

UNDERSTANDING THE MEDIA LANDSCAPE

First WCO Global Communication Strategies Conference,
8th – 9th October, 2019, Brussels, Belgium

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OUTLINE

Introduction





Lusaka



ZAMBIA REVENUE
AUTHORITY

My Tax, Your Tax, Our Destiny

Effective Communication Strategy



2019
2021

Corporate Strategic Plan

Theme: Better Taxpayer Service, Optimized Revenues

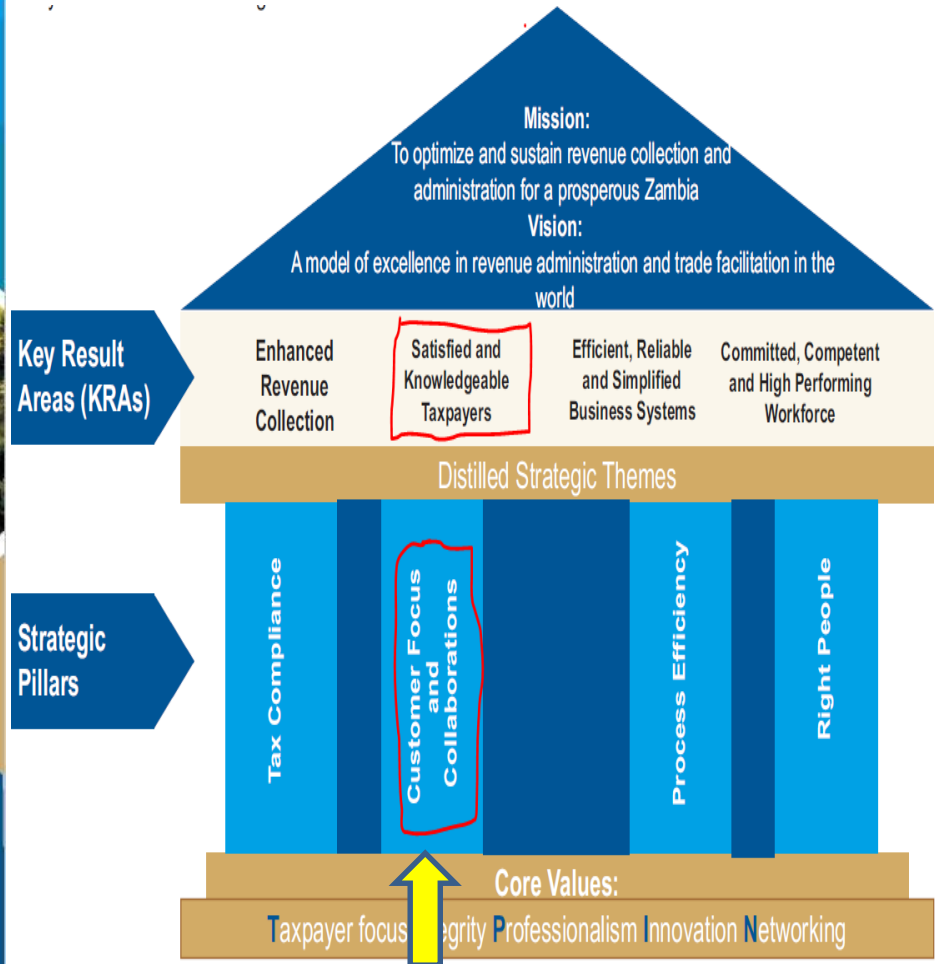


Figure 3. Key Result Areas and Strategic Pillars

Effective Communication Strategy

2

Customer Focus and Collaborations

Satisfied and Knowledgeable Taxpayers



1. Improve Public Perception
2. Improve Customer Experience

3.6.2 KRA 2: Satisfied and Knowledgeable Taxpayers

Excellent service provision is at the core of our business, as appropriately reflected in our mission statement. We believe that in order to provide an effective service to our stakeholders, we must first understand their needs and expectations and channel our efforts towards addressing those needs. To satisfy and make the taxpayers knowledgeable, the following Strategic Objectives will be undertaken:

Strategic Objective 2.1: Improve public perception
Strategies

- Develop and implement a comprehensive communication and tax education program
- Improve the ZRA brand
- Implement social media monitoring and engagement tools
- Develop and implement Corporate Social Responsibility program
- Improve stakeholder management

Strategic Objective 2.2: Improve customer experience
Strategies:

- Improve the ZRA ambience
- Training staff in customer service
- Implement Customer Relations Management System (CRMS)
- Expand service delivery channels
- Enhance capacity of the Call Centre
- Simplify business processes
- Undertake taxpayer perception survey
- Enhance and implement a Service Charter

