



FamilyBoost Customer Experience & Understanding

September 2025



Background

After the government announced FamilyBoost in March 2024, the programme had to be rapidly designed, built and deployed to enable claim submissions and payments from October 2024.

Inland revenue did not hold the customer base for FamilyBoost, so we could not complete direct marketing to families and caregivers who might have been eligible to register and claim. Instead we carried out considerable indirect marketing across a range of channels, and this work is ongoing. In March 2025, we also increased marketing efforts in 3 regions that had low FamilyBoost uptake.

Between March 2024 and September 2024, Inland Revenue sent 10 messages to early childhood education (ECE) providers and Te Kōhanga Reo's with information about FamilyBoost for them to share with families and caregivers. Inland Revenue also worked closely with Student Management System (SMS) vendors to develop a specific FamilyBoost quarterly statement. ECE providers issue this statement to families and caregivers, making it easier for them to have the right information to claim FamilyBoost.

At the time of this research, more than 80,000 households were registered for FamilyBoost, and the initiative had paid out almost \$66.5m to help eligible households cover the cost of ECE.

This research provides a timely look into how FamilyBoost is working for its customers and what, if any, challenges they may be facing.



*Potentially eligible customers are customers who are **not** currently registered for FamilyBoost but their responses indicate they **maybe** entitled to receive a FamilyBoost payment as they reported that they:

- Have children under 6 years old in their regular day-to-day care, and
- Pay fees for their child(ren) to attend an ECE provider, and
- Have a quarterly income less than \$45,000.

Objectives



Business objective:

IR needs to gain an understanding of customers' experiences with FamilyBoost communications, processes and systems in order to implement any adjustments that may be required to improve self-service and future-proof the product.



Key Objectives:

1. Gauge awareness and understanding of FamilyBoost among potentially eligible customers*.
2. Understand and size the barriers with current FamilyBoost processes and systems among existing customers.
3. Identify specific addressable opportunities to:
 - i. increase registrations among potentially eligible customers
 - ii. optimise the registration and claim processes.
4. Identify opportunities to optimise FamilyBoost communication and information.



Methodology



An online survey was developed and sent to current FamilyBoost customers and a random sample of potential* FamilyBoost customers.



The survey was live from 9-16 July 2025.



8,435 customers completed the survey. A further 2,927 respondents were screened out after not meeting the required criteria.



The survey respondent population robustly represents both potential* and current FamilyBoost customers.



Only group differences significantly higher or lower at the 95% confidence level are shown.

Key findings



Registering and claiming for FamilyBoost is easy for most customers:

- ▶ 70% of customers say the registration process is easy, and 84% say the claim process is easy.
- ▶ The majority of customers register (87%) and claim (91%) FamilyBoost on their own—only about 3% contact Inland Revenue for help.

Most payments meet expected timeframes:

- ▶ 93% of customers receive their FamilyBoost payment within timeframes that meet or exceed their expectations.
- ▶ Customers whose claims require manual intervention by Inland Revenue are more likely to report delays (8% compared to 3%).

FamilyBoost processes challenge some customers:

- ▶ 14% of customers report difficulty registering, mainly due to confusion about eligibility and complex administrative requirements—issues that also drive contact with Inland Revenue.
- ▶ Fewer customers (8%) report difficulty claiming, primarily due to ECE invoice requirements.
- ▶ When customers contact Inland Revenue for help, they report high satisfaction with the support provided.

ECE providers lead as a source of FamilyBoost information:

- ▶ ECE providers (52%) and media (40%) have played an integral role in sharing FamilyBoost information.
- ▶ 18% of respondents used the Inland Revenue website to learn about FamilyBoost, but the content is hard to find and less helpful for potentially eligible customers.



FamilyBoost Registration - Customer Experience

- 1 In myIR select 'I want to...'
- 2 Select 'Register for FamilyBoost'

submit your details

myIR

myIR login

Registering for FamilyBoost is easy for most customers, who find the process straightforward and intuitive.

Easy, 70%

Neutral, 16%

Difficult, 14%

70% of customers find it easy registering for FamilyBoost. Ease is most often attributed to:



The required information was easy to obtain.



"Questions were clear and concise, and the information required was easy to get hold of."



Pre-population of information that IR already holds.



"...didn't involve many questions that weren't already pre-filled from my existing details with IRD."



Intuitive process with easy to follow steps.



"Had a clear pathway of steps to follow to register for FamilyBoost."



Getting the required information e.g., IRD number application, ECE centre details, partner's income and IRD number.



Not being able to determine eligibility based on the available information.



Confusion about income e.g., quarterly vs annual, net vs gross, what income is included/excluded.



"The information to find eligibility isn't clear enough."



"The income thresholds were unclear (before or after tax?)."



"Child IRD number & process to get it is difficult."

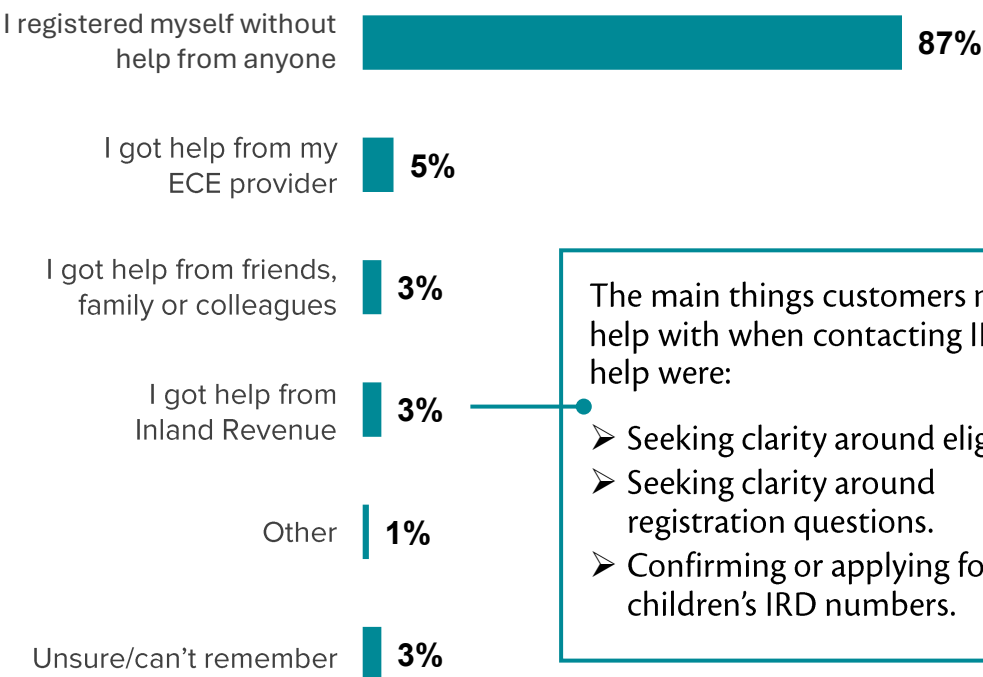
Q. Thinking back to when you first registered for FamilyBoost in myIR, how easy or difficult did you find the registration process? | Q. What did you find [insert rating] about the registration process?

