

**FEEL**  
**BA**group  
**CK**

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MENESTYSTÄ  
TIEDOSSA

# FINNISH TAX ADMINISTRATION

## CORPORATE TAXPAYERS 11/2019



# 1. What was done and how

# Tutkimuksen toteutus

INTERVIEWS

October-November 2019

HOW

Phone interviews

NUMBER OF  
INTERVIEWS

425 interviews

DURATION OF THE  
INTERVIEW

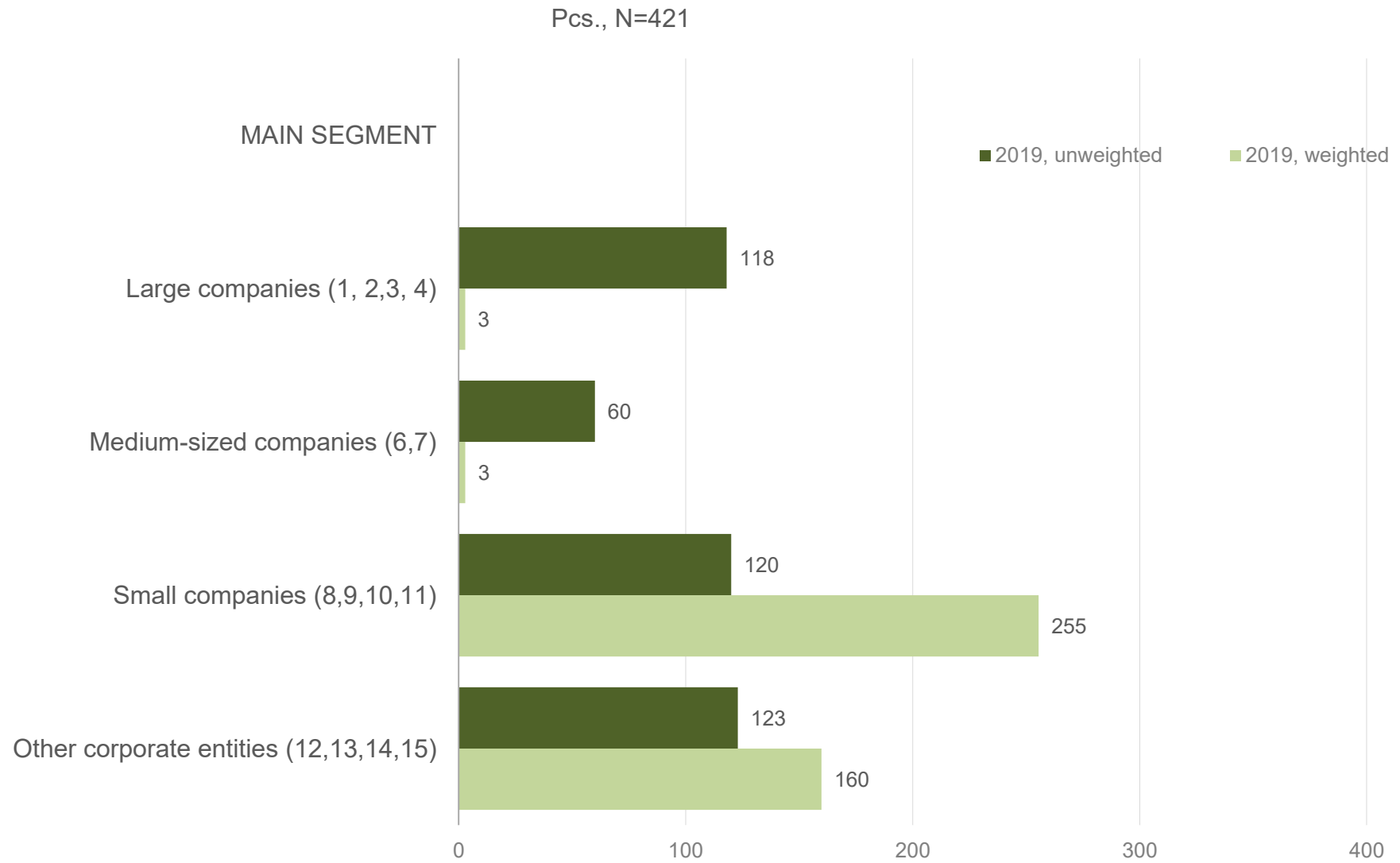
15 minutes

SAMPLE AND  
REGISTER

Allocated random selection from Finnish Tax Administration register,  
Interviews were allocated by segments.

## 2. Background variables

# Background variables



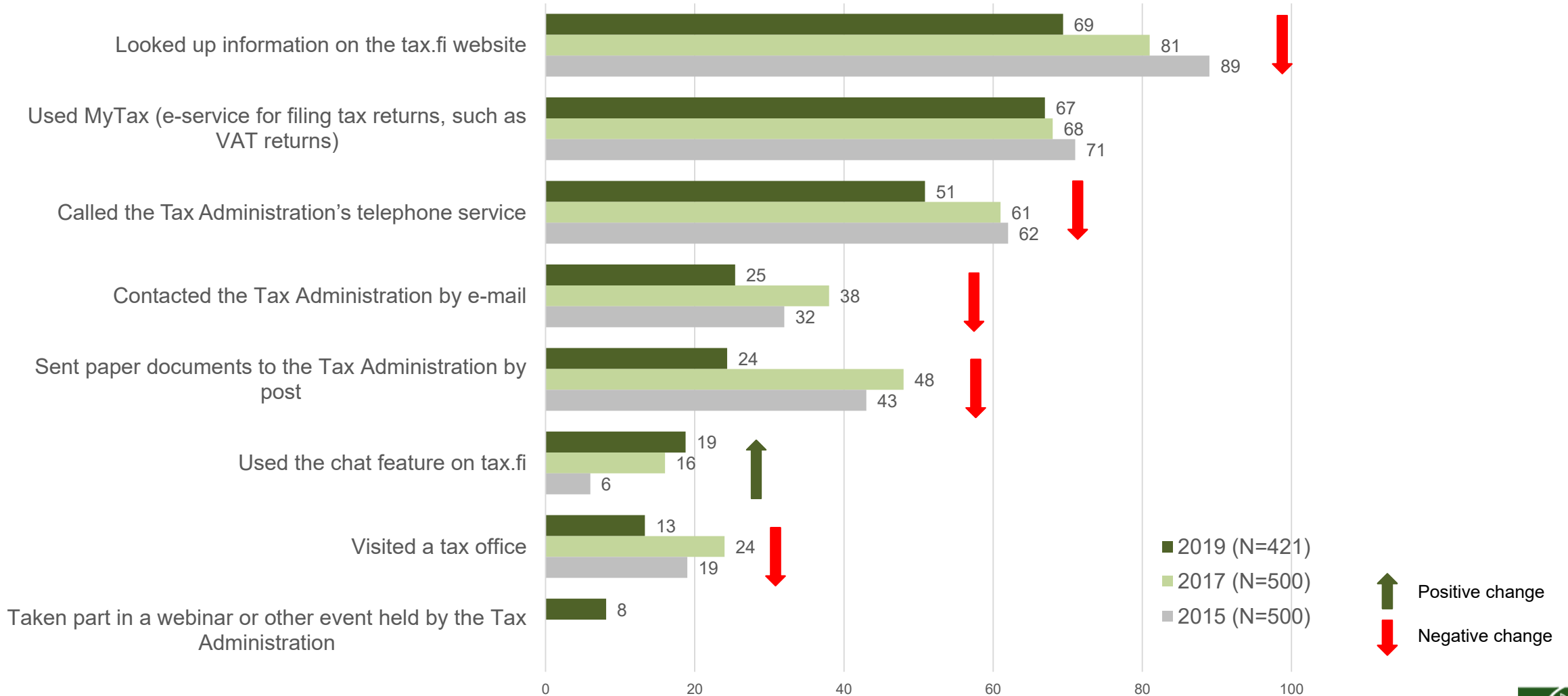
# 3. Customership

# Customership



When conducting the tax matters as a representative of your company or organisation, have you done some of the following in the past 1–2 years....?

