ESCWA Capacity Building Workshop on Open Government in the Arab Region

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Collaboration and Engagement: Open, Accessible and User-Centric Public Service Delivery

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BACKGROUND
Active and continuous engagement with end-users underpin the transition to open, accessible and user-centric services.

Engagement must aim to:

• Add value to the target user;

• Help authorities to increase efficiency and effectiveness in the back office.
GOVERNANCE IN PERSPECTIVE

Governance covers three areas:

• Inner: Public administration as the machinery of government – the main theme in eGovernment
  (Heek: Information + Technology + Information system + Organisation)
• Middle: Governance or policy cycle (incl. ICT)
  (Heek: Organisation + Environment)
• Outer: Shifting balance of public and private realms; the role of new actors (intermediaries, NGOs) and 
  new means (e.g. ICT, public private partnership)
  (Heek: Information systems + Organisation + Environment)

Governance momentum based on:

• Co-evolution of public governance and eTransformation
• Stimulation by corporate governance discussions
eGOVERNMENT AS A CONCEPT

“e” stands for electronic i.e. new technologies incl.:
• Hardware: PCs, databases, network infrastructure
• Software: Off-of-the-shelf, open source, proprietary, customised
• Internet
• PDAs and mobile devises
• Cellular technology, like mobile telephones

Objectives incl. back- and front-office:
• Effectiveness
• Efficiency
• Quality
• Value-for-money
• Flexibility
eGovernment is *the use of IT and technology in the provision of information and services to citizens and businesses*. 

eGovernance *encompass all processes of governing*, thus relating to the processes and decisions oriented toward defining actions, granting power and verifying performance.
WHY ICT, OPEN GOVERNMENT AND ENGAGEMENT
WHY ICT?

BENEFITS FOR ADMINISTRATION + CITIZEN + BUSINESS

PRODUCT improvement like service QUALITY and FASTER results

EFFECTIVENESS in performing like improvement of service RESULTS, administrative CONTROL and IOP, PUBLIC VALUE

COST reduction incl TIME saving material EXPENSES

SUSTAINABILITY through INNOVATION, presence, PERFORMANCE, better COOPERATION and IOP

Service improvement like increased TRANSPARENCY better CO-OPERATION

DEMAND and end-user potential and ACCESS
Doing things the right way – quantitative

EVIDENCE BASED POLICY MAKING business cases GAINS new stakeholders reorganisation cost savings value for money ADMINISTRATIVE BURDEN REDUCTION competitiveness intermediates evaluation criteria automated service provision assessment SUBSIDIARITY BACK-OFFICE PROCESS RE-ENGINEERING minimal resources DEVOLUTION innovation organisational re-engineering management and organisational culture JOINT-DEVELOPMENT privatisation public-private-partnerships syndication outsourcing REUSE openness to new principles and holistic overview R&D platform optimisation GOOD GOVERNANCE economies of scale REUSE OF INFRASTRUCTURE COMPONENTS AND SERVICES market mechanisms Gov2.0 partnerships OPEN GOV THINKING management DECENTRALISATION infrastructure standards architecture
Doing the right things – qualitative

stakeholders and intermediates DEVOLUTION social media QUALITATIVE open government USER-CENTRICITY bottom-up not top-down GOOD GOVERNANCE sustainability personalisation openness to new principles and holistic overview AUTOMATED SERVICE user-commenting and rating proactive service provision new stakeholders EVERYDAY LANGUAGE crowd-funding transparency user-driven simple democracy INTUITIVE end-user needs participatory design skills and competences USER INVOLVEMENT Gov2.0 APPS mobiles eParticipation how stakeholders interact with administration Web2.0 tablets SUBSIDIARY eInclusion 3rd section partnerships SOCIAL MEDIA MIX crowd-sourcing DECENTRALISATION innovation
BENEFITS: ADMINISTRATION

