

ESCWA Capacity Building Workshop on Open Government in the Arab Region

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UNITED NATIONS

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ESCWA

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

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A grayscale photograph of a hand holding an open book. The book is held open, showing two blank pages. The background is a bright, cloudy sky. A blue rectangular box is overlaid on the center of the book, containing the word "BACKGROUND" in white, uppercase, sans-serif font.

BACKGROUND

OPEN GOVERNMENT

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

Engagement must aim is 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 devices
- Cellular technology, like mobile telephones

Objectives incl. back- and front-office:

- Effectiveness
- Efficiency
- Quality
- Value-for-money
- Flexibility

eGOVERNMENT AS A CONCEPT

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

EFFICIENCY in performing incl
PROCESS optimisation,
SYNERGIES between
authorities, IOP and synergies
between new and existing
systems

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

DEMAND and end-user potential and ACCESS

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

COST reduction incl
TIME saving material
EXPENSES

Service improvement like
increased
TRANSPARENCY
better CO-OPERATION

EFFICIENCY

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

EFFICIENCY

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
SUBSIDIARITY *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

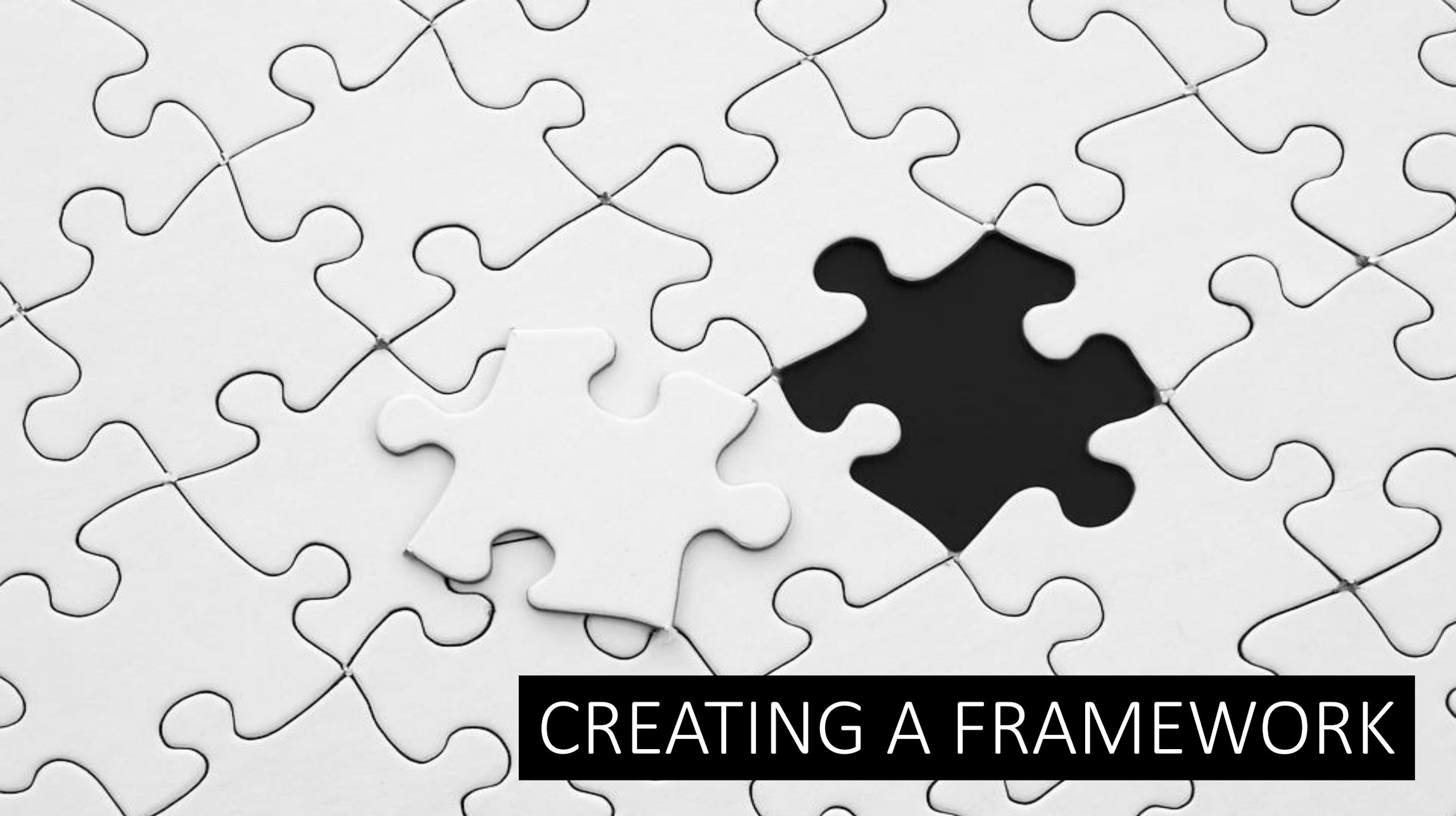
Users as citizens, entrepreneurs, and voters
Dilemma: Balance between interests and transparency