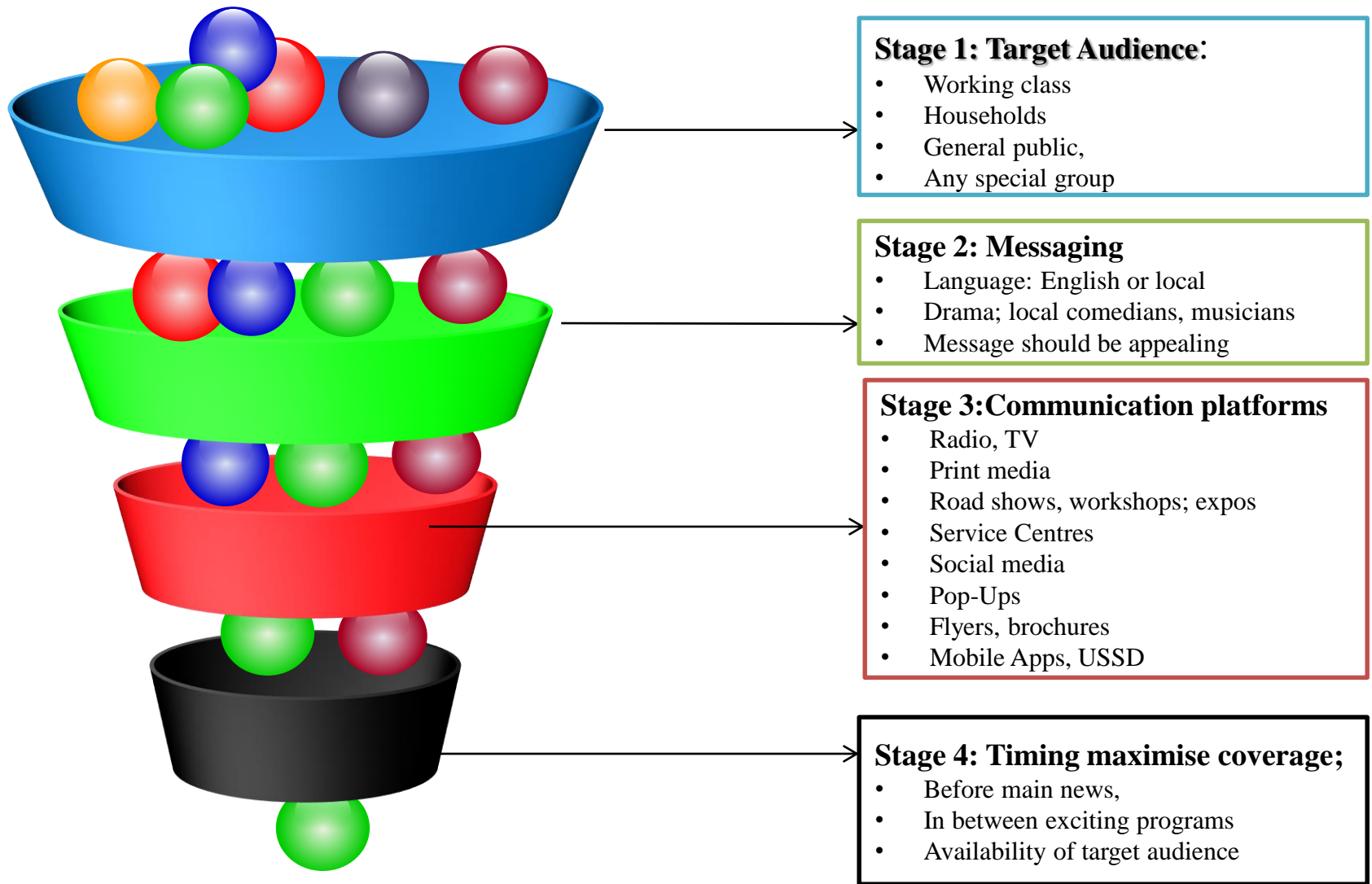


Effective Communication Strategy

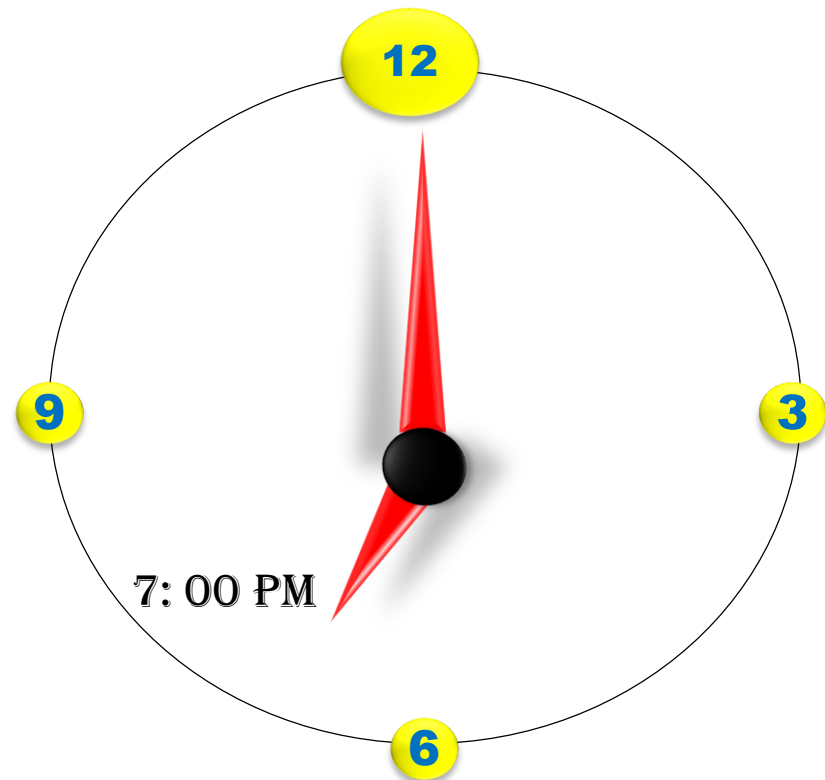
- Message (content) &
- Timing; critical components for effective implementation of any communication strategy.