Efficiency in performing:
• Process optimisation
• Synergies between authorities
• IOP and synergies between new and existing systems

Effectiveness in performing:
• Improvement of service results
• Improvement of administrative control (incl. IOP)
• Increased ‘public value’

Sustainability:
• Innovativeness
• Improved presence and performance (incl. IOP)
• Better cooperation (incl. IOP)
BENEFITS: CITIZENS AND BUSINESSES

Product improvement:
• Quality of service
• Faster results

Service improvement:
• Increased transparency
• Better cooperation

Cost reduction:
• Time saving
• Saving of material expenses

Demand:
• Customer potential and access
GOALS AND DILEMMAS TODAY

GOVERNANCE
Users as citizens, entrepreneurs, and voters
Dilemma: Balance between interests and transparency

EFFICIENCY
Users pay tax
Dilemma: 'More for less'

EFFECTIVENESS
Users as consumers
Dilemma: Public sector can't choose its customers
CREATING A FRAMEWORK
Establish a governance and organisational framework in relation to:

• Consultation.

• Decision making.

• Coordination of strategies, activities, implementation and follow-up.

• Coordinate and integrate legislation, technology choices, standards, service delivery and policy outcomes.
<table>
<thead>
<tr>
<th></th>
<th>Process innovation</th>
<th>Product/service innovation</th>
<th>Organisational innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early stage</td>
<td>Doing existing things faster, cheaper, and better.</td>
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<tr>
<td>COST-driven</td>
<td></td>
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<tr>
<td>Middle stage</td>
<td></td>
<td>Doing new things, but in the same organisational settings.</td>
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<tr>
<td>USER-driven</td>
<td>IBID</td>
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<tr>
<td>Last stage</td>
<td></td>
<td>IBID</td>
<td>Doing new things, and in new organisational settings.</td>
</tr>
<tr>
<td>VALUE-driven</td>
<td>IBID</td>
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</tbody>
</table>
Stage 1: TRANSPARENCY
- Actors: one-way, G → C/B
- Open government: transparency
- UN e-participation: e-information
- Open government data: star rating 1

G = government
C = citizen
B = business

Stage 2: PARTICIPATION
- Actors: two-way, G (agenda setter) ↦ C/B
- Open government: participation
- UN e-participation: e-consultation
- Open government data: star rating 2 & 3

Stage 3: COLLABORATION
- Actors: two-way, G ↛ C/B (both agenda setters)
- Open government: collaboration
- UN e-participation: e-decision-making
- Open government data: star rating 4

Stage 4: ENGAGEMENT
- Actors: multi-way, G ↔ C/B (all agenda setters)
- Open government: collaboration plus (co-governance)
- UN e-participation: e-decision-making
- Open government data: star rating 5d

ePARTICIPATION, OPEN GOVERNMENT AND OPEN DATA DEVELOPMENT
FOUR STAGES

Preliminary definitions

1. **Transparency** requires the opening of (government) data and information, its dissemination, quality and use, as well as the building of a culture of cooperation and openness among government agencies and with citizens and other stakeholders = *one-way, government to citizen (government is active and citizens passive)*

2. **Participation** relates to boosting the involvement of citizens in the work of the government through feedback loops, and the sharing of ideas and knowledge = *two-way, between government and citizen, but government still sets the agenda (government is active and citizens re-active)*
Preliminary definitions

3. **Collaboration** refers to more cooperation between the government, citizens, the private sector and civil society to co-create innovative services, strategies, and plans = *two-way, between government and citizen, where both can set the agenda and be active, but based on a government agenda*

4. **Engagement** moves towards the total involvement of citizens in the work of the government through shared responsibility = *multi-way, between government and citizen, where both can set the agenda and be pro-active based a shared agenda = ‘co-governing’*
OPEN GOVERNANCE FRAMEWORK