% of respondents

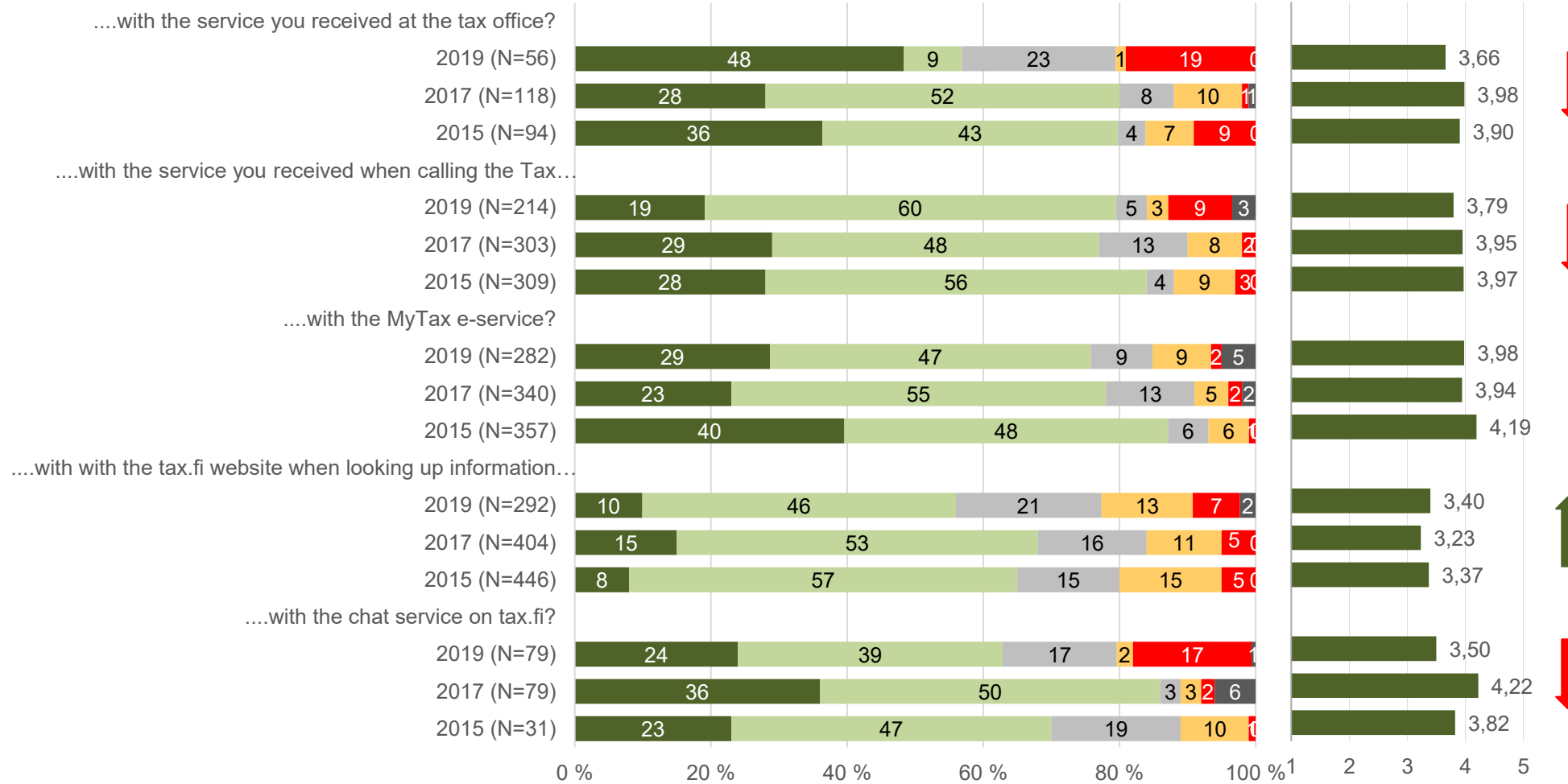


# Customership



How satisfied were you.....  
% of respondents

mean



■ Very satisfied 
 ■ Somewhat satisfied 
 ■ Neither satisfied nor dissatisfied 
 ■ Somewhat dissatisfied 
 ■ Very dissatisfied 
 ■ Cannot say

↑ Positive change  
↓ Negative change





# Customership



Mean 2019

Services			All	Main segment			
			All	Large companies	Medium-sized companies	Small companies	Other corporate entities
	<b>Tax office</b>	<b>Service users N=</b>	<b>41</b>	<b>13</b>	<b>3</b>	<b>18</b>	<b>7</b>
	How satisfied were you with the service you received at the tax office?	mean	<b>3,66</b>	4,35	5,00	3,81	2,21
	<b>Telephone service</b>	<b>Service users N=</b>	<b>233</b>	<b>74</b>	<b>36</b>	<b>70</b>	<b>53</b>
	How satisfied were you with the service you received when calling the Tax Administration's telephone service?	mean	<b>3,79</b>	3,72	3,82	3,68	4,04
	<b>MyTax e-service</b>	<b>Service users N=</b>	<b>321</b>	<b>96</b>	<b>54</b>	<b>87</b>	<b>84</b>
	How satisfied were you with the MyTax e-service?	mean	<b>3,98</b>	4,09	4,14	3,79	4,29
	<b>tax.fi website</b>	<b>Service users N=</b>	<b>352</b>	<b>112</b>	<b>55</b>	<b>98</b>	<b>87</b>
	How satisfied were you with with the tax.fi website when looking up information relevant to your company?	mean	<b>3,40</b>	3,76	3,76	3,24	3,69
	<b>Chat service</b>	<b>Service users N=</b>	<b>124</b>	<b>40</b>	<b>24</b>	<b>36</b>	<b>24</b>
	How satisfied were you with the chat service on tax.fi?	mean	<b>3,50</b>	3,65	4,05	3,05	4,38

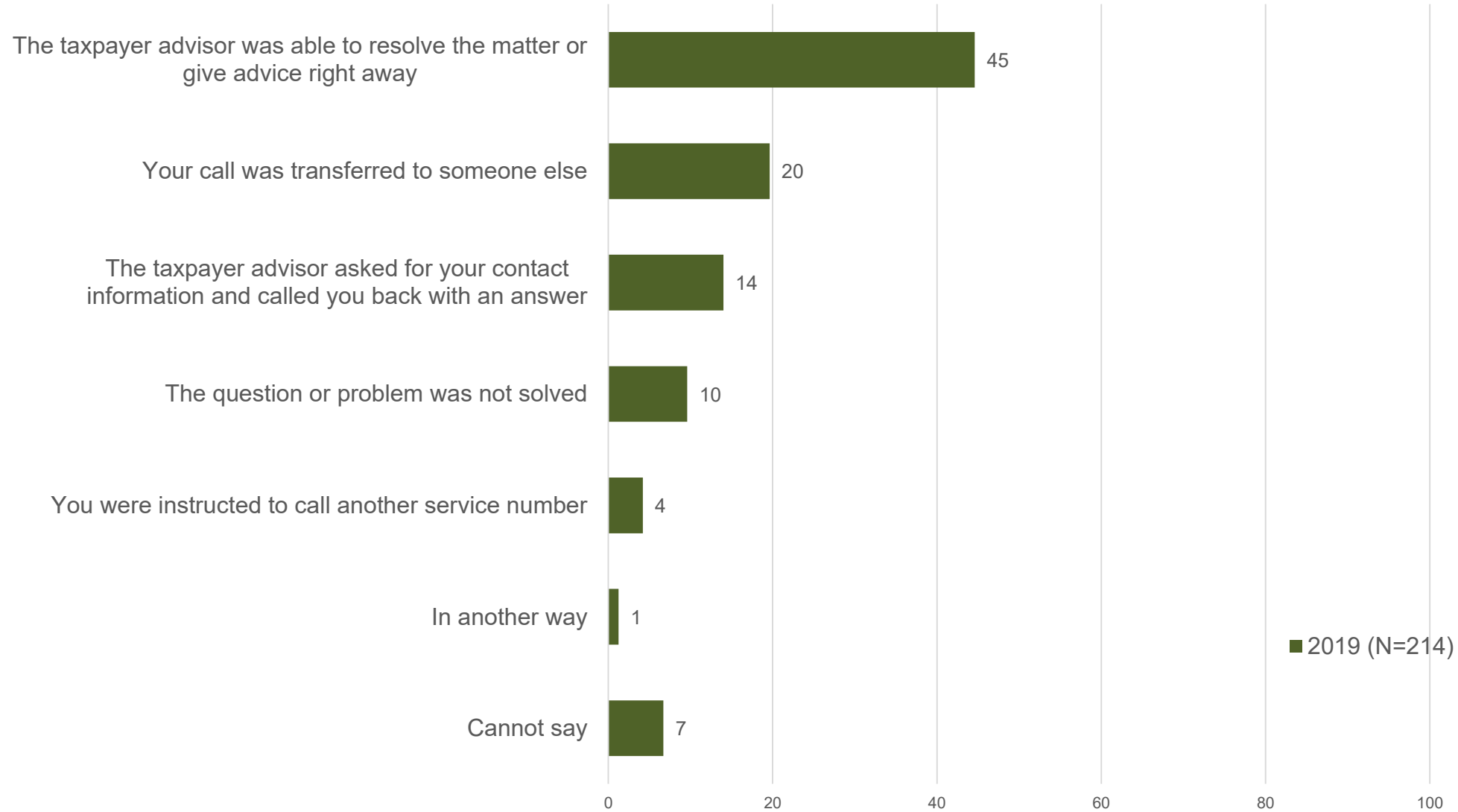
Positive 95 % level  
 Negative 95% level

# Customership



How was your question or problem usually resolved? (TELEPHONE SERVICE)