Base: Registered customers who can recall registration process n=2,507

The majority (87%) of customers were able to register for FamilyBoost on their own.

For the small number who contact IR for registration support, survey and Tuned In data show they are largely satisfied with the help they get.

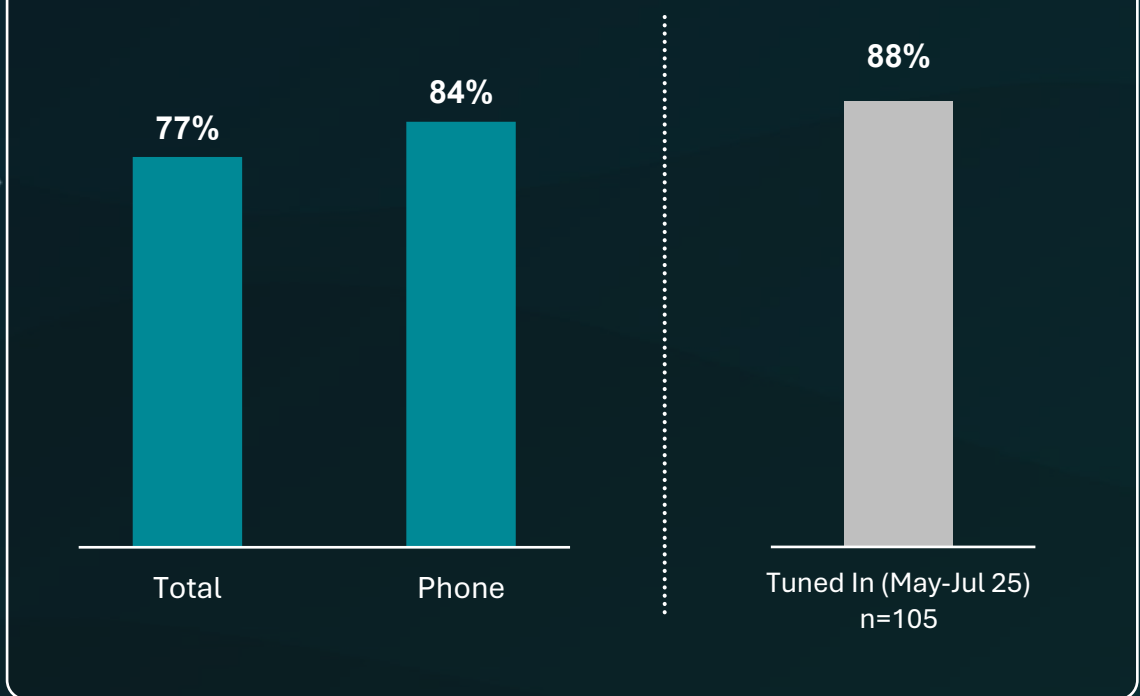
How customers complete their FamilyBoost registration



The main things customers needed help with when contacting IR for help were:

- Seeking clarity around eligibility.
- Seeking clarity around registration questions.
- Confirming or applying for children's IRD numbers.

Satisfaction with help received from Inland Revenue



Q. Which statements best describe how you completed your FamilyBoost registration in myIR? | Q. What was the main thing you needed help with when you registered for FamilyBoost?
Base: Registered customers who can recall registration process n=2,507; those that got help from Inland Revenue n=70

Q. How satisfied or unsatisfied are you with the help you got for your FamilyBoost registration from Inland Revenue?
Base: Those that got help from Inland Revenue n=70; those that got help from Inland Revenue over the phone n=49
Tuned In provides insights from customers about their experiences interacting with IR through the voice channel. After a voice interaction, customers are sent an email to complete a short survey.
Base: Those whose call mainly related to FamilyBoost (May-Jul 2025) n=105

Suggestions to improve the FamilyBoost registration process, based on customers' feedback:



Provide means to easily work out eligibility and entitlement

- Make it easier for customers to determine eligibility and entitlement prior to registering

"Wasted my time for something I didn't even qualify for."

"Add a calculator to the website so you can actually see how much you could be entitled to each quarter - right now it's a guessing game and entitlements are not transparent."

"Once started on process it was easy, knowing if we were eligible was less clear."

"Have a chart of examples income vs % of money that you will be able to claim through family boost. Like how you do with working for families there is a table. It might encourage more people to apply for it knowing they can get more money back."



Create a 'How to' video that details...

- Registration steps in myIR with more clarity for registration questions

"It doesn't show you how to apply for it and how to navigate the online process."

"After registering I had another child born and it won't let me add her in the system."

"More information about the questions."

"Include a short video or visual guide that walks users through the registration process, so they know exactly what to expect."

"Include more frequently asked questions and information on the prompts where IR is requesting information."



Improve accessibility to FamilyBoost information

- Better utilise ECE providers and IR's website to optimise access to FamilyBoost information

"Make it available on the IRD homepage, I didn't find it at first, had to search up."

"It would be good to have info from the ECEs, as parents are constantly in touch with them."

"Some information about entitlements linked to IRD pages were not relevant or didn't answer the questions...I can see why people struggle to find out information so they can apply."

"Through the childcare providers. Being bombarded with marketing and promotional emails or contact is annoying. Seeing it and being told about it in person at the centre is more than enough."



FamilyBoost Claim - Customer Experience

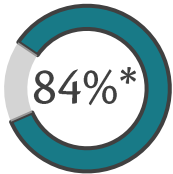
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**In myIR select 'Claim FamilyBoost' in your
FamilyBoost account**

Enter required details:

- Upload invoices/quarterly statement

Claiming FamilyBoost is usually a quick and simple process for most customers. Difficulties, when they do occur, typically stem from ECE invoice requirements.



of customers find the FamilyBoost claim process easy (top 3 box). Claim submissions are made quick and easy for customers when:

- ▶ Details from their previous claims are prepopulated for subsequent claims.
- ▶ ECE centres provide a single quarterly statement for claim submissions.



"Once you enter all your details once, it remembers it. Meaning each new quarter you only have to upload the invoice and the amount/dates. I literally did our last one in 5 minutes!"



"All details from first claim are saved. Process not difficult at all. Our preschool now sends out quarterly statements for this very purpose so it's simply a matter of adding in total amount for that quarter. Everything else is already auto filled. Takes 2mins to submit a claim."



Among the 8% of customers who report some difficulty claiming FamilyBoost (bottom 3 box), issues primarily centre around ECE invoices. In particular:

- ▶ The effort required to upload 3 months of ECE invoices and having to manually input amounts/dates when quarterly statements aren't provided by ECE centres.
- ▶ Confusion about amounts/dates that customers have to input when invoice dates don't align with claim period.
- ▶ Strict invoice criteria resulting in declined or delayed claims e.g., names/dates not aligning with IR's records/requirements.



"Uploading every invoice one by one, can't upload multiple files at once. Having to document on every invoice the exact amount and invoice dates, even though it's on the invoice."