EFFICIENCY

Users pay tax
Dilemma: 'More for less'

EFFECTIVENESS

Users as consumers
Dilemma: Public sector can't choose its customers



CREATING A FRAMEWORK

GOVERNANCE, COOPERATION, COORDINATION

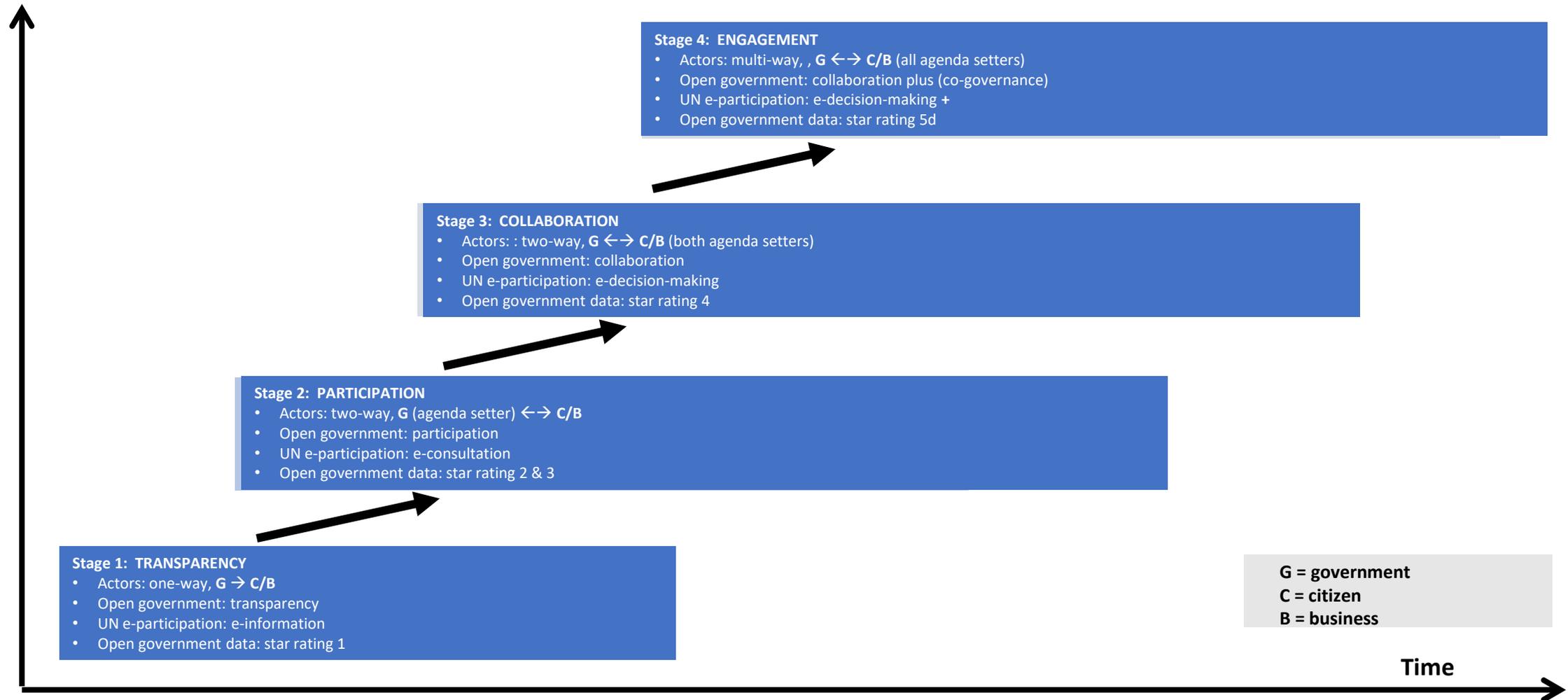
Establish a governance and organisational framework in relation to:

- Consultation.
- Decision making.
- Coordination of strategies, activities, implementation and follow-up.
- Coordinate and integrate legislation, technology choices, standards, service delivery and policy outcomes.