OPEN GOVERNMENT IS AT THE INTERSECTION

OPEN DATA

TRANSPARENCY

COLLABORATION

PARTICIPATION

OPEN PROCESS

OPEN SERVICE
Two types of services

1. Core government services
   *i.e. something you MUST do as a citizen or business* (no choice)
   e.g. tax return.

2. Public value-adding services
   *i.e. something you would LIKE TO do as an individual or person* (choice)
   e.g. find the nearest xyz.
CROSS CHANNEL TOOLS

• Usability criteria;
• Reuse of data;
• Direct and indirect user-engagement tools.
• Establishing a baseline
• Stakeholder mapping
• Disclosing, consulting and participation
• Changing landscape and feedback loops
• Logistical requirements
• NOTE: Research and practical experiences

Figure 1: Stakeholder engagement matrix.
• **Set** the baseline, the vision and level of ambition for future engagement. Review past actions.

• **Define** criteria for identifying and prioritizing stakeholders. Select the engagement mechanism.

• **Conduct** the engagement activities. Disclose, consult and actively participate in the engagement activities. Ensure equitable stakeholder representation and contribution. Mitigate tension while remaining focused on the issues, and objectives of the vision set.

• **Identify** opportunities from feedback and determine action. Revisit goals and plan next steps for follow-up and future engagement as a result of the changing landscape.

Figure: Engagement process (Source: UNU-EGOV, 2017)
PROCESS EXAMPLE

Figure: One-off / cyclical engagement model (Source: Andy Williamson & Morten Meyerhoff Nielsen, 2012)
• What participation model to follow?
• What level of engagement to offer?
• How inclusive should the engagement be?
• Which is the target audience (type and size)?
• Which stakeholders to involve?
• What is the role of each stakeholder?
• What are the requirements to participate?
• What data is gathered from participants?
• When should the initiative be launched?

• How long to keep it open?
• A one-round initiative or a cyclic-initiative?
• What tools should be used to support the engagement process?
• New versus traditional methods?
• What level of moderation should exist?
• How to promote the initiative?
• How to dynamize the initiative (keep it alive)?
• How to evaluate the success of the initiative?
• Channel strategic tools
• Usability criteria
• Engagement tools
CHANNEL STRATEGIC TOOLS
SERVICE DELIVERY CHANNELS

**PAPER**
- Forms, letters, email

**PERSON**
- Physical service centers

**TELEPHONE**
- Telephone calls, direct or via call centers

**DIGITAL**
- Online self-service

**ANALOGUE**

**DIGITAL**
Don’t forget your channel strategy:

- **WRITTEN REQUESTS**
  Often unstructured with missing information requiring follow-up

- **IN-PERSON REQUESTS**
  One-stop-shop, economics of scale, special training, missing information can be provided straight away

- **CALL CENTRE REQUESTS**
  One-stop-shop, economics of scale, more efficient turn-over, special training, specialization/teams, missing information provided straight away

- **ONLINE SELF-SERVICE**
  One-stop-shop, economics of scale, 24/7
<table>
<thead>
<tr>
<th>Service entry points:</th>
<th>54</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written requests:</td>
<td>2,544,000</td>
</tr>
<tr>
<td>In-person requests*:</td>
<td>5,382,000</td>
</tr>
<tr>
<td>Call centre requests:</td>
<td>3,344,000</td>
</tr>
<tr>
<td>Online self-service**:</td>
<td>1,800,000</td>
</tr>
<tr>
<td>Total number of requests:</td>
<td>13,070,000</td>
</tr>
</tbody>
</table>

* Incl. c. 3.8 mill. library visits
** Requests on www.kk.dk concerning service offers. Excl. library website visits
(Source: Copenhagen Municipality and Deloitts)
STUDIES SHOW

Citizen service figures in Copenhagen Municipality (2009)