"It was also unclear which weeks I should include...if a week crossed over two different claim periods, I didn't know when to claim it."



"All the time they call me up and say your name on invoice and name on claim is different. Don't know why... what is the name on IRD, I don't know but they call and modify it all the time."

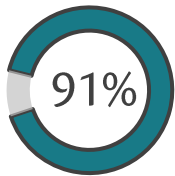
Q. Thinking about your most recent FamilyBoost claim, how easy or difficult did you find it? Answer options range from 1 "Extremely difficult" to 7 "Extremely easy" | Q. What did you find [inset rating] about the claim process?

Base: Claim customers who can recall claim process n=4,997

*Ease decreases significantly for those that consistently need manual intervention by IR (75% ▼)

Most customers can submit their FamilyBoost claims independently.

When customers need IR support with FamilyBoost claims, satisfaction is strong overall—especially for those who received assistance over the phone.



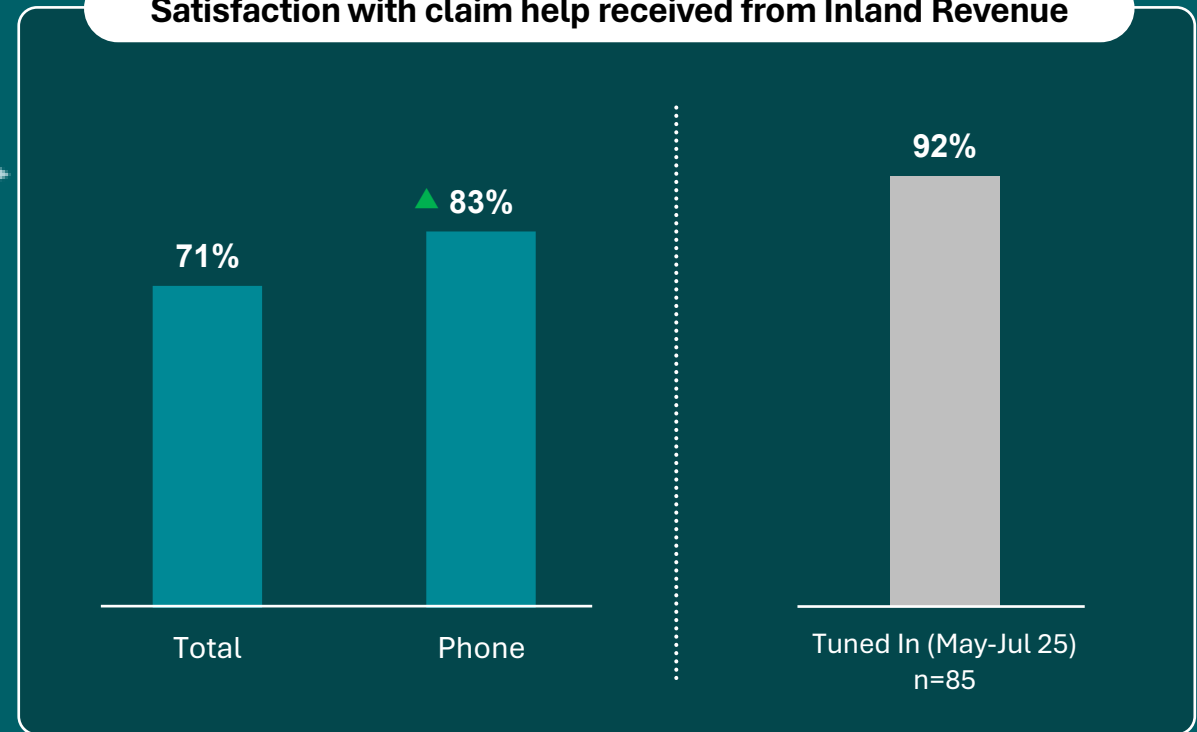
91% of customers submitted their most recent FamilyBoost claim by themselves without help from anyone.

Only 2% of customers got help submitting their most recent claim from Inland Revenue. The main reasons customers contact IR for FamilyBoost claims are to:

- Get help to work out the correct dates/amounts to input for their claim.
- Get help uploading invoices/statements.
- Provide/correct details required for their claim e.g., name, income, IRD number.

Q. Which best describes how you submitted your most recent FamilyBoost claim? | Q. What was the main thing you needed help with when you last claimed FamilyBoost?
Base: Claim customers n=5,004; Claim customers who contacted IR for help n=109

Satisfaction with claim help received from Inland Revenue



Q. How satisfied or unsatisfied are you with the help that you got from IR for your last FamilyBoost claim?

Base: Claim customers who contacted IR for help n=109; those that got claim help from Inland Revenue over the phone n=63
Tuned In provides insights from customers about their experiences interacting with IR through the voice channel. After a voice interaction, customers are sent an email to complete a short survey. Base: Those whose call mainly related to FamilyBoost (May-Jul 2025) n=85

IR is processing FamilyBoost claims and disbursing payments quickly for the majority of customers.

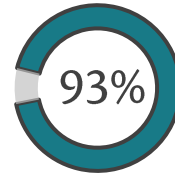
With 1 in 3 claims requiring manual intervention last quarter, there's scope to improve process intuitiveness and ease operational burden.



Manual intervention

A claim is classed as manual if an IR employee had to be part of the claim being processed, as opposed to 'Machine' or 'Fast.service' which are considered automatic.

In the Jan-Mar 2025 quarter, 1 in 3 FamilyBoost claims[^] required manual intervention by Inland Revenue.



of customers receive their FamilyBoost payment within timeframes that either meet or exceed their expectations.

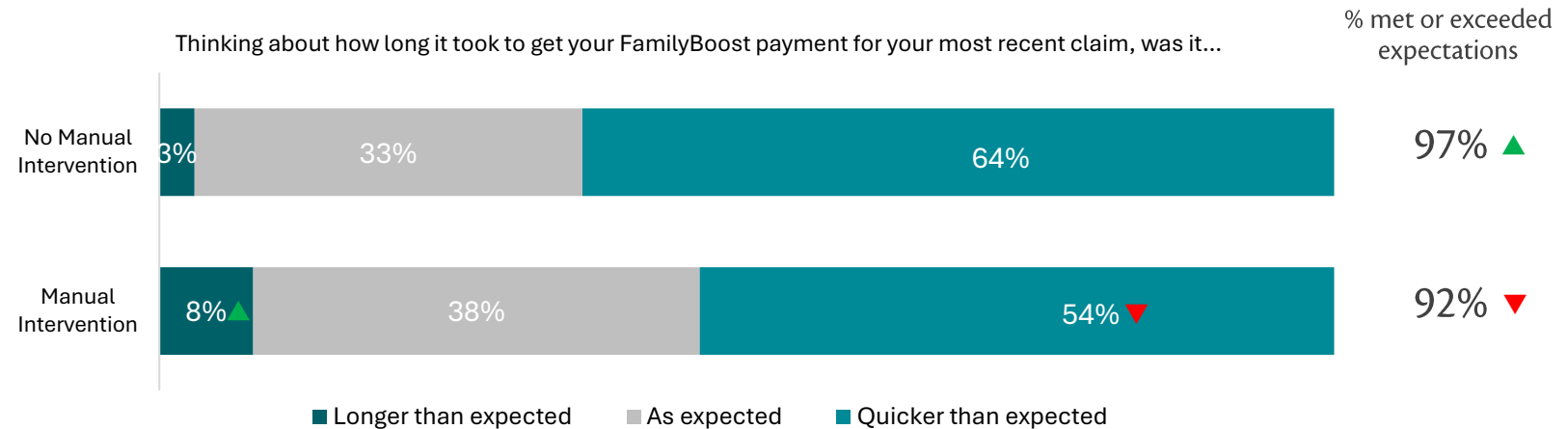


"I uploaded the 1 document, and it was paid the next day. Fantastic."