ENGAGEMENT FOR INNOVATION AND OPEN GOVERNMENT TRANSFORMATION

| | Process innovation | Product/service innovation | Organisational innovation |
|-------------------------------------|--|--|---|
| Early stage COST-driven | Doing existing things faster, cheaper, and better. | | |
| Middle stage USER-driven | Ibid. | Doing new things, but in the same organisational settings. | |
| Last stage VALUE-driven | Ibid. | Ibid. | Doing new things, and in new organisational settings. |

ePARTICIPATION, OPEN GOVERNMENT AND OPEN DATA DEVELOPMENT



FOUR STAGES

Preliminary definitions

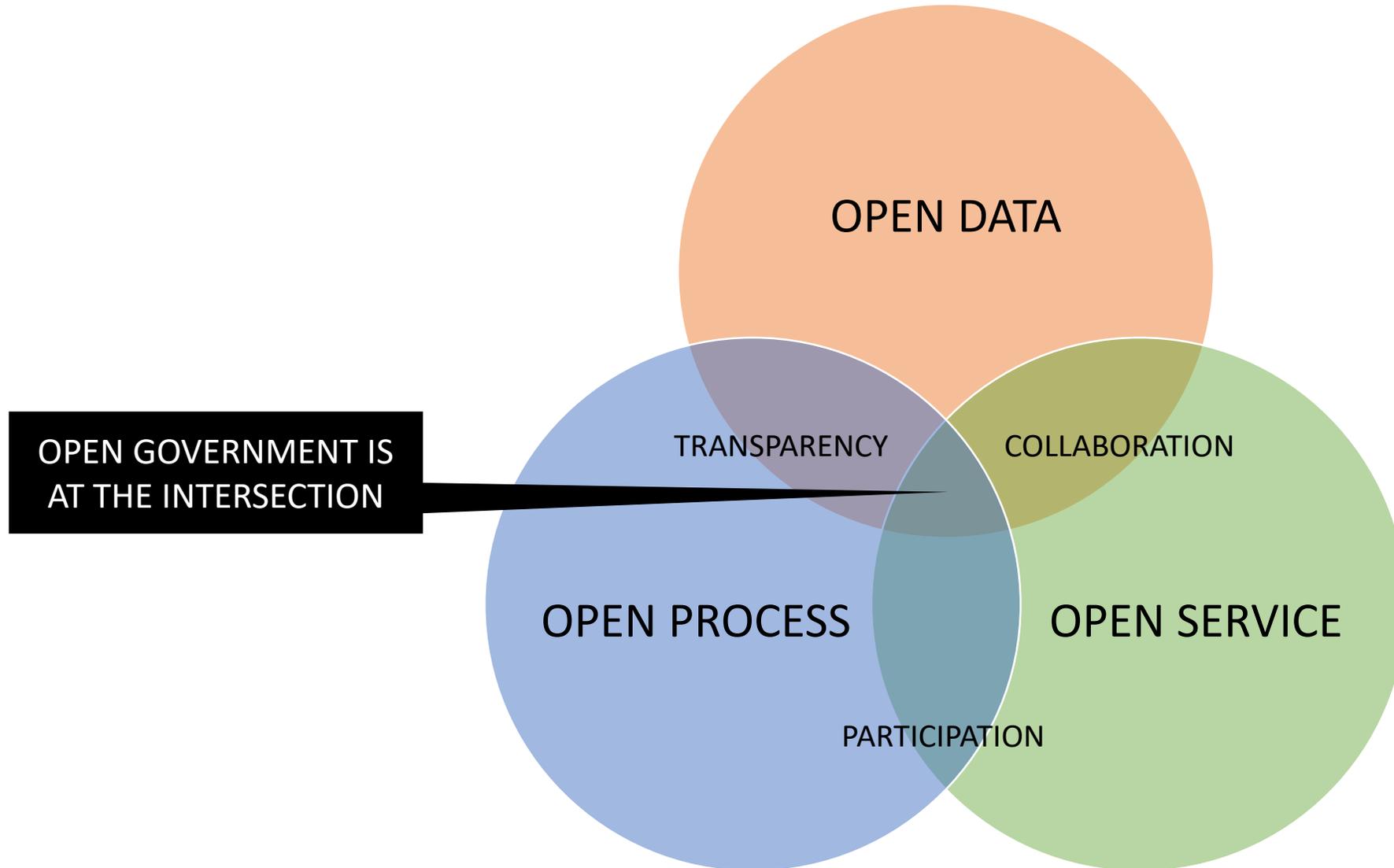
- 1. Transparency** requires the opening of (government) data and information, its dissemination, quality and use, as well as the building of a culture of cooperation and openness among government agencies and with citizens and other stakeholders = *one-way, government to citizen (government is active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