% of respondents

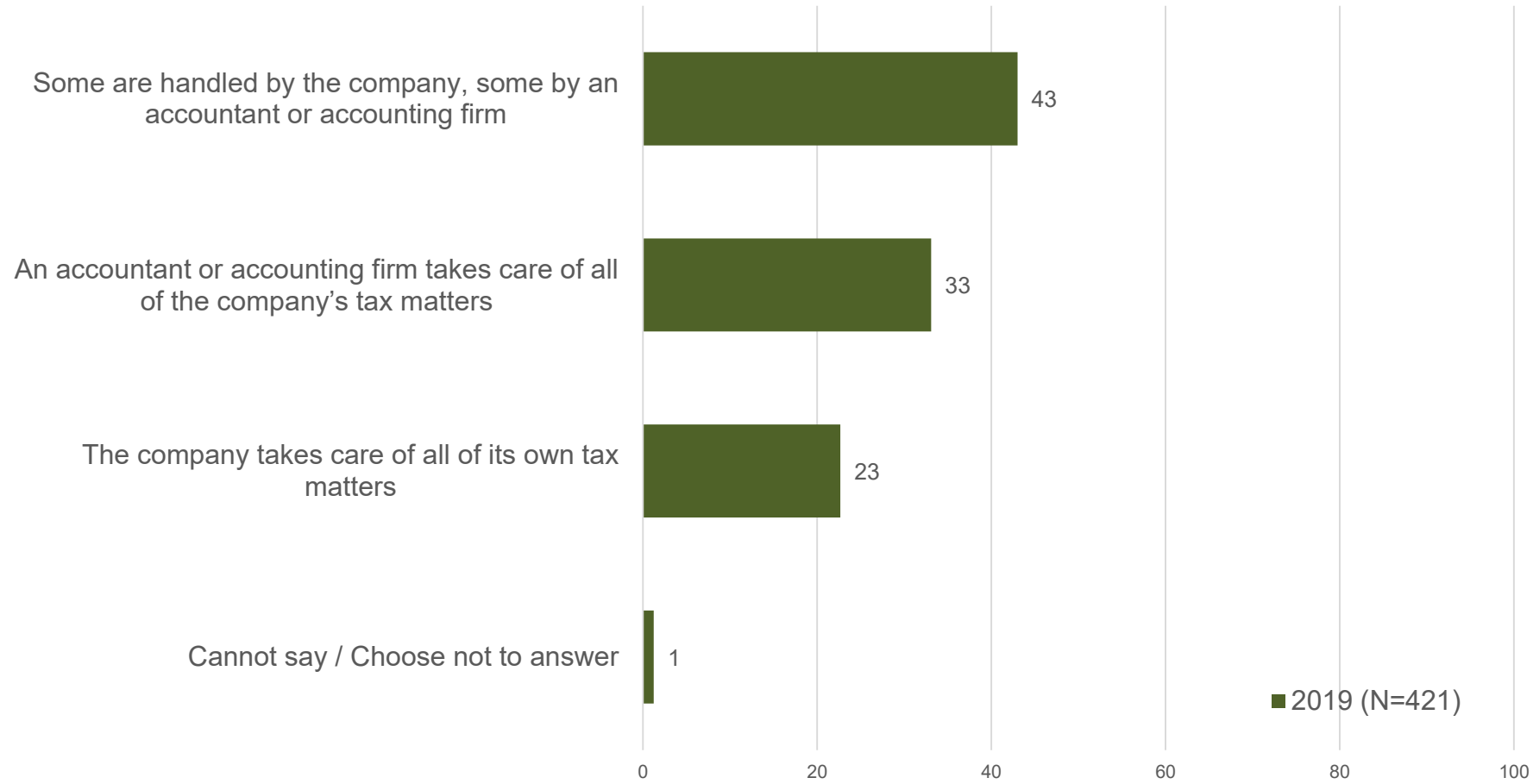


## 4. Taking care of tax matters

# Taking care of tax matters



Who is responsible for your company's tax matters?  
% of respondents



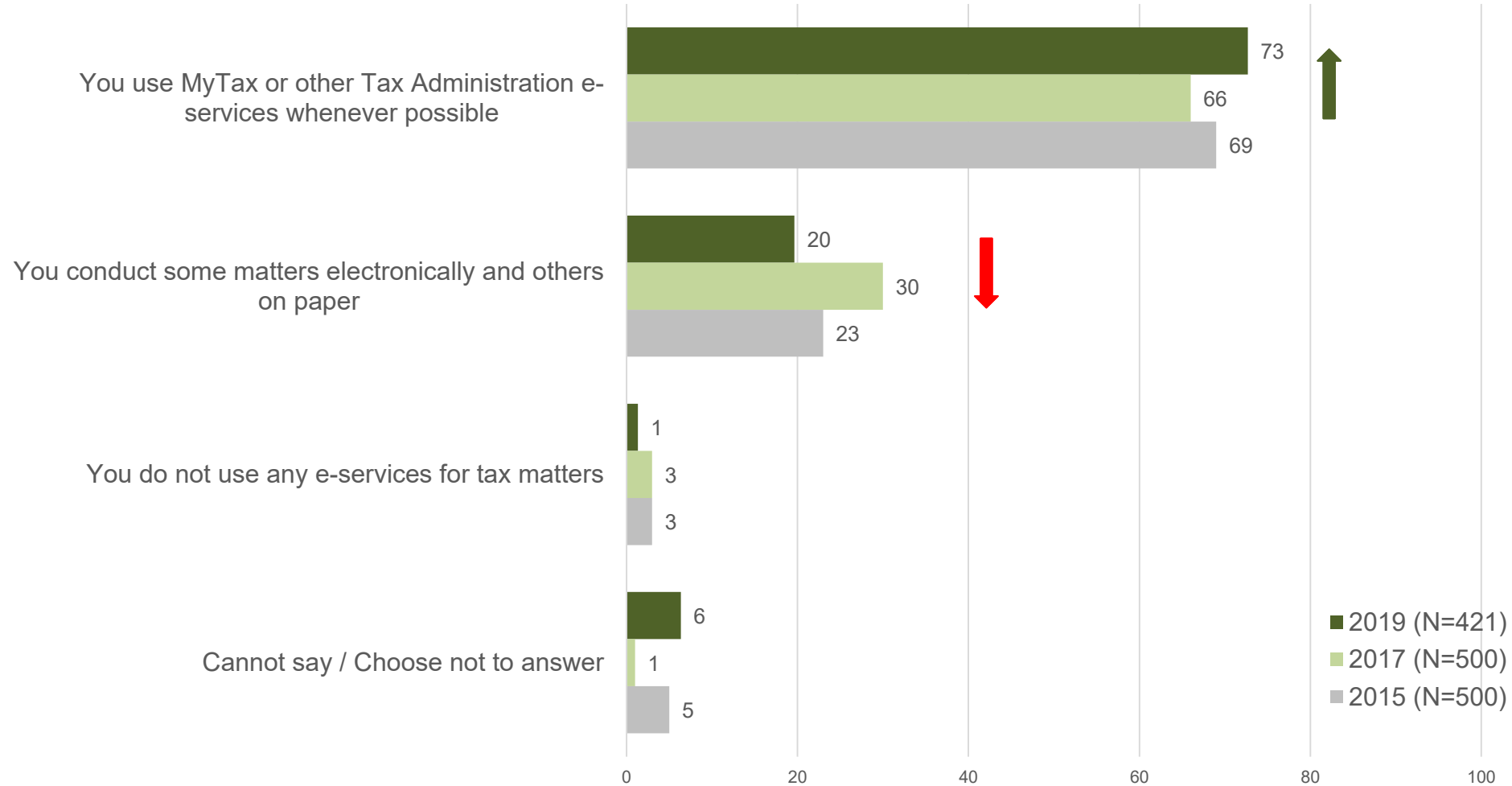
# Taking care of tax matters

Think more about how your company or the organisation you represent conducts its tax matters with the Tax Administration.



Which of the following statements best describes your company?

% of respondents



2019 (N=421)  
2017 (N=500)  
2015 (N=500)

