



Freedom of Information Officer
Welsh Revenue Authority
PO Box 110, Pontypridd
CF37 9EH

xxx
xxx

23 August 2022

Dear xxx

WRA-FOI-0027 CRM and AI & Automation use

Thank you for your request, which I received on 10 August 2022 about CRM and AI & Automation use. The information you requested is below.

1. CRM

- a. Do you use a CRM in the contact centre? What platform is used?

Response - Yes, Microsoft Dynamics365 CRM.

- b. Do you use the same CRM for the rest of the organisation? What platform is used?

Response – Yes we use Microsoft Dynamics365 CRM across the organisation, although we additionally use Dynamics365 F&O for managing payments and staff information.

- c. Do you use a knowledge base / knowledge management platform? What platform is used?

Response – We don't have a specific knowledge base system, but that we use SharePoint to store our desk instructions and other key information.

2. AI & Automation

- a. Does your organisation have a customer or citizen facing chatbot? If so, who provides this chatbot technology?

Response – No.

- b. Does your organisation utilise RPA technology? If so which RPA technology provider do you use?



Response - No.

If you are dissatisfied with the Welsh Revenue Authority's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Revenue Authority's Freedom of Information Officer at:

Freedom of Information Officer, Welsh Revenue Authority,
PO Box 110, Pontypridd.
CF37 9EH

or Email: data@wra.gov.wales

Please remember to quote the reference number above.

You also have the right to complain to the Information Commissioner. Please note however that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

The Information Commissioner can be contacted at: Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.
Tel: 01625 545 745
Email: casework@ico.gsi.gov.uk

Yours sincerely
Freedom of Information Officer