data for each recipient, who sees the payment amount, the due date, and the possible installments in the video.

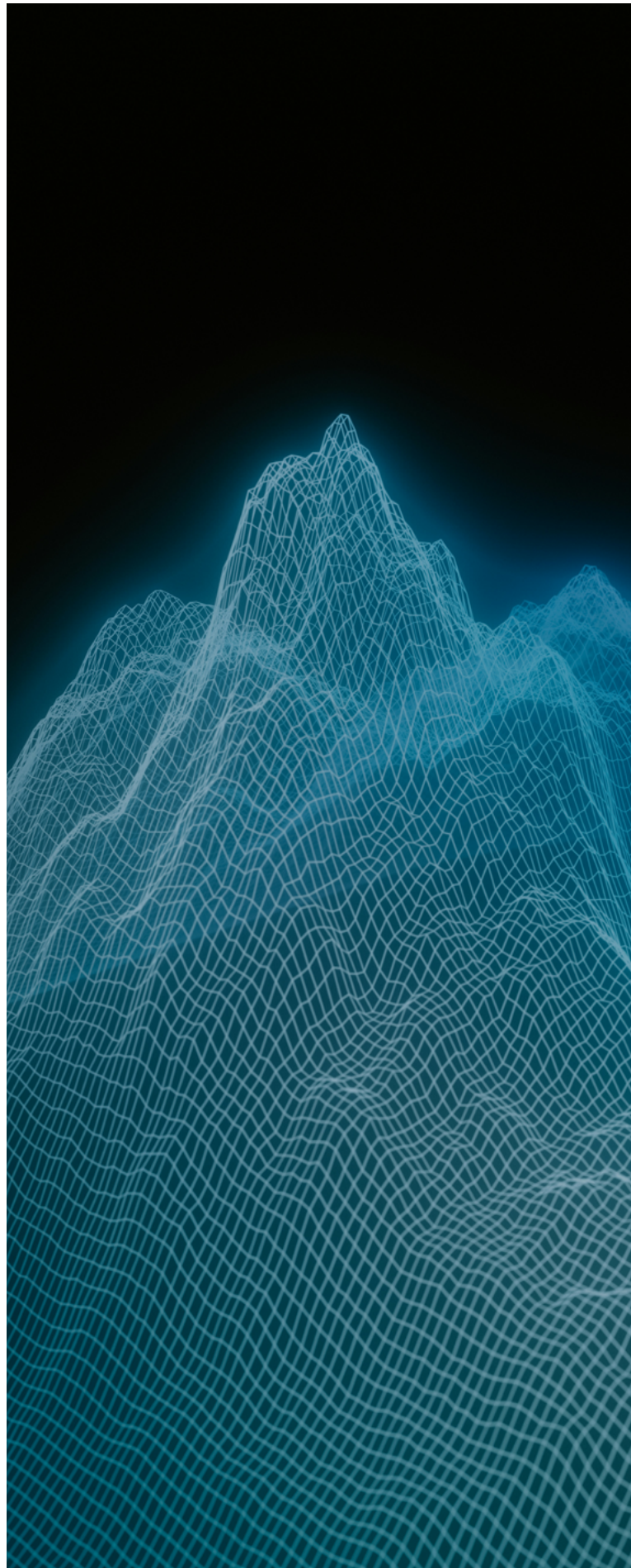
Information section

Immediately after the personal data, the video explains how the TARI is calculated and on which properties, and the amount due, per property. The precise and complete information is a strong point of the personalized video.

In this way, the citizen can have a clear and precise view of how the tax is calculated, why they should pay it, and the benefit that comes from payment, i.e. the efficient management of waste collection and disposal.