↑ Positive change  
↓ Negative change



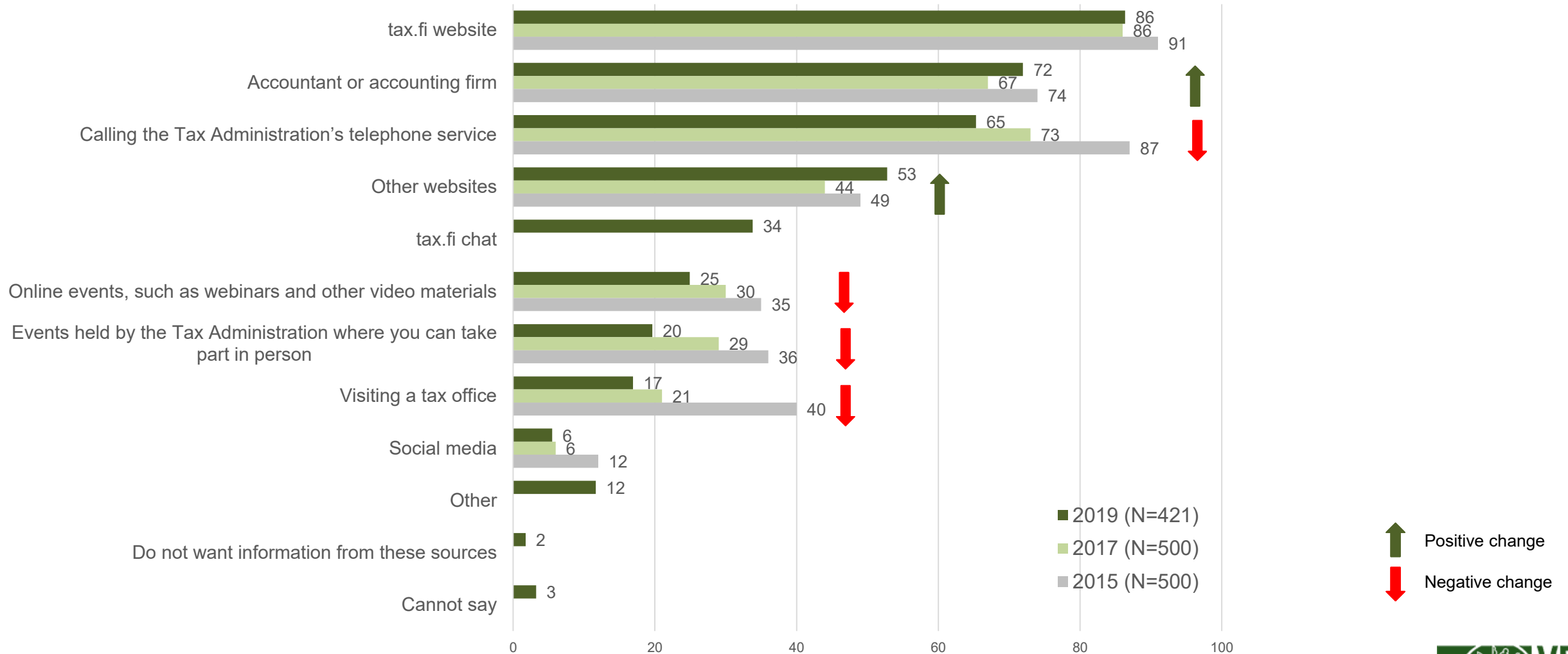
# 5. Information

# Information



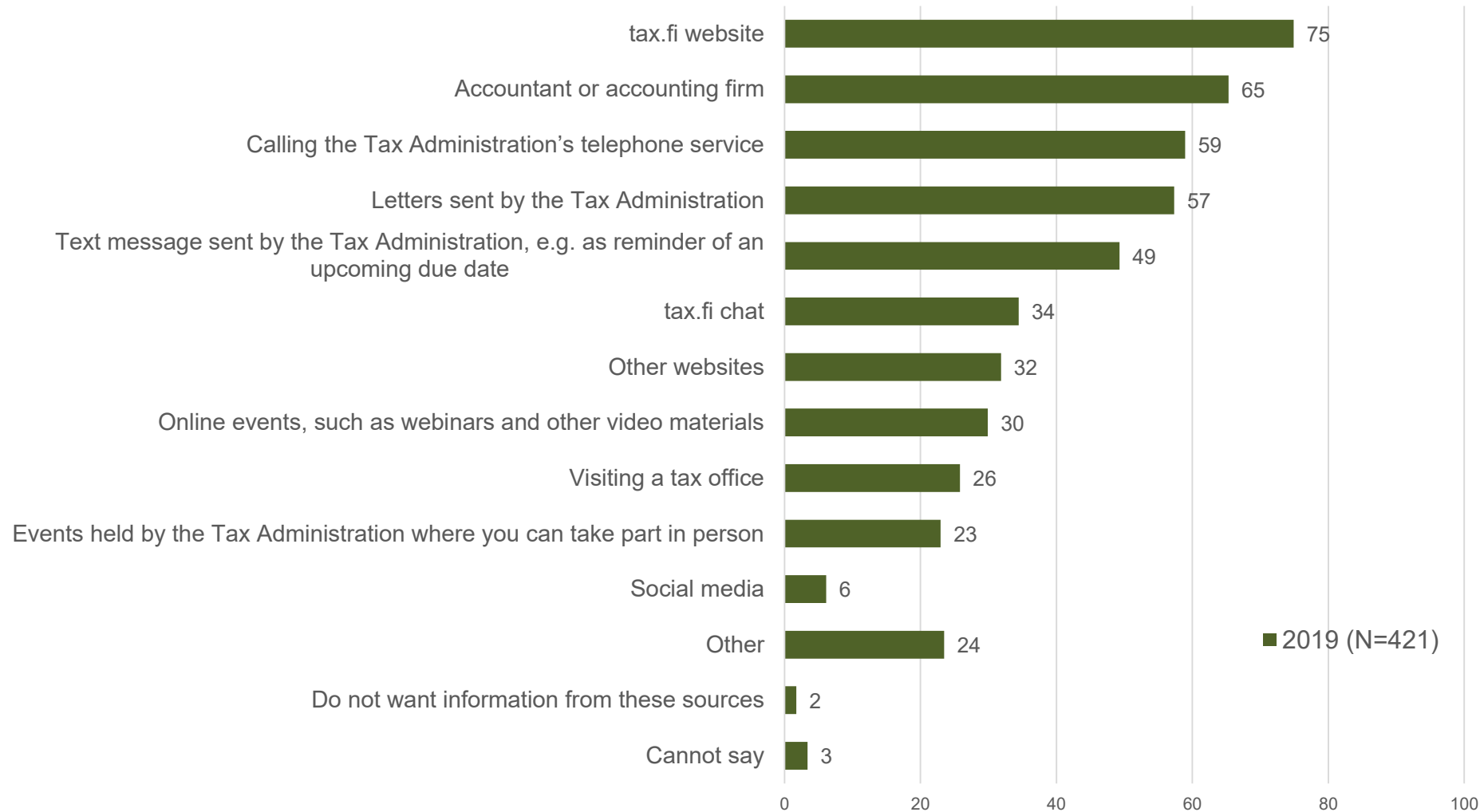
Which of the following information sources do you feel are your best options when you wish to seek out information on corporate tax matters?

% of respondents



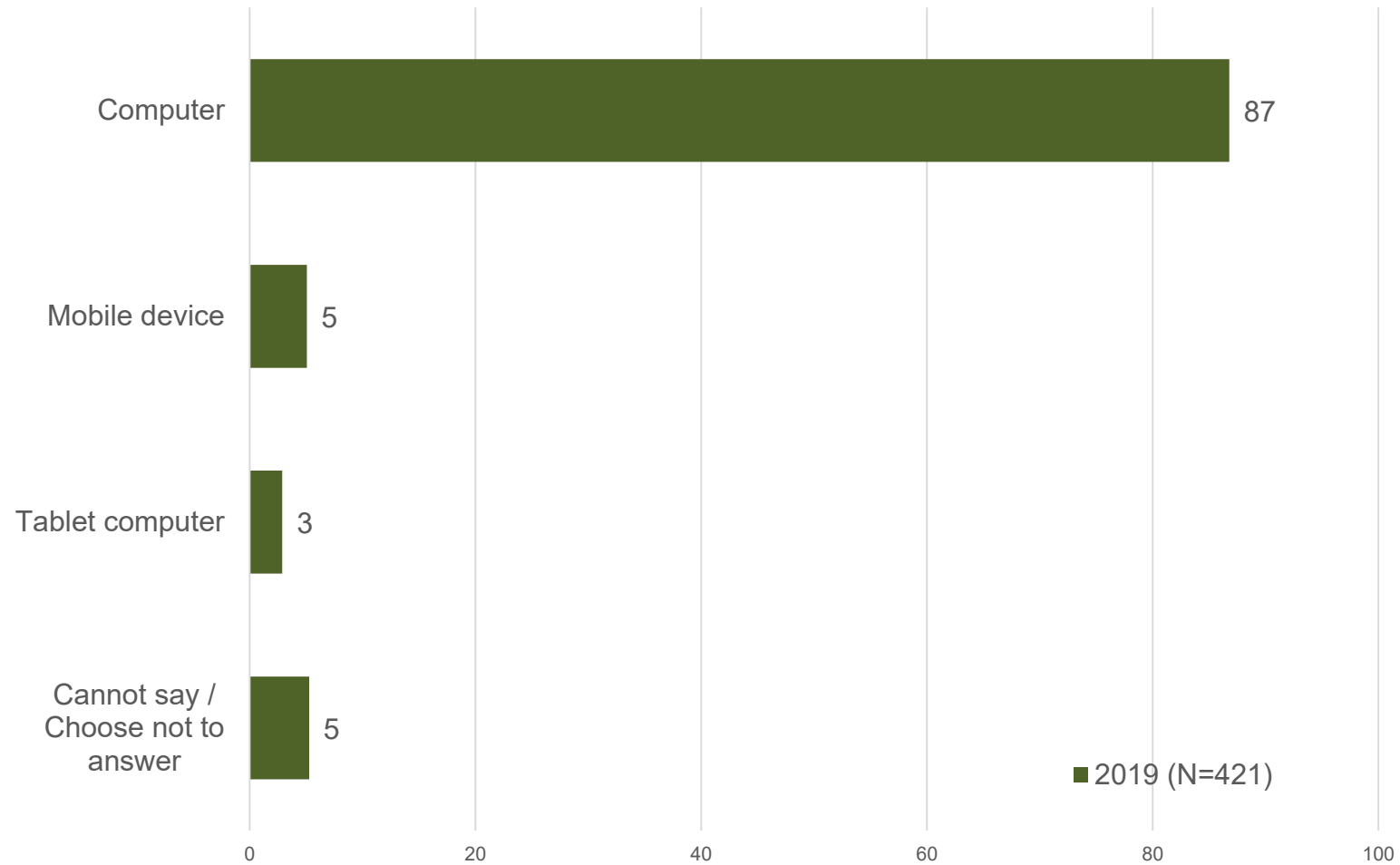
Which of the following information sources do you feel are your best options when you wish to receive information on corporate tax matters?

% of respondents





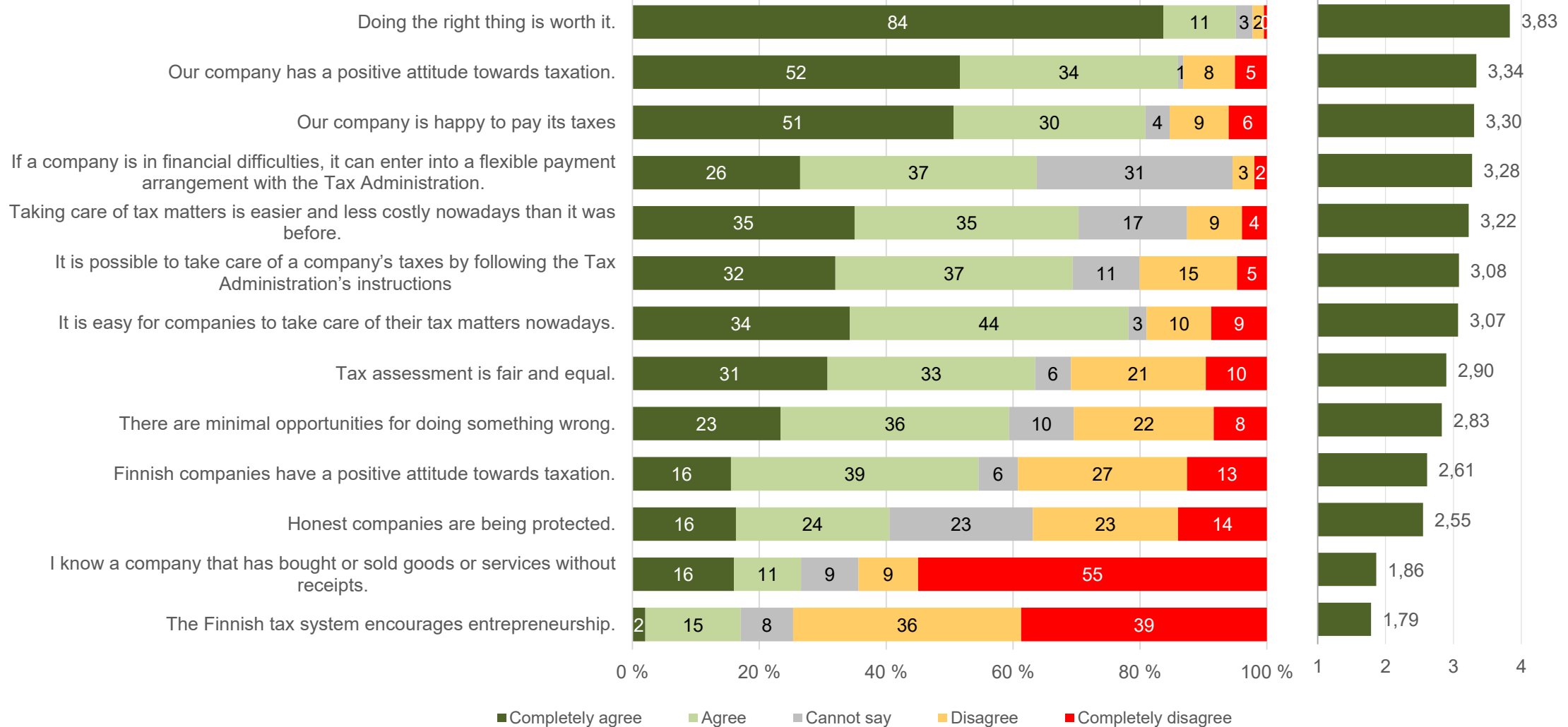
Which device do you prefer to access Tax Administration e-services? % of respondents