"Just very fast to upload and apply etc and payment is made fast also."

Although customers who had a claim subject to manual intervention are more likely to report delays, most of these customers remain satisfied with the payment timeframes.

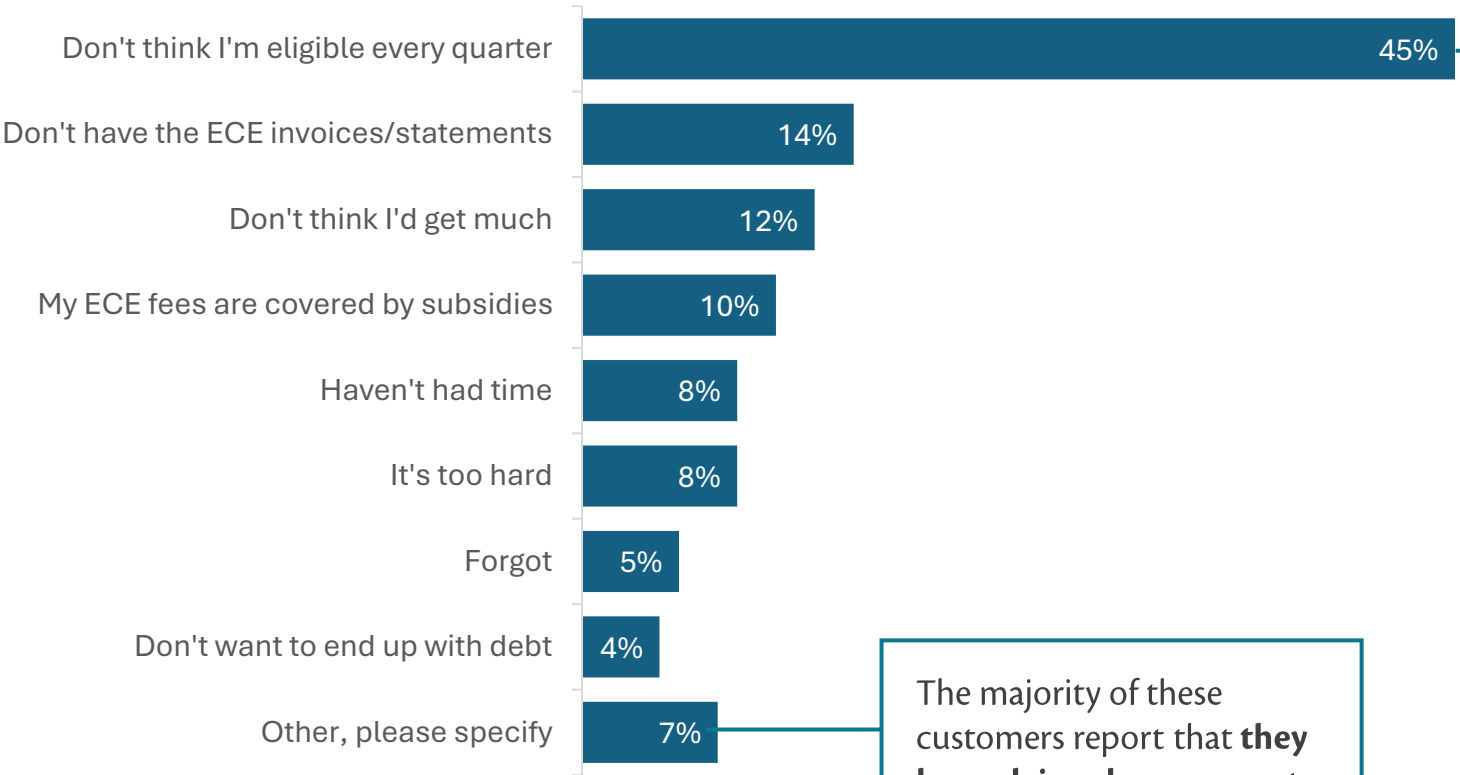


[^]Calculated from IR's data on FamilyBoost customers

Q. Thinking about how long it took to get your FamilyBoost payment for your most recent claim, was it...?

Base: Claim customers who have received a FamilyBoost payment n=4,429, no manual intervention n=825; manual intervention n=3,604

For customers who have not claimed FamilyBoost every quarter, perceived or actual ineligibility is the main reason.



Some customers report they're ineligible due to:

- Child starting primary school
- Child not attending ECE for some quarters
- Income changes
- Child leaving ECE due to changes in circumstances
- Child only recently starting ECE
- Donations to ECE centres not being claimable

The majority of these customers report that **they have claimed every quarter**

Suggestions to improve the FamilyBoost claim process, based on customers' feedback:



Provide transparency around payment calculations

- Help customers understand how their payment's calculated so that they can budget accordingly

"The amount of money is unpredictable so we cannot plan for a specific amount. We have received a different refund each time. We would prefer a predictable amount of refund so we can plan out finances."

"Share a breakdown of why this is your total refund. There is not currently a lot of transparency around what quarter's income you are using, what thresholds you are meeting, what the calculation is and refunds fluctuate each quarter for seemingly no reason."

"Some kind of estimated payout amount at the time of submission. Ours is always different - which I totally understand, but the amounts end up being vastly different, which makes it difficult to plan around."



Create a 'How to' video that details...

- Claim steps in myIR and more clarity around the correct dates and amounts to input

"A short video tutorial or step-by-step guide on the IRD website would make the process easier for first-time users."

"Have more information about invoices that come under two different quarters. I have done it a few different ways now as it keeps changing but it would be good to have clear instructions on how to deal with the cross over."

"Maybe do a demo on when to actually submit the quarterly statements and for which months to make it more understandable."

"I calculate every payment I make for each month on the statements, making sure there's no cross over payments, however there's always some amount that gets declined and I'm not sure why. I deduct the amounts outside of the quarter...so I'm confused about that."



More flexibility around uploading invoices

- Allow multiple document upload or the ability to upload invoices throughout a quarter

"Maybe letting people upload the invoices as they get them but not letting them submit it until the new period starts. That way invoices may not get lost etc and it will be easier when they can submit it."