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Requests %</th>
<th>Unit cost</th>
<th>Expenditure %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written requests</td>
<td>27%</td>
<td>kr 110 / €14.75</td>
<td>51%</td>
</tr>
<tr>
<td>In-person requests</td>
<td>18%</td>
<td>kr 80 / €10.75</td>
<td>24%</td>
</tr>
<tr>
<td>Call centre requests</td>
<td>36%</td>
<td>kr 40 / €5.40</td>
<td>24%</td>
</tr>
<tr>
<td>Online self-service requests</td>
<td>19%</td>
<td>kr 3 / €0.40</td>
<td>1%</td>
</tr>
</tbody>
</table>

(Source: Copenhagen Municipality and Deloitte)
- 85% of Danes want to serve themselves online, as long as the solutions are user-friendly
- 10-15% of the citizen service takes place digitally
- Each channel has unique characteristics and tipping points.
- Studies also show that average € cost of service provision is:

![Cost Comparison Chart]

€1 equal to DKK 7.44, on 30/11/2011
Legislation, channel-strategy, communication ensure volume.

User-friendliness under pin choice and volume.
A channel strategy is a detailed plan for effectively providing a given service through a particular distribution channel or combination of channels.

The aim of a channel strategy is to provide service at the most optimal channel from a user and cost perspective.

A successful channel strategy should reflect the user's desire to interact with service provider.
LEGAL RISKS....
AND OPPORTUNITIES
FLOOR WALKERS AND TELEPHONE PROMOTES
PROMOTION DISASTER

- Multiple channels
  * e.g. web, facebook, twitter
- Clear corporate identity
  * i.e. use of logo, common look-and-feel
- Targeted
  * i.e. channels, tools and style targeted to specific audiences
- On message
  * i.e. what do we do and why
• Multiple channels
  e.g. web, facebook, video, shopping centres, flyers, etc
• Clear corporate identity
  i.e. use of logo, common look-and-feel
• Targeted
  i.e. channels, tools and style targeted to specific audiences
• On message
  ie what do we do and why
• Multiple channels
e.g. one-stop-shops, libraries, senior citizen centres, daycare, tv, web

• Multiple tools
e.g. tv ad, fliers, posters, web-banners marketing pack for reuse

• Clear corporate identity
i.e. use of logo, common look-and-feel

• Targeted
i.e. channels, tools and style targeted to specific audiences

• On message
i.e. what can you do on borger.dk what services are available
Multiple channels and tools
e.g. web, facebook

Unclear corporate identity
i.e. not sure if it is the REAL NYC facebook profile, no logo, no common look-and-feel (now better)

Targeted
i.e. information mainly PR

Message
i.e. what is happening in NYC

WEBSITE AND FACEBOOK INITIATIVE

- Web - www.nyc.gov
- Facebook - www.facebook.com/nycgov
- Likes - 141,801 29/10/2013 (14,958 31/5/2012)
- Population - 8,244,910
- Like/population - 1.72% (0.18%)
Multiple channels and tools
e.g. web, facebook, one-stop-shops, libraries, the same content pushed through different channels

Clear corporate identity
i.e. use of logo, common look-and-feel

Targeted
i.e. is present where citizens are

On message
i.e. what the municipality offer you, eServices, events etc
• Have a clear multi-channels strategy and consider:
  - Traditional telephones, letters, one-to-one relationship
  - One-stop-shops (electronic and physical) and life events
  - Understand channel characteristics suiting which users, situations etc
  - Know the channel switch-points
  - Only digitise where appropriate
  - Not all things are suitable for digitisation
  - Digitise high volume tasks
• The degree of choice should be consistent with public sector principles (services, channel, time, place, provider)
• Engage users/groups in design, delivery and content of services (user-driven)
• Know the users and have clear user segmentation (user-centric)
• Ensure that the end-user have the necessary ICT-skills
• Advanced eServices can be simple, easy, convenient to use
• eAuthentication and eID essential for two-way interaction and transformation
USEABILITY TOOLS
INTELLIGENT ASSETS HELPS GETTING THE RIGHT SERVICE, TO THE RIGHT PERSON, AT THE RIGHT TIME AT THE RIGHT PLACE BY ...
Example of inter-connected service elements. A service may consist of or or more of these elements