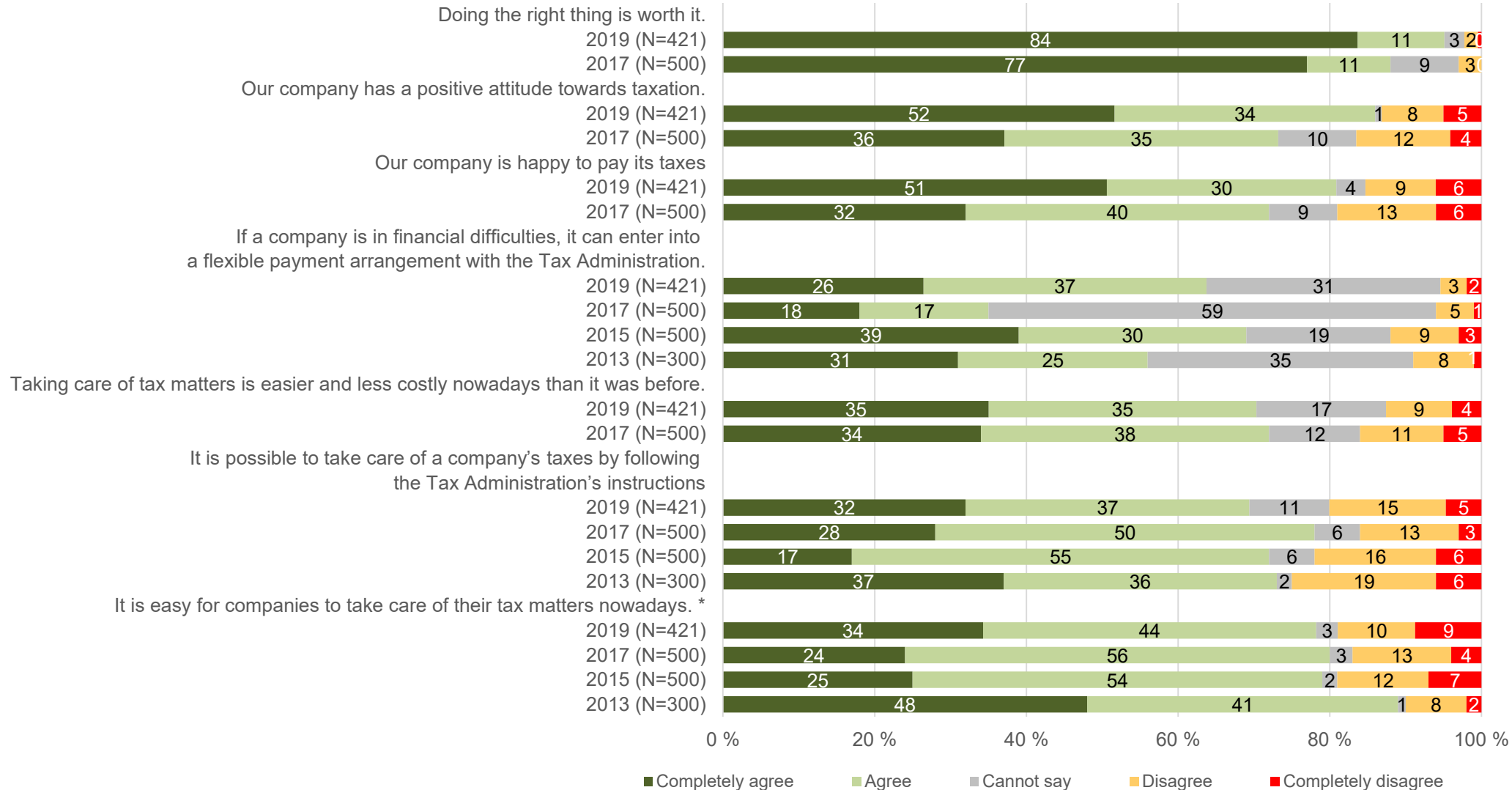
# 6. Taxes

## Taxes

2019 % respondents, N=421

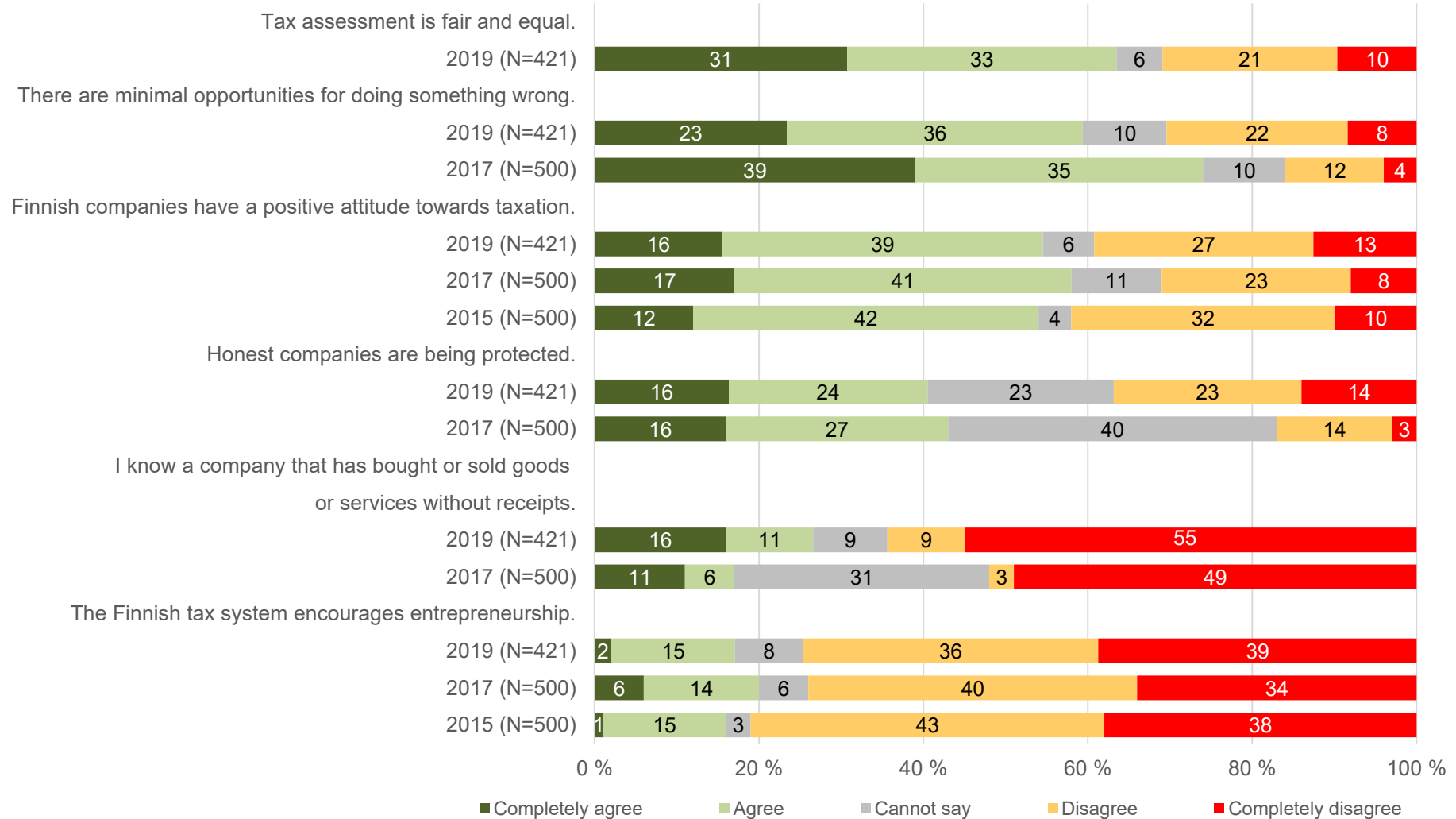


## Taxes (1/2) % respondents



\*changed form of question

## Taxes (2/2) % respondents

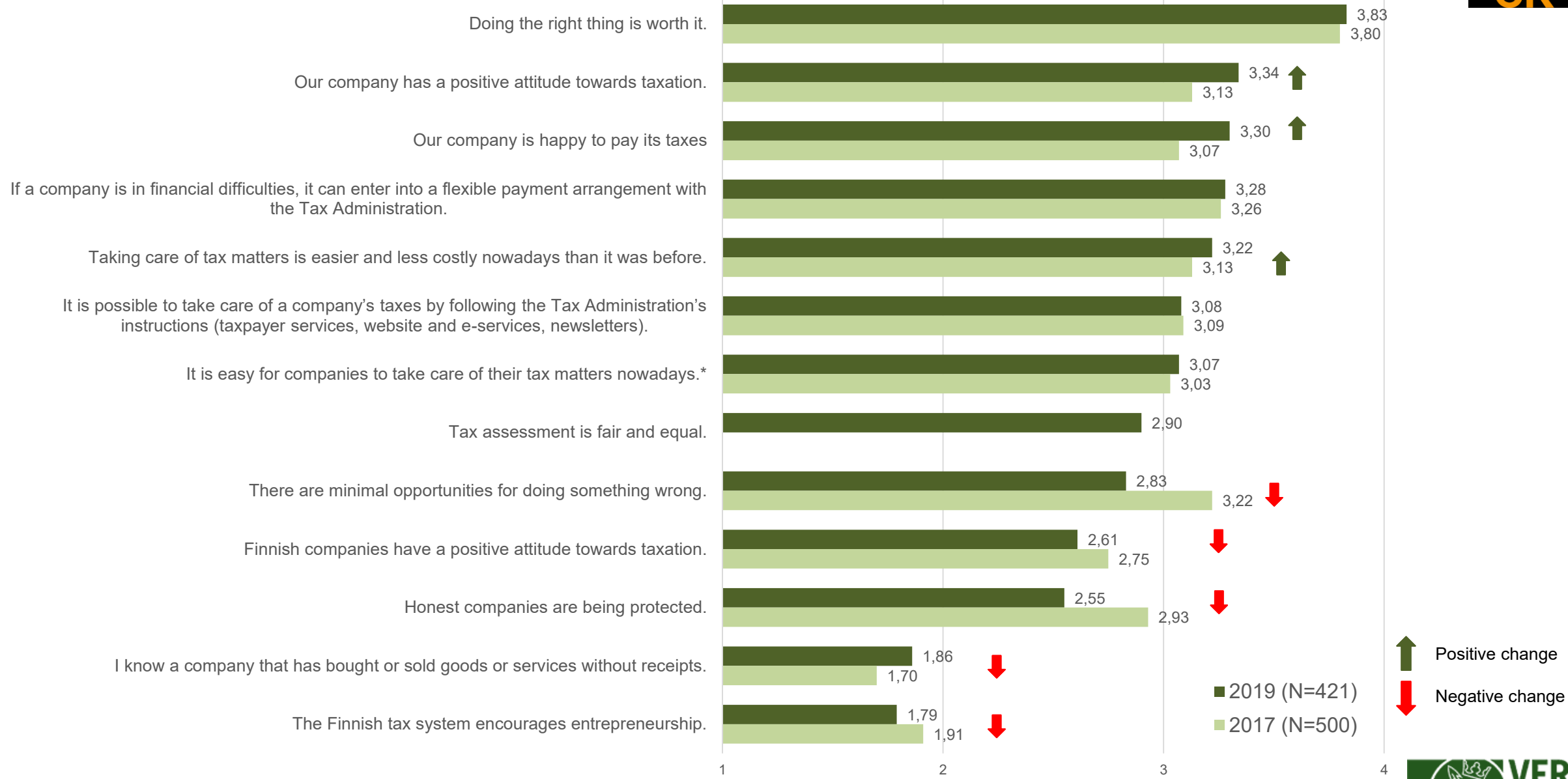


# Taxes



## Agree or disagree?

Mean 1-4



