

National Tax Service AI Consultation — South Korea's Voice-AI Line Lifts Tax Call Success From 24% to 98%

AI in the Public Sector · Good practice · South Korea

Quality score: 53/100

Evidence strength: Moderate

Summary

In May 2024, South Korea's National Tax Service became the first agency to run an AI voice consultant on its 126 tax hotline, lifting call-success from 24% to 98%, handling 1,250 concurrent calls and 2.7x more consultations at roughly 5% of the cost of 1,000 extra staff.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	2/3
Transparency, fairness & accountability	1/3
Transferability / demonstrated replication	1/3
Scalability beyond pilot	3/3
Governance, capability & sustainability	1/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-09-04

National Tax Service (NTS), Republic of Korea — accessed 2026-09-04

National Tax Service (Korea) — official announcement PDF — accessed 2026-09-04

PublicNews (■■■■■■) — ■■■■■■ AI■■■ ■■■■■■ ■■■■ 98% ■■■ — accessed 2026-09-04

Asia Economy (■■■■■■) — "AI■ ■■ ■■■■■■■■"..."■■■ 1250■ ■■■■■ — accessed 2026-09-04

CIAT — AI is already here (international tax administration body) — accessed 2026-09-04

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