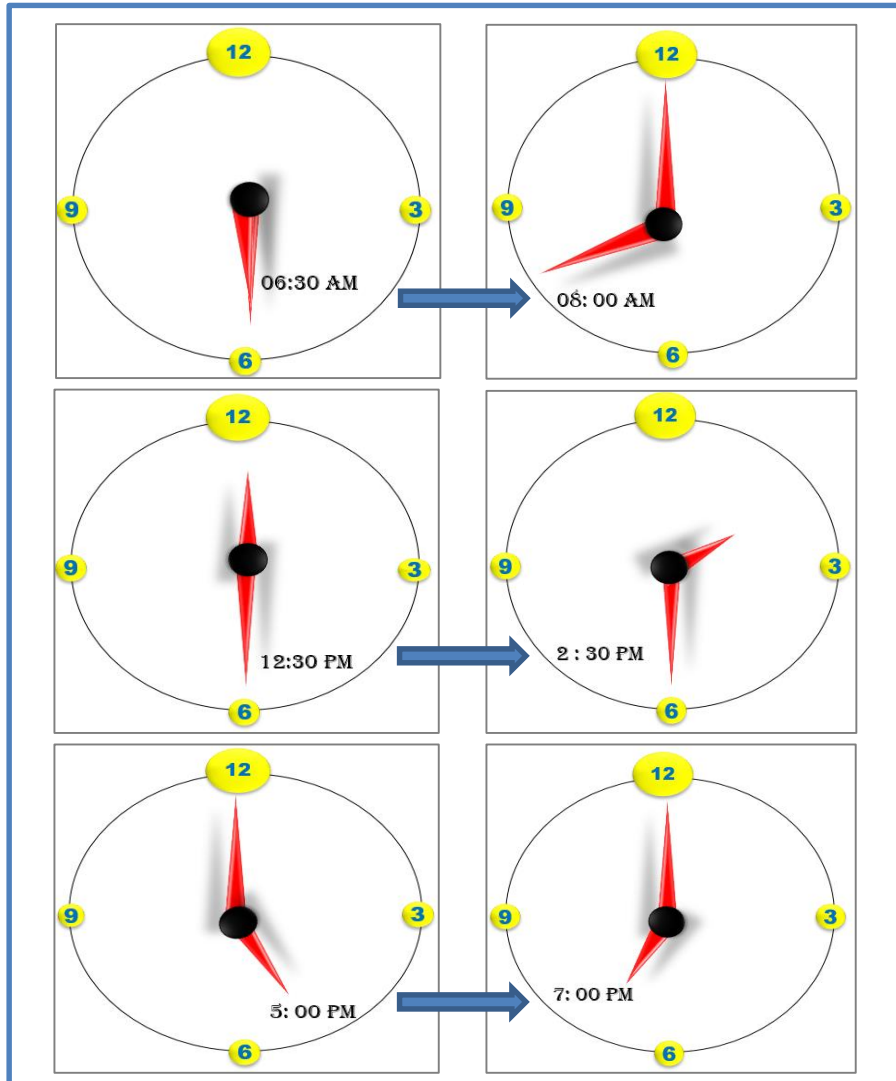
Planning and Executing Communication Strategy



Timing for Television



Timing of Radio programmes





Visit the ZRA stand at the 2019 Southern Province Investment Expo from 14th to 21st September.