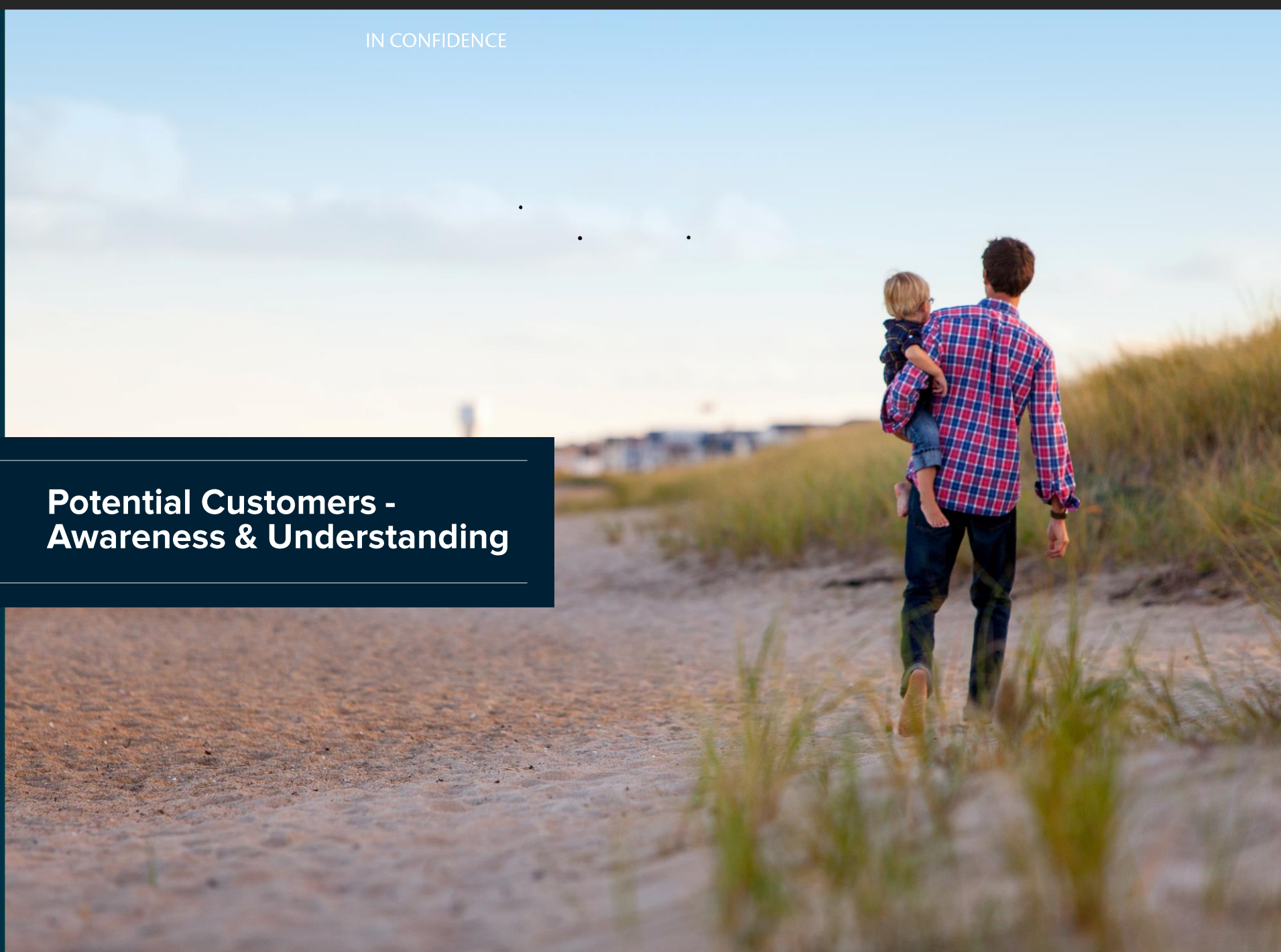
"Make it easier to upload multiple files. We have two children and get invoiced every fortnight, so need to upload 12-14 individual files, which takes about 10 minutes just to upload onto the IRD website."

"It'd be great to be able to upload multiple invoices at once. If nothing changed about this process I wouldn't mind, I find it super easy for how much of a return we get. But most systems are able to upload multiple documents in one go so why not this system too?"

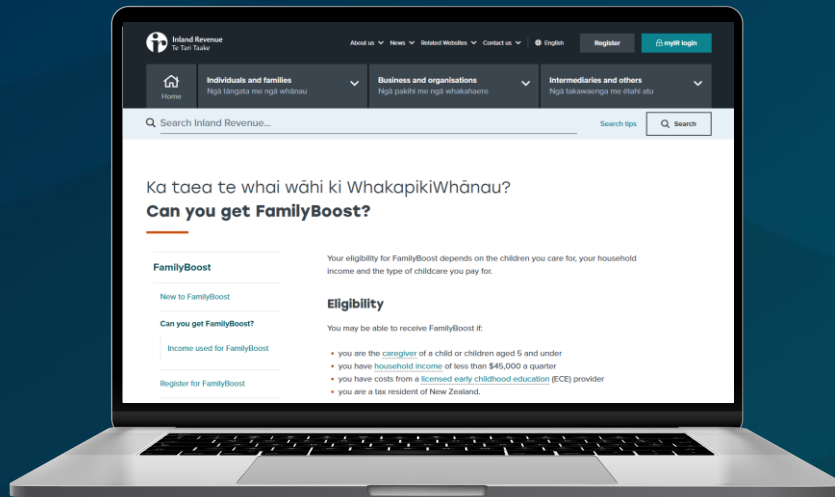
IN CONFIDENCE



Potential Customers - Awareness & Understanding



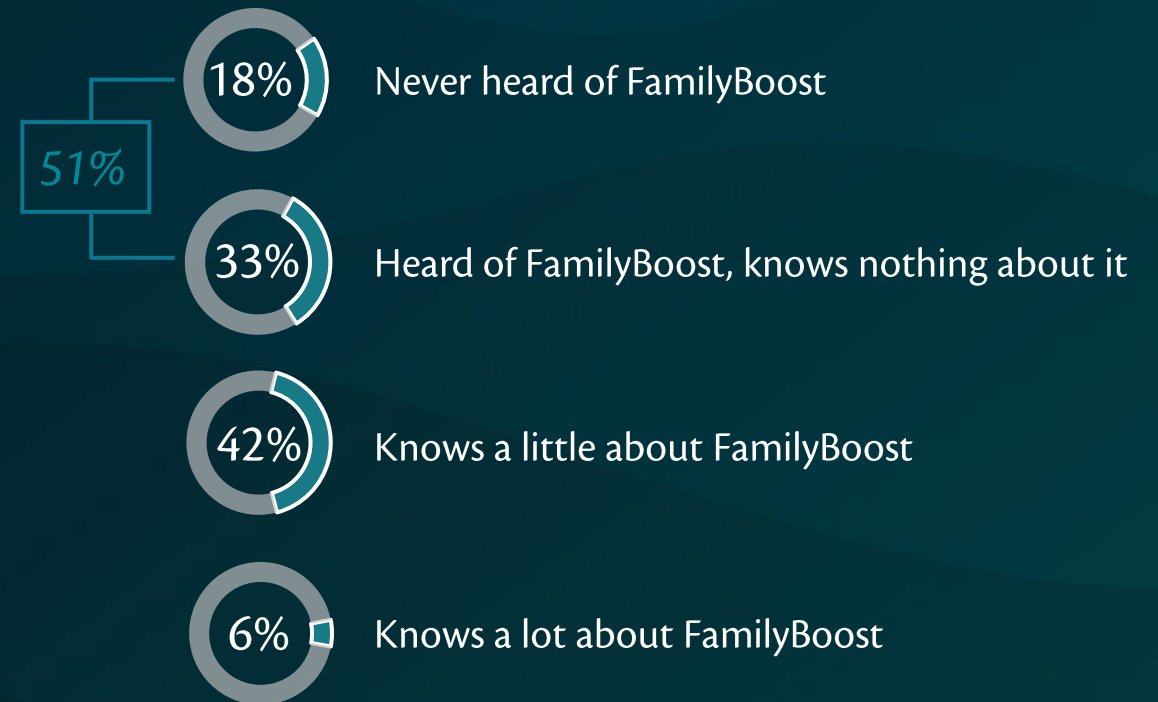
There's room to increase FamilyBoost awareness and understanding among potentially eligible customers*.