\* changed form of question



# 6. Tax Administration

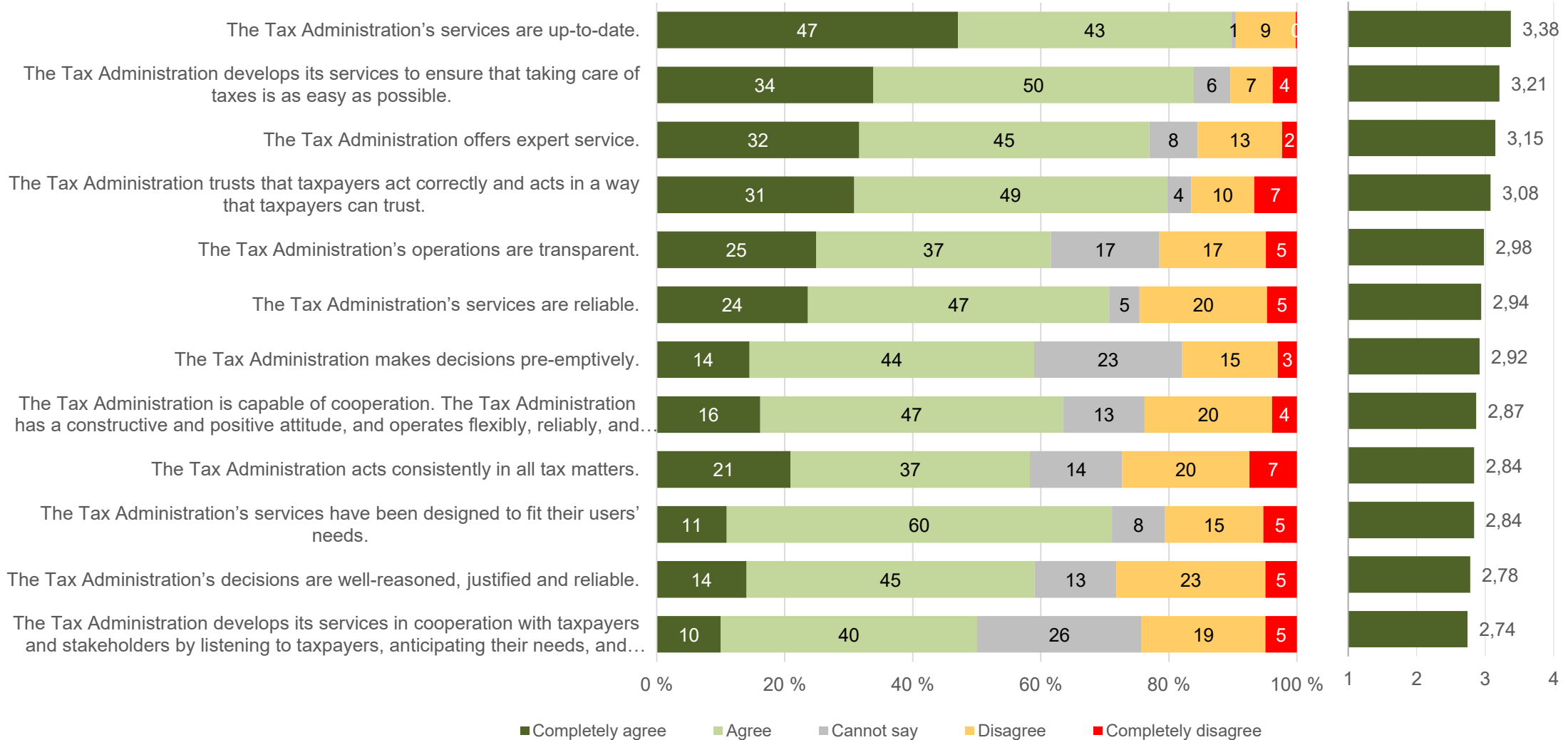
# Tax Administration



## Tax Administration

2019 % respondents, N=421

mean

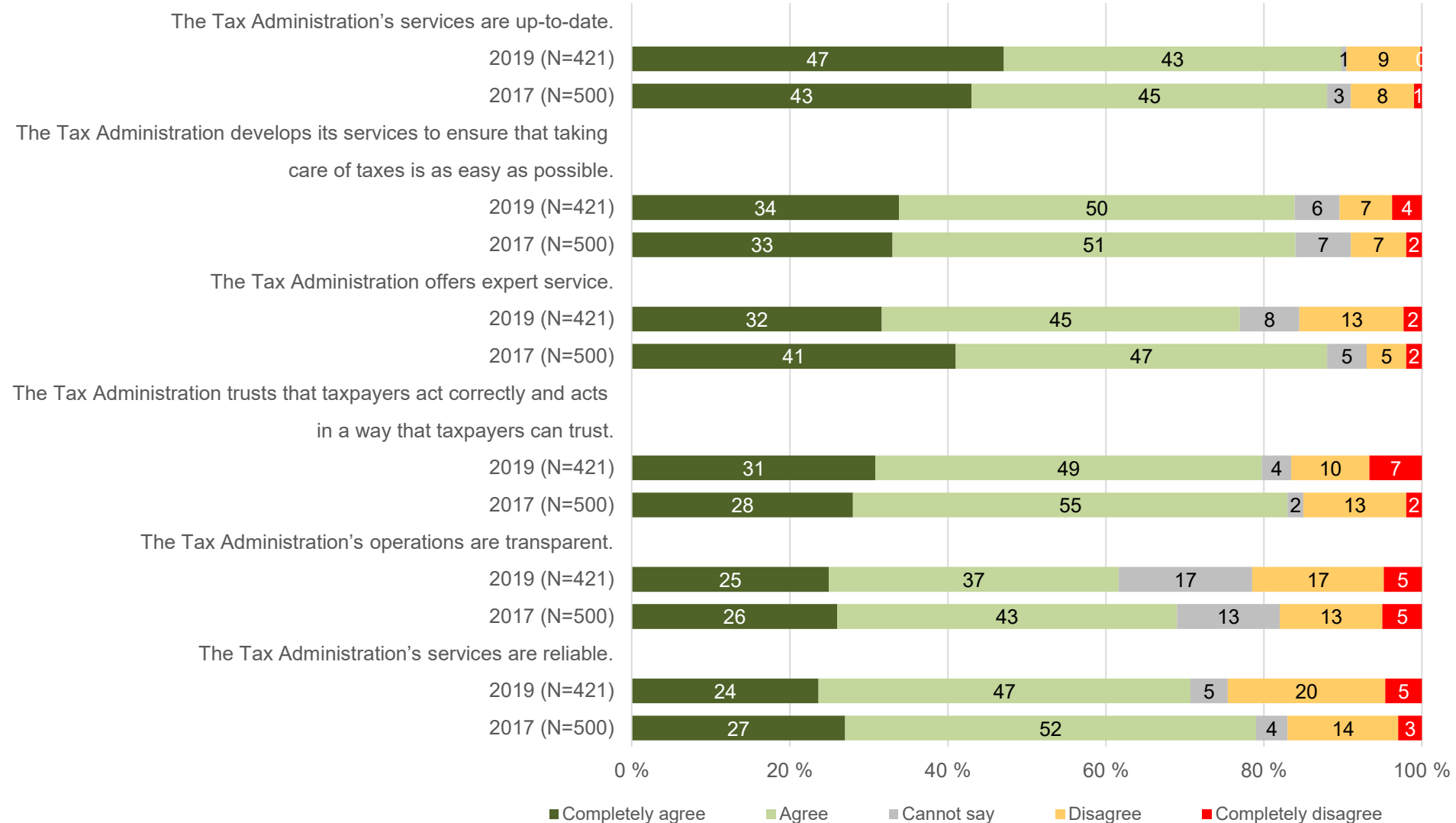




# Tax Administration



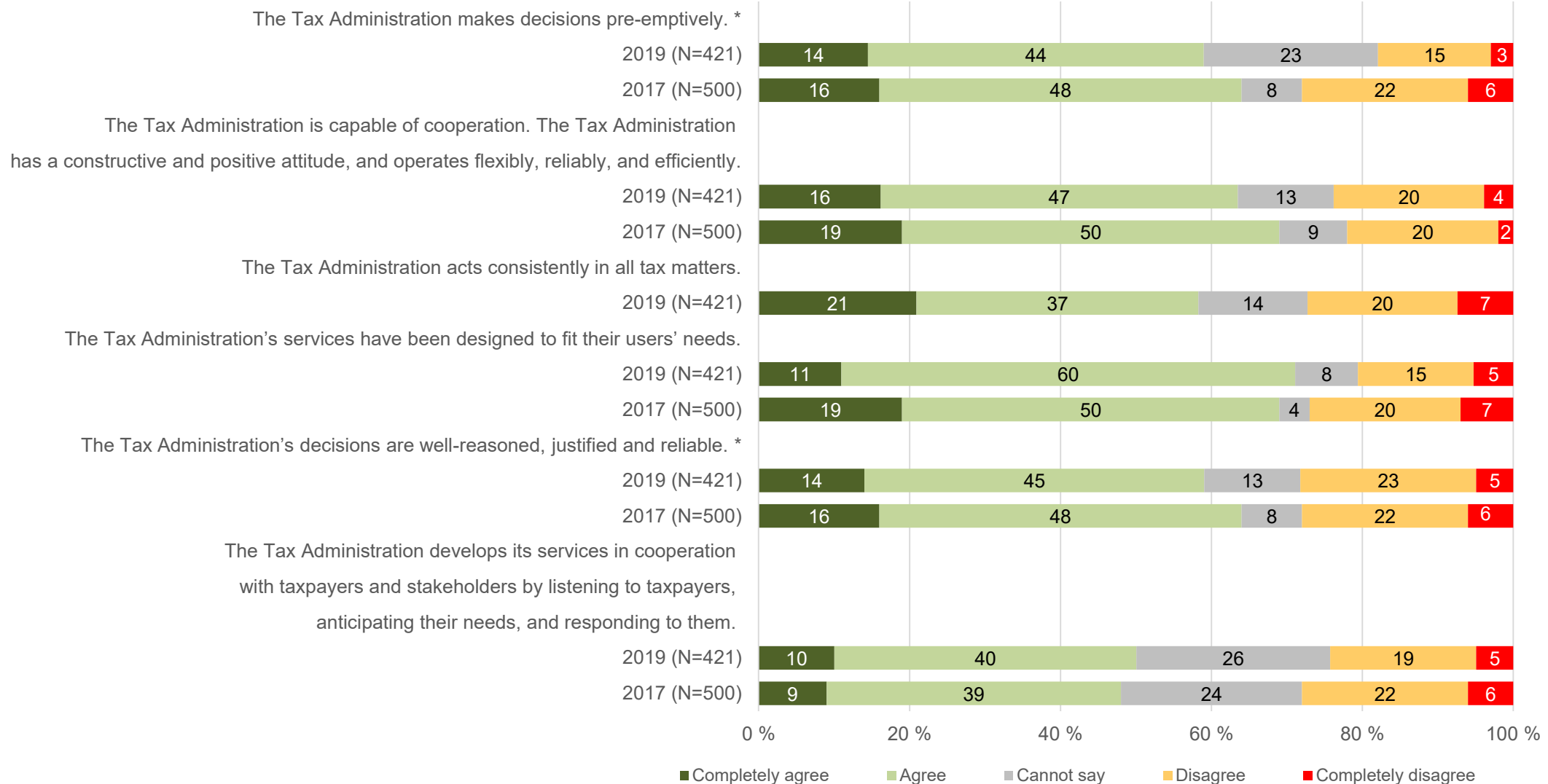
Tax Administration (1/2)  
% respondents