**Question:** Provide an example of each element?

**Question:** How can you use technology to provide service in relation to each element?

**Question:** How can you improve efficiency and effectiveness though smart concepts and technology
• Balance simplicity with complexity
  - Avoid a simple and easy one-size-fits-all
  - Aim for the more difficult complexity which ensures better fit

• Balance change and adaptability with stability and continuity

• Balance transparency and privacy

• Make sure that the needs of both front- and back-office users are balanced

• Aim to reach all and provide alternatives for those not targeted
DESIGN FOR ALL, ACCESS AND INCLUSION

• Maximise (e)service personalisation by way of delivery or user focus

• Balance between pro-active (push) services and self-service (pull) services

• Make special provision for disadvantaged groups but:
  - Do not expect them to be ICT users
  - Cater for public, private, civil, or social intermediaries

• Understand difference between:
  - ‘Demand’ (based on active request or take-up)
  - ‘Need’ (based on policy) and how to achieve both
PERSONALISED SERVICES

PERSONAL content

LOCAL content

GENERAL content

PERSONAL CONTENT/FRAGMENTS
i.e. specific and personal

LOCAL CONTENT/FRAGMENTS
i.e. geographical segmentation

GENERAL CONTENT/FRAGMENTS
i.e. EVERYTHING

FUNNELS ARE GOOD!

Address?

Age?

Car ownership?

Income?

Civil status?

Gender?

Children?

Loans?

Employment status?

Property ownership?

Car ownership?

Income?

Children?

Credit history?
USER CENTRIC, INTUITIVE AND VALUE-ADDING DESIGN IS ESSENTIAL

Requirements incl.:

- Short and precise formulations – no thanks to ”bureaucratic language”
- Logic and intuitive, graphical design
- Access to help
- Summary of all entered data before submission
- Receipt
- Functions in major browsers
- Reuse of data and components
- WCAG 2.0 AA

...and what can we do to secure it?

- Screening of existing eServices
- Status reporting related to mandatory eServices
- Development guide for well-functioning eServices
- Information and advise to authorities and it-developers
- Joint communication, it-skills development and it-assistance

http://arkitekturguiden.digitaliser.dk/godselybetjening  
https://www.gov.uk/service-manual
DISCUSSION: ACCESS, CHANNELS, CHOICE...

• FORMAT:
  - Clip and group discussion
  - Access, channels, choice…the house that sends you mad (video 6:29)
  - http://www.youtube.com/watch?v=u5vxnBvWXO8

• QUESTIONS
  - What does the clip illustrate in relation to access, inclusion, channels, user-choice and user-driven engagement and development?
  - Does the clip illustrate anything in relation to having a clear vision and communicating clearly?
ENGAGEMENT TOOLS
<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANELS AND FOCUS GROUPS</td>
<td>• on/offline panels and focus groups</td>
</tr>
<tr>
<td></td>
<td>• personas</td>
</tr>
<tr>
<td>TESTS</td>
<td>• think-aloud</td>
</tr>
<tr>
<td></td>
<td>• try-it</td>
</tr>
<tr>
<td></td>
<td>• various user tests</td>
</tr>
<tr>
<td>MAPPING AND ANALYSIS</td>
<td>• service and context mapping</td>
</tr>
<tr>
<td></td>
<td>• heat-mapping</td>
</tr>
<tr>
<td></td>
<td>• eye-tracking analysis of content</td>
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<tr>
<td></td>
<td>• service use statistics</td>
</tr>
<tr>
<td>SURVEYS</td>
<td>• personal, telephone and online surveys</td>
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<tr>
<td></td>
<td>• user-knowledge</td>
</tr>
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<td></td>
<td>• satisfaction measures</td>
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</table>
WEB 2.0: SLATES

- **Search**: finding information through keyword search

- **Links**: connecting information with information ecosystem using the internet model and providing low-barrier social tools such as Facebook, Twitter, etc.