FOUR STAGES

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



CORE VS. PUBLIC VALUE-ADDING 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.

PROCESS

- Establishing a baseline
- Stakeholder mapping
- Disclosing, consulting and participation
- Changing landscape and feedback loops
- Logistical requirements
- NOTE: Research and practical experiences

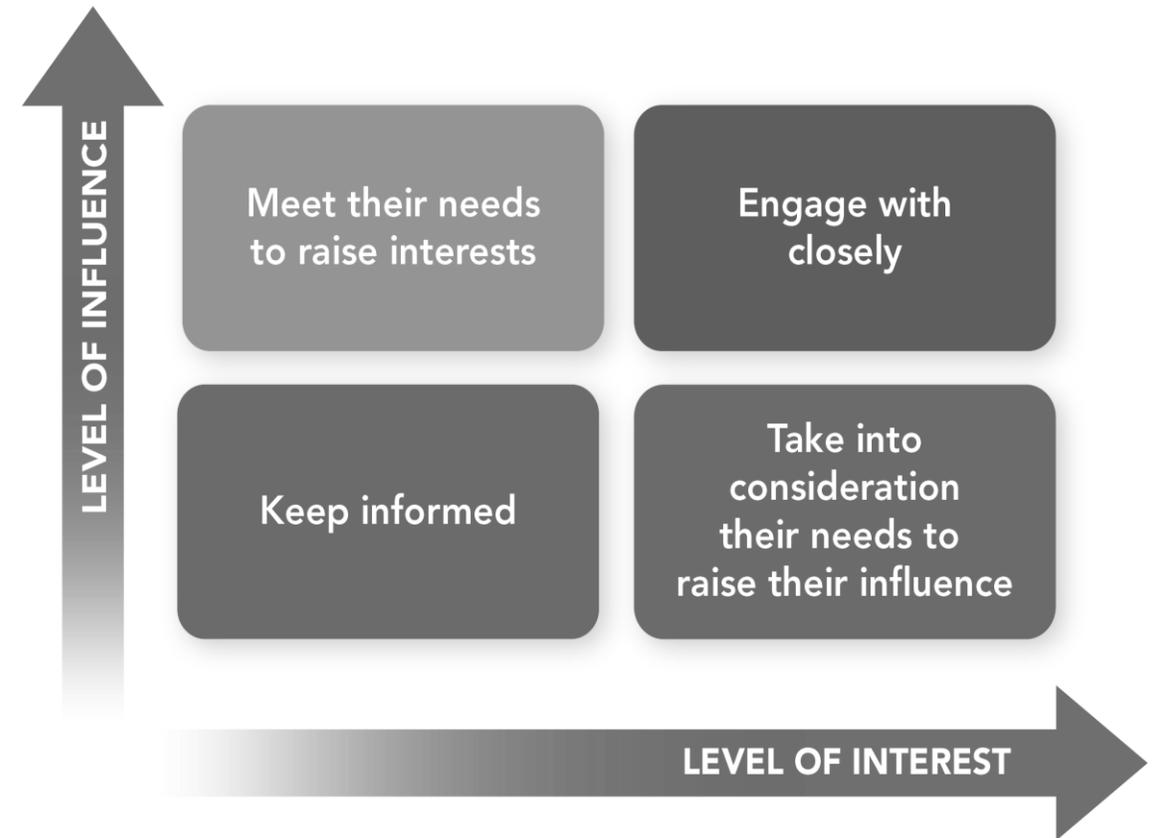


Figure1: Stakeholder engagement matrix.

PROCESS EXAMPLE