# Tax Administration

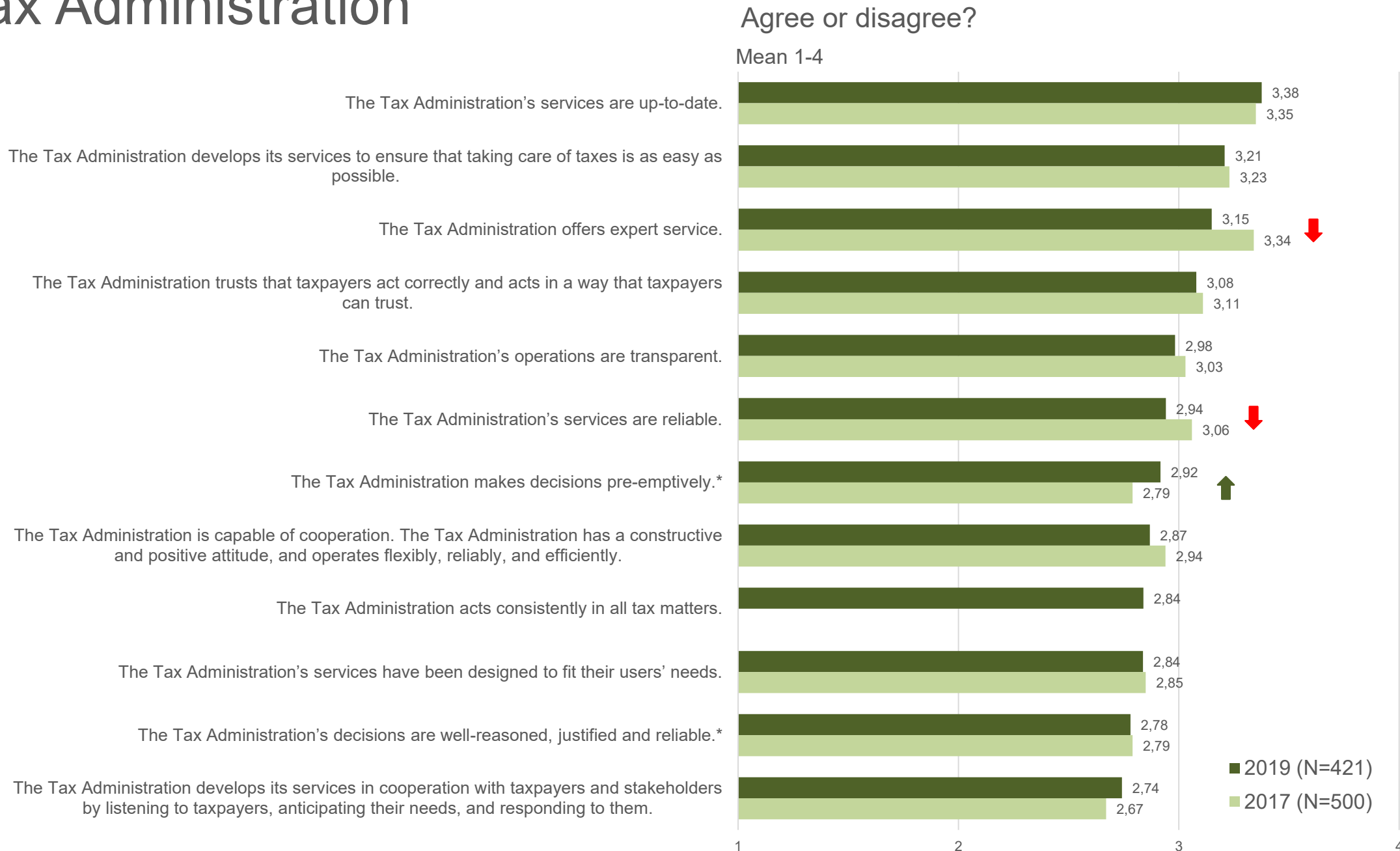


Tax Administration (2/2)  
% respondents



\* changed form of question

# Tax Administration



\* changed form of question

Positive change  
 Negative change

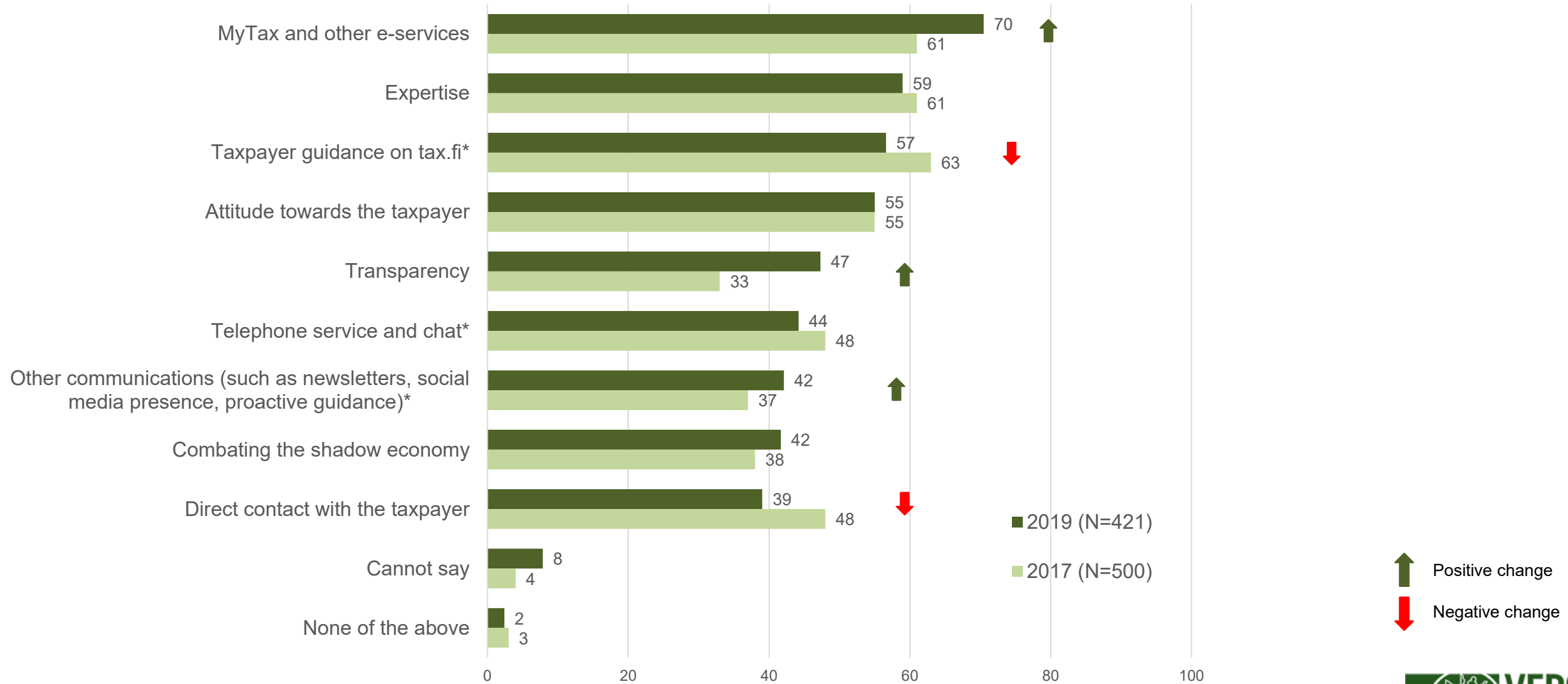


# 7. Tax Administration success

# Tax Administration success



Which of the following areas do you think the Tax Administration has been especially successful in lately? % of respondents

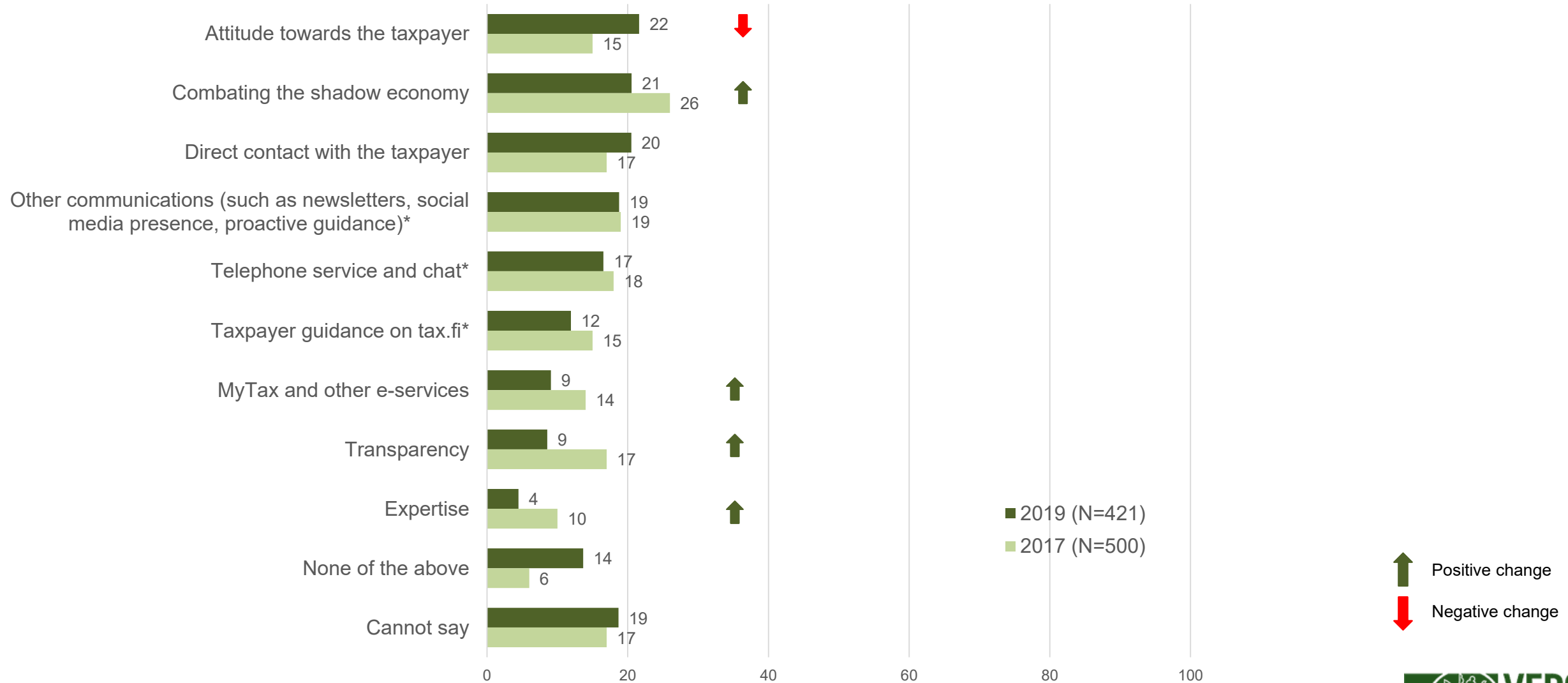