Services to be offered are:

- ▶ Tpin Registration,
- ▶ Tax Type Registration,
- ▶ General Tax Advice.

**Newspaper article
Investment Expo**

ZAMBIA REVENUE AUTHORITY My Tax Your Tax Our Destiny

ZRA Nation



PUBLIC NOTICE

CUSTOMS NOTICE NO. 09 OF 2019

USE OF IDENTITY CARDS BY CLEARING AGENTS

The Zambia Revenue Authority wishes to inform the Customs clearing fraternity that in a bid to foster customer focus and collaborations, the Authority will only engage with duly licensed clearing agents, licensed in accordance with the provisions of Section 182 (A) of the Customs and Excise Act.

Only such persons will be allowed to conduct business relating to Customs, and in this regards:

- 1) Customs shall not deal with any person without a valid identification card or corporate attire issued by the declarant company they work for
- 2) Persons and/or Customs Clearing and Forwarding companies whose ASYCUDAWorld user rights and licenses have been suspended or revoked should not conduct Customs Business indirectly through subcontracts.

All Airlines Agents/Cargo handlers/Forwarders/Licensed Clearing Agents are requested to comply with this guidance.

For more information contact:

ZRA National Call Centre on
 +260 211 381111, 5972
 +260 973 301 347 / 967 826 227
 Email: advice@zra.org.zm



Pay Your Taxes Using

ZRA e-PAYMENT

Visit your local bank to register

- Access bank
- Atlas Mara
- Bank Of China
- Barclays Bank
- Cavmont Bank
- Citi Bank
- Eco Bank
- First National Bank
- First Alliance Bank
- First Capital Bank
- Indo (Z)
- Investrust
- Natsave
- Stanbic
- Standard Chartered Bank
- USA
- Zambia Industrial Commercial
- Zanaco

You can also pay domestic taxes using your mobile phone.

Dial:

*778# On Airtel

*303# On MTN

*344# On Zamtel

ZRA e-Payment: cheaper, faster, convenient, secure, easier, reliable!

FLYER

As Fee

As Clearance Point

Introduction

The Zambia Revenue Authority (ZRA) is pleased to announce the introduction of the Motor Vehicle Clearance (MVC) e-payment system.

Motor Vehicle Clearance (MVC) e-payment system

As Fee

As Clearance Point

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Motor Vehicle Clearance (MVC) e-payment system

MOTOR VEHICLE CLEARANCE

Customer Duty/Excise Duty/MAT

Motor Vehicle - 2000cc	20.1%
Motor Vehicle - 2000cc	20.1%
Motor Vehicle - 2000cc	20.1%
Motor Vehicle - 2000cc	20.1%
Motor Vehicle - 2000cc	20.1%
Motor Vehicle - 2000cc	20.1%

Brand New Motor Vehicle

Motor Vehicle Clearance (MVC) e-payment system

Example:

Motor Vehicle - 2000cc (2000cc) = ZMW 474,000

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Motor Vehicle - 2000cc (2000cc) = ZMW 474,000

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Motor Vehicle - 2000cc (2000cc) = ZMW 474,000

ZAMBIA REVENUE AUTHORITY My Tax Your Tax Our Destiny

TaxOnphone

Register & File your returns

Turnover Tax
Domestic Local Excise
Insurance Premium Levy
Provisional Income Tax Return

Pop-Up-USSD

Observe your tax duties

ZAMBIA REVENUE AUTHORITY

Zambia Revenue Authority
@ZambiaRevenueAuthority

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PUBLIC NOTICE

INVITATION FOR APPLICATIONS FOR CUSTOMS LICENSES

The Customs Services Division of the Zambia Revenue Authority invites applications from 19th August, 2019 for the following licenses:

1. Customs Clearing Agents (for the period 1st January 2020 to 31st December, 2022)
2. Courier Companies (for the period 1st January, 2020 to 31st December, 2022)
3. Bonded Warehouse (for the period 1st January, 2020 to 31st December, 2020)
4. Customs Areas (for the period 1st January, 2020 to 31st December, 2020) and
5. Self-Clearing Facility (for the period 1st January, 2020 to 31st December 2020)



Thank You



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- Email:
advice@zra.org.zm