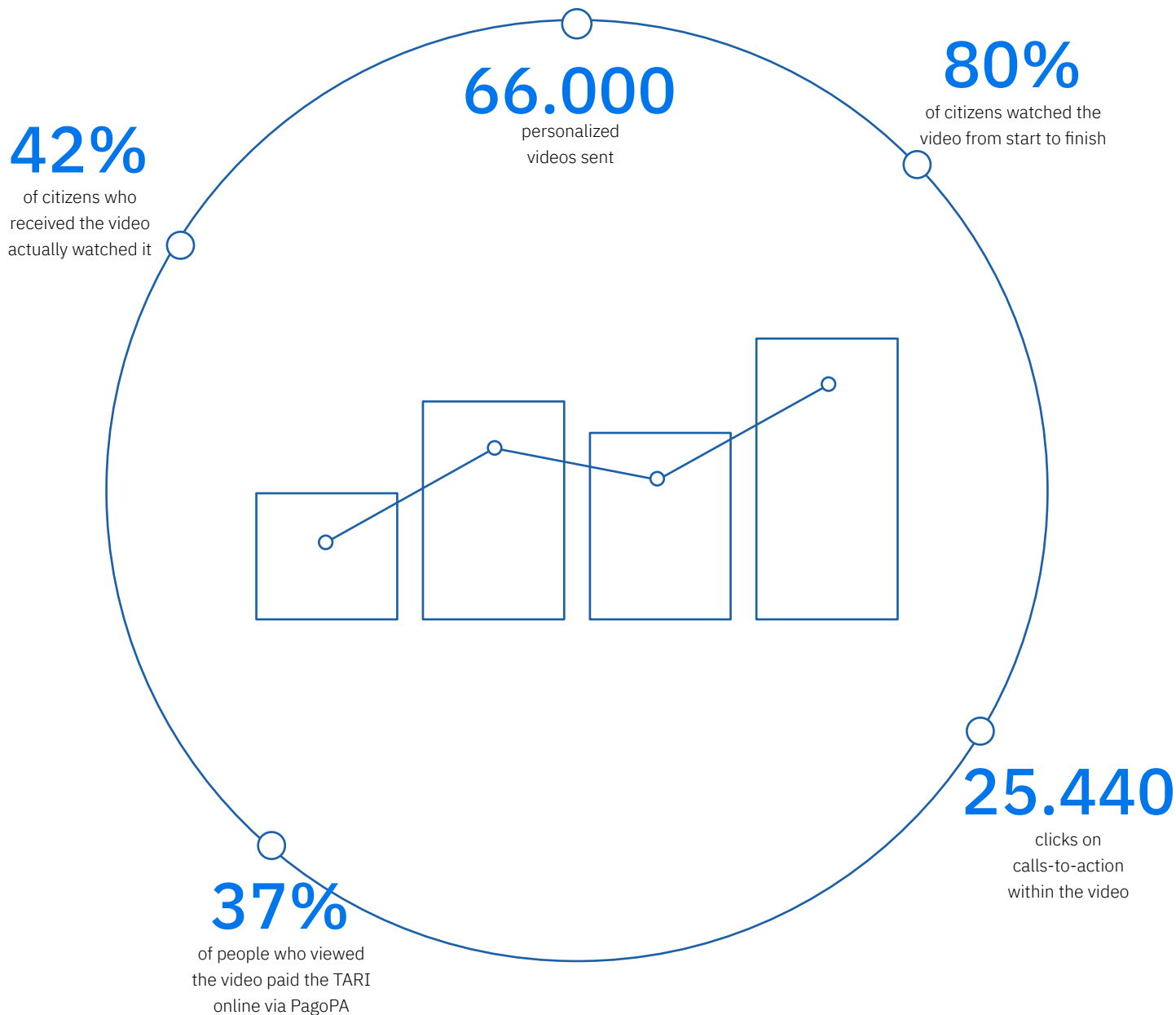
Call-to-action

At the end of the video, calls-to-action invite the taxpayer to take action directly in the video and from the comfort of their home. Without having to go to the City Hall, the citizen can update their data if they are incorrect, receive further information, call the toll-free number, and pay directly online. The video is interactive and makes it easy for taxpayers to carry out certain actions, such as making their payment directly online, which prevents long lines at in-person counters and encourages citizens to avoid late payments.



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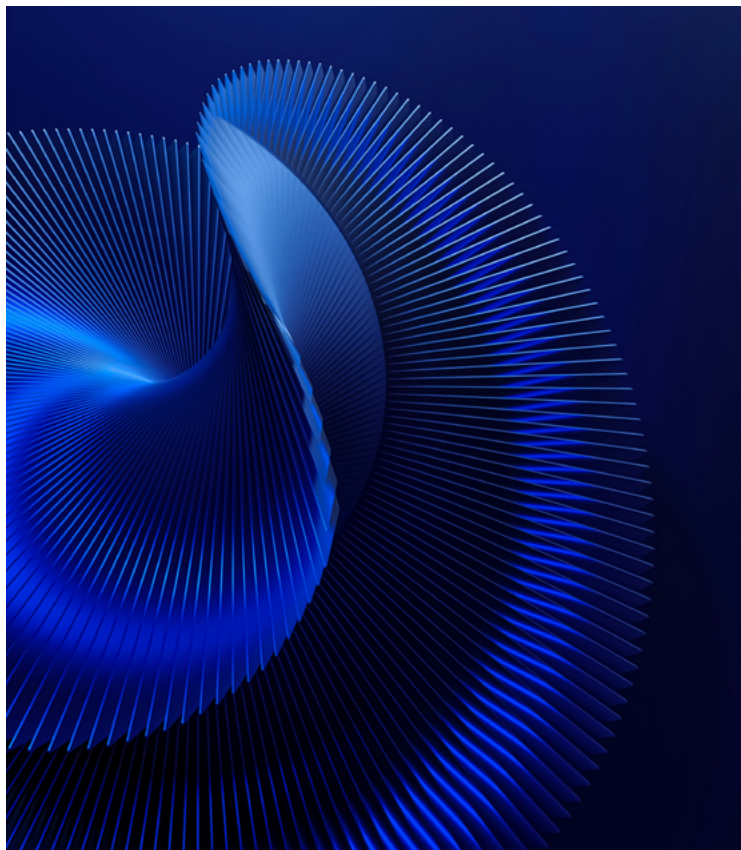
This process has been implemented by the Municipality of Milan in collaboration with Doxee, which has always been committed to providing the Public Administration with innovative solutions that combine regulatory compliance with the ability to interact effectively with citizens and establish solid relations with them.



In addition to streamlining the process and making it easier for taxpayers to pay their bill, the analytics included in the personalized videos have enabled the City Council to monitor citizens' actions in order to optimize the effectiveness of the content and provide future ad-hoc services that really matter. The personalization functions combined with the video make Doxee Pvideo® a digital tool able to engage citizens in the best possible way and to facilitate and encourage their interaction with the Municipality.

Contact 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 solid relationships that lead to lasting business growth. Our cloud products dedicated to CCM, Digital Customer Experience, and Doxee Platform offer our customers and partners a complete and integrated set of applications that fully support their customer journey.



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