\* changed form of question

# Tax Administration success



Which of the following areas do you think the Tax Administration should especially improve in? % of respondents



\* changed form of question

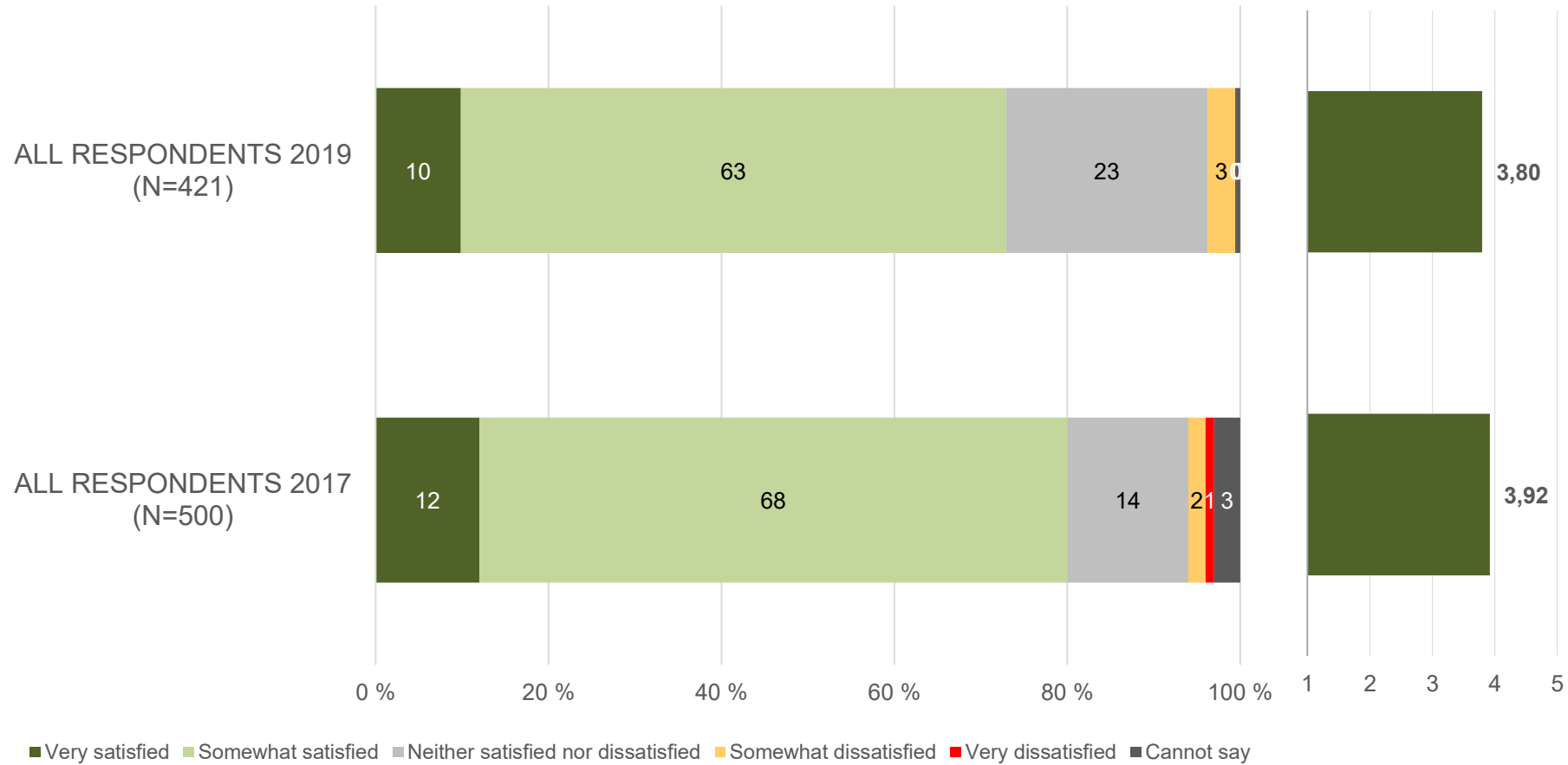
# 8. How satisfied or dissatisfied

# How satisfied or dissatisfied



How satisfied or dissatisfied are you with the Tax Administration as a whole? % of respondents

mean





# KIITOS!

**MENESTYSTÄ TIEDOSSA | FEELBACKgroup**

**Helsinki | Tampere | Lappeenranta | Kuopio**