



Revenue Department News

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Subject : “Nong Ari” can intelligently answer tax questions, wins Thailand Public Service Award

“Nong Ari” is a chatbot system developed to enhance tax service by implementing Artificial Intelligence (AI) to help answer tax questions. Taxpayers will get fast and efficient service at any time. “Nong Ari” has helped the Revenue Department to win the 2020 Thailand Public Service Award, and pilot the Revenue Department into digital organization.

Mrs. Sommai Siriudomset, Principal Advisor on Strategic Tax Administration (Energy Industry) as spokesperson of the Revenue Department, revealed that “The Revenue Department always develop the process of answering tax questions by adding more channels of contact to accommodate the growing demand of taxpayers. A chatbot system, which is called “Nong Ari”, is developed to enhance taxpayers’ service by implementing AI to help answer tax questions, give advice and solve problems for taxpayers quickly and efficiently. This technology makes it easy for taxpayers to find and access tax knowledge at any time. Besides, it responds to the way of life of today's people who tends to search for information on their own. This service raise the level of taxpayer’s satisfaction, resulting in the Revenue Department received the Outstanding Public Service Award, which is given to government agencies that improve quality of services to provide people with convenient, transparent, fair and satisfying services.”

Taxpayers who have tax questions are encouraged to chat and discuss tax problems with “Nong Ari” every day, 24 hours to increase the skill in answering tax questions for "Nong Ari".

For further questions, please contact any Area Revenue Office nationwide or RD Intelligence Center at Tel. 1161.