- **Authoring**: ability to create and update content leads to the collaborative work of many (not a few web authors). Wikis allow users to undo and redo others’ work. Blogs, posts and the comments of individuals build up over time.

Source: Andrew McAfee
• **Tags:** categorisation of content by users adding short descriptions to facilitate searches without dependence on pre-made categories. Collections of tags created by many users within a single system ("folksonomies" i.e., folk taxonomies)

• **Extensions:** software making the web an application platform and document server

• **Signals:** syndication technology such as RSS feeds to notify users of content changes

Source: Andrew McAfee
In addition to SLATES Web 2.0 allows for:
- Identification and collection of quantitative and qualitative input
- Feedback and other information

Qualitative sources including:
- User input
- User tests
- Questionnaires and surveys
- Voting and rating
- Commenting, wikis and blogs

Source: Andrew McAfee
WEB 2.0: SLATES+

• Quantitative sources including:
  - User input
  - Conversion rates for websites
  - Statistics related to online self-service
  - Site analysis
  - Flow, eye and heat mapping
  - Voting and rating

Source: Andrew McAfee
<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOCIAL &amp; PROFESSIONAL NETWORKS</td>
<td>• Facebook or MySpace</td>
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<tr>
<td></td>
<td>• LinkedIn</td>
</tr>
<tr>
<td></td>
<td>• Twitter</td>
</tr>
<tr>
<td>SOCIAL &amp; PROFESSIONAL PLATFORMS</td>
<td>• Wikis like MediaWike, DokuWiki, TikiWiki, Google page wiki</td>
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<td></td>
<td>• Blogs like Wordpress or Blogger</td>
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<tr>
<td></td>
<td>• Collaborative office solutions as digitaliser.dk, Debategraph, Teamwork</td>
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<td></td>
<td>• Work Spot</td>
</tr>
<tr>
<td>SOCIAL PUBLICATION</td>
<td>• YouTube, Flicker and SlideShare</td>
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<tr>
<td></td>
<td>• RSS feeds and Twitter</td>
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<tr>
<td>SOCIAL &amp; PROFESSIONAL FEEDBACK</td>
<td>• Vote and debate on borger.dk or Debategraph</td>
</tr>
<tr>
<td></td>
<td>• Rating and commenting on Facebook or direct.gov.uk</td>
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<tr>
<td></td>
<td>• Surveys as SurveyMonkey, PirateSurvey, free online surveys</td>
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<tr>
<td></td>
<td>• Blogs, wikis, Wikipedia's article feedback tool, various public solutions</td>
</tr>
<tr>
<td></td>
<td>• etc.</td>
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</table>
WHY ENGAGEMENT AND SERVICES?

https://www.youtube.com/watch?v=XXWZ3uAEKsw&list=PL369712B4299FD7D0&index
INDIRECT ENGAGEMENT AND BENEFIT REALISATION
FEEDBACK LOOPS FOR SERVICE IMPROVEMENTS
BUSINESS INTELLIGENCE
A PERFORMANCE PLATFORM
DO NOT MEASURE ITEMS IRRELEVANT TO YOU to rate amenities in privately owned shopping malls!
Thank you

Thank you for spending the time to give us your comments on how we can improve our pages.

Directgov welcomes feedback on the quality and usefulness of its webpages. We do our best to act on it when we can.

What happens to your comments now?

All the comments we receive are collected into one central database. These are reviewed every week by a team of people from across Directgov. The team is made up of people from editorial, design, technical and customer services.

The team will review all the comments and ratings, including those you have just given. Some comments may be about improvements we can make quickly to the site. Others may involve areas that need further development.

We’re currently working on a number of projects to improve various parts of this site as a result of feedback we’ve already received.