*Potentially eligible customers are customers who are **not** currently registered for FamilyBoost but their responses indicate they **maybe** entitled to receive a FamilyBoost payment as they reported that they:

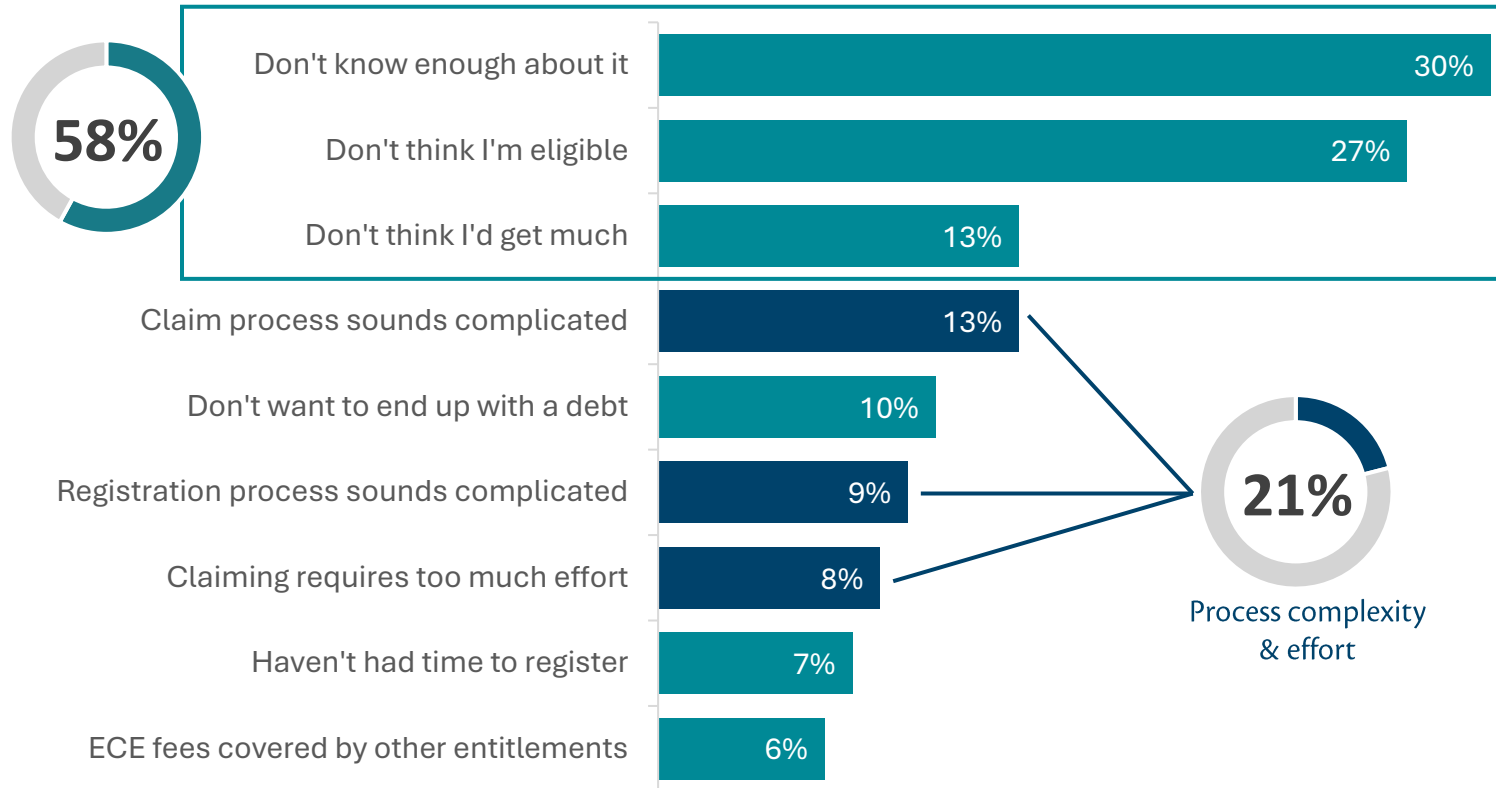
- Have children under 6 years old in their regular day-to-day care, and
- Pay fees for their child(ren) to attend an ECE provider, and
- Have a quarterly income less than \$45,000.

Just over half (51%) of potentially eligible FamilyBoost customers have either never heard of FamilyBoost or know nothing about it.



A lack of knowledge and perceptions of ineligibility are the main reasons that most potentially eligible customers haven't registered for FamilyBoost.

When asked why they hadn't registered for FamilyBoost, 58% of potentially eligible customers selected one or more options relating to lack of knowledge or clarity about the product.

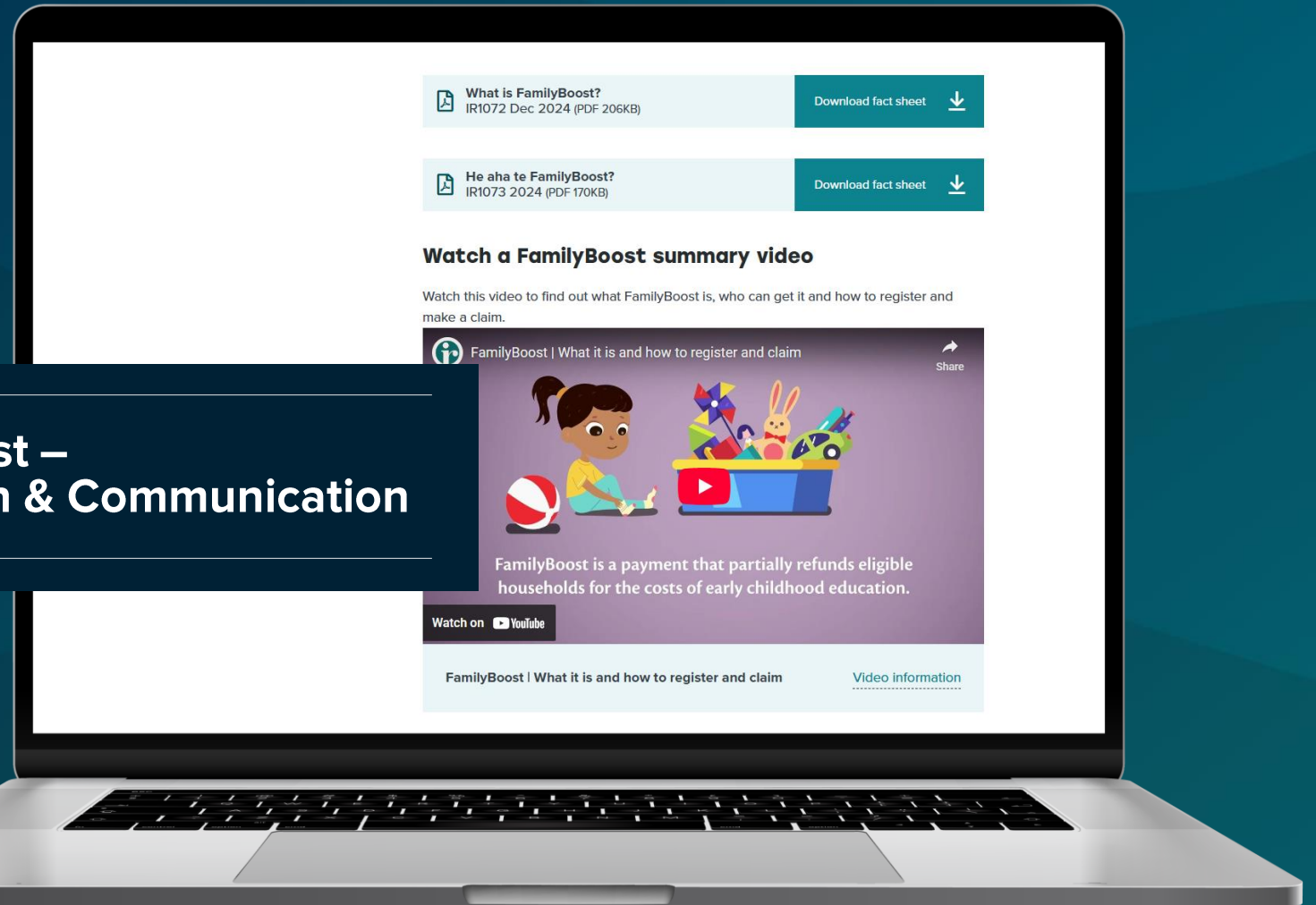


Q. Which best describes why you haven't registered for FamilyBoost? Select up to 3
Base: Potential customers who are aware of FamilyBoost n=679



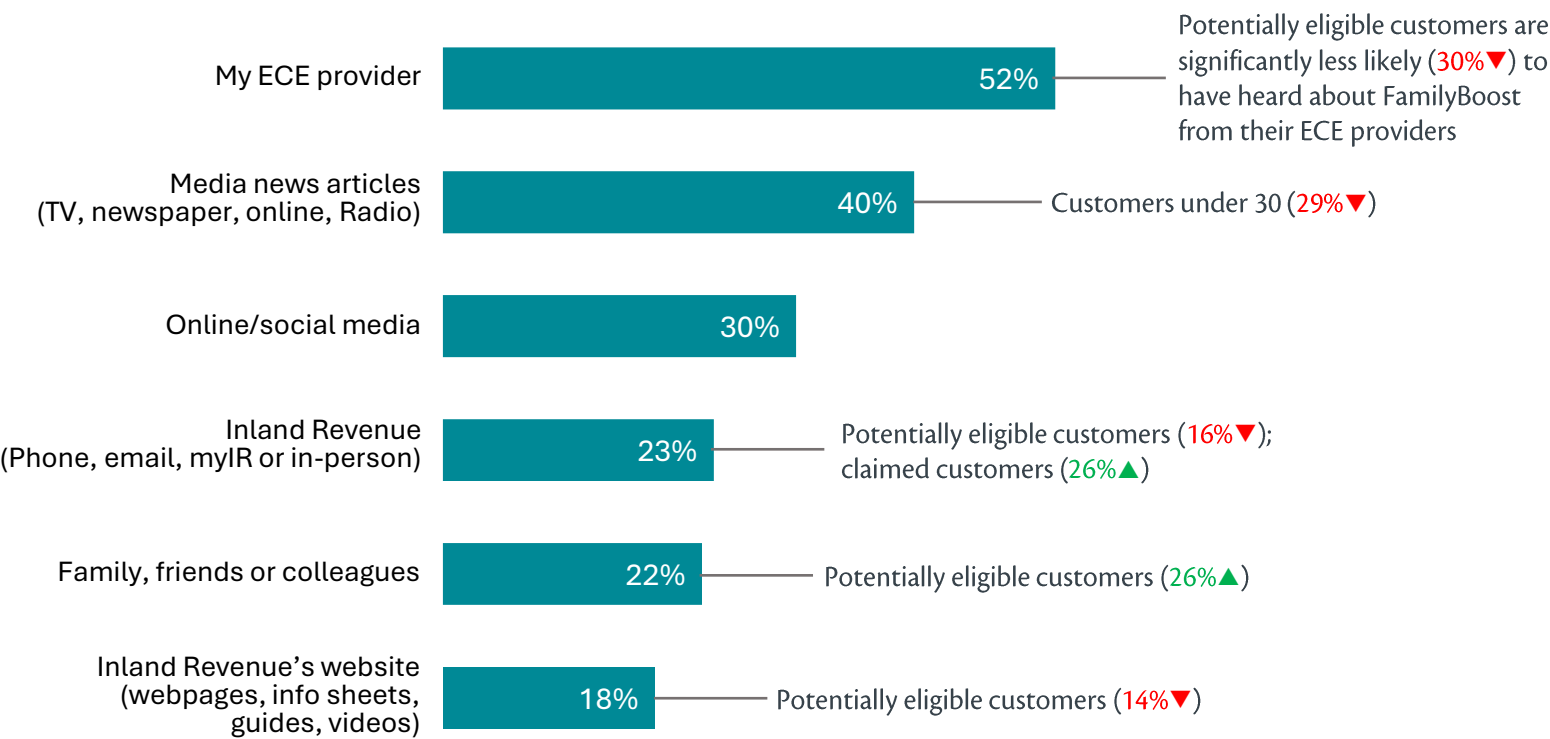


FamilyBoost – Information & Communication



ECE providers are the leading source of FamilyBoost information, although customers also use a range of other channels.

FamilyBoost information sources



Q. Before today, where did you hear or see something about FamilyBoost?
Base: All customers who are aware of FamilyBoost n=8,281

Awareness of FamilyBoost video



Only 1 in 5 (19%) customers have seen the FamilyBoost video on IR's website.

This is significantly higher for claims customers (23%▲)

Q. Do you recall seeing this video before today?
Base: All respondents who had heard of FamilyBoost before today n=8,400

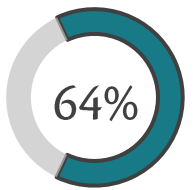
Usefulness of FamilyBoost video



78%* of customers find the FamilyBoost video on IR's website useful in helping them understand the product.

Q. Thinking about the information in the images you've just seen, how well does it help you understand FamilyBoost?
Base: All respondents n=8,435
*Usefulness decreases significantly for potentially eligible customers (48%▼)

FamilyBoost information on Inland Revenue's website meets the needs for around 2 in 3 customers, but it's less helpful for potentially eligible FamilyBoost customers.



of customers who had seen FamilyBoost content on IR's website report that it met their needs.

This drops significantly for potentially eligible customers
(37% ▼)

Q. Thinking about the FamilyBoost information you saw on Inland Revenue's website, how did it meet your needs?

Base: All customers that had seen something about FamilyBoost on Inland Revenue's website n=1,514



How can IR's website better meet the needs of customers:



Make it easier for customers to confirm if they will be eligible or not



"From memory, it wasn't that easy to tell if I was [eligible]."



"The information wasn't as clear on how to work out whether you are eligible especially if your income is variable/has changed in the last year."



Provide more detail on how much customers will receive



"I was looking for more detail about how the % received back would decrease as income increased to help me budget/forecast. It would be nice to have that information accessible for full transparency"



"I found it hard to work out how much you could qualify for."

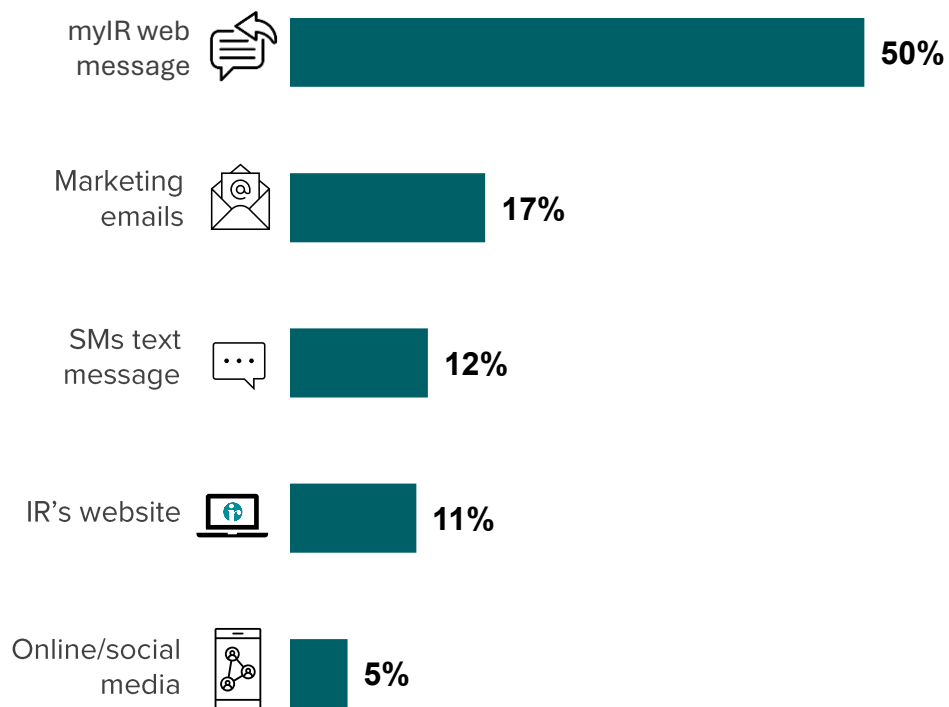
Q. In what ways did the FamilyBoost information you saw on Inland Revenue's website not meet your needs?
Base: Those saying content on the IR website did not meet their needs n=122

myIR web messaging is the most preferred channel (50%) for customers to receive FamilyBoost information from IR.

Customers prefer self-service digital formats when sourcing FamilyBoost information—especially IR webpages (52%) and interactive tools (33%).

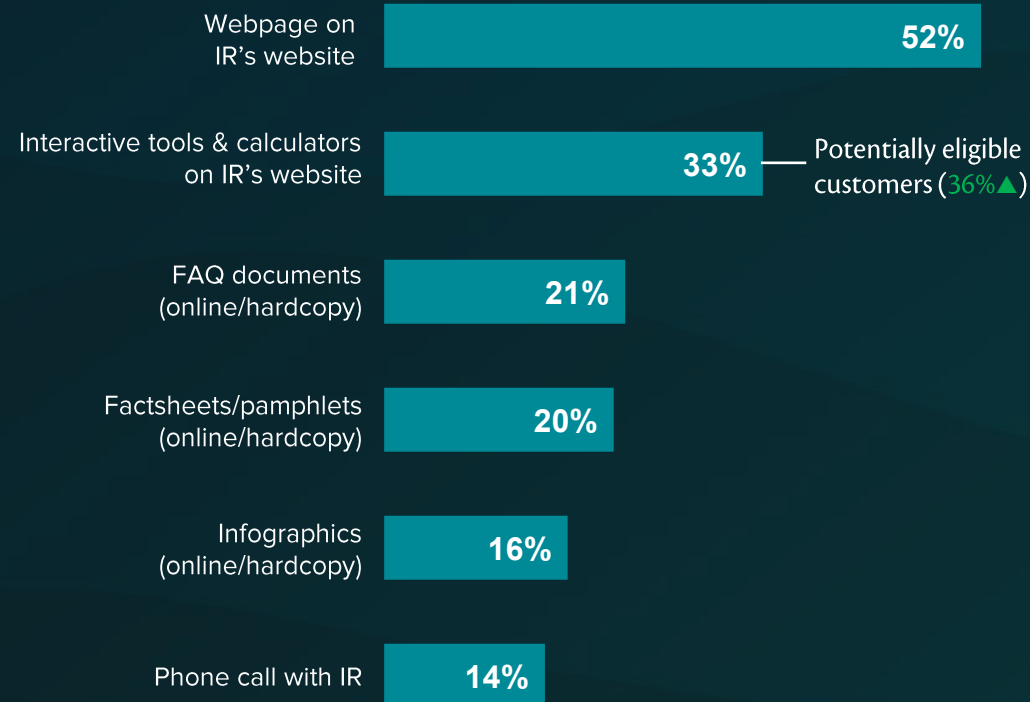


Preferred channel to receive FamilyBoost information



Q. What would be your most preferred way to get general FamilyBoost information from Inland Revenue?
Base: All respondents n=8,435
Answer options below 5% are not shown

Preferred format when looking for FamilyBoost information



Q. If you were looking for more information from Inland Revenue about FamilyBoost, how would you prefer to get it? Select up to 3
Base: All respondents n=8,435
Answer options below 8% not shown



Ngā mihi