Some of the projects we’ve been working on include:

- changing of name and address on your driving licence
- providing a faster response to national emergencies eg Swine flu, flood warnings and school closures
- writing a step-by-step guide on how to deal with redundancy

Responding to comments

Directgov can’t respond directly to your specific comments or guarantee that every comment will be acted on.

Your privacy

Directgov takes your privacy very seriously. We haven’t asked for any of your personal data but if you do leave any, it will be treated in line with our privacy policy.

Read more about your privacy in the link below.

Why are we asking for this information?
USER SURVEY WITH FREEWARE

• surveymonkey.com
• googleforms
• Go to your Facebook page
• Click on ”insights”
• Analyse performance in terms of:
  - Likes
  - Reach
  - Engagement of users
• NB: Think of how you can:
  - Reach different user-segments
  - Reuse existing web-content
  - Gain insight for transformation
“sentiment evaluation” is the consideration of mentions that are generally positive, compared to those that are generally negative.

Overall reputation +/-

did we take part in the conversation?
• Go to www.tweetreach.com
• Type in your Twitter @name
• Analyse performance in terms of:
  - Activities
  - Reach
  - Exposure
• NB: Think of how you can:
  - Amplify your normal reach
  - Promote your brand
  - Turn a negative into a positive
EARLY BI TOOL

- Automate data collection
- Monitor eService and portfolio:
  - Use
  - Completion rates
  - Completion times
- Compare:
  - Services
  - Service areas
  - With other authorities
  - With other vendors

Go automate data collection of eService use for your entire portfolio monitor your progress, completion rates, average and IT-vendor & see if there are better solutions available.

MEASURE YOUR PROGRESS

www.statistik.borger.dk
Filtered on “report rodents” and “municipalities in the capital region” for the last month
MEASURE YOUR PROGRESS

eg automate data collection of eService use AND compare the "degree self-service" over time to ensure you achieve your targets!

NB: Degree of "self-service" (or "digitisation") is the % of eService transactions compared to service requests on all channels

BENEFIT REALISATION AND PROGRESS

• Automate data collection of eService use
• Monitor progress
• Focus on "degree self-service" over time
• Facilitate intelligent decision making
• Underpin benefit realisation

www.scorecard.digst.dk
The digital ID and signature NemID
• 93+% (4.4 million) of eligible citizens have NemID
• 120+ million public sector NemID transactions the last 12 months

The Digital Postbox and secure storage:
• Two-way encrypted communication
• 89+% (4.18 million) of Danes over 15 have a Digital Postbox
• 10.8% (508,779) has been exempted (target was max 20%)
• 43+ million digital letters to and 0.56 million from Digital Postbox,
• 1.07 million SMS reminders from 1 Dec’13 to 30 Nov’14
RESULTS 2011 - 2015

Source: www.scorecard.digst.dk 24/03/2015
The digital ID and signature NemID
• 93+% (4.4 million) of eligible citizens have NemID
• 120+ million public sector NemID transactions the last 12 months

The Digital Postbox and secure storage:
• Two-way encrypted communication
• 89+% (4.18 million) of Danes over 15 have a Digital Postbox
• 10.8% (508,779) has been exempted (target was max 20%)
• 43+ million digital letters to and 0.56 million from Digital Postbox,
• 1.07 million SMS reminders from 1 Dec’13 to 30 Nov’14

Source: www.scorecard.digst.dk 24/03/2015
Criteria for evaluation and service contract:

• Choice of channel

• Transparency of public sector

• Overview of rights and duties

• Personalised information

• Convenient services

• Comprehensive procedures

• Trust and reliability

• Considerate administration

• Accountability and benchmarking

• Involvement and empowerment

GET STARTED
set goals, targets, criteria
discover delivery chain deficiencies

e-Citizen Charter
• google "e-Citizen Charter" for Arabic version
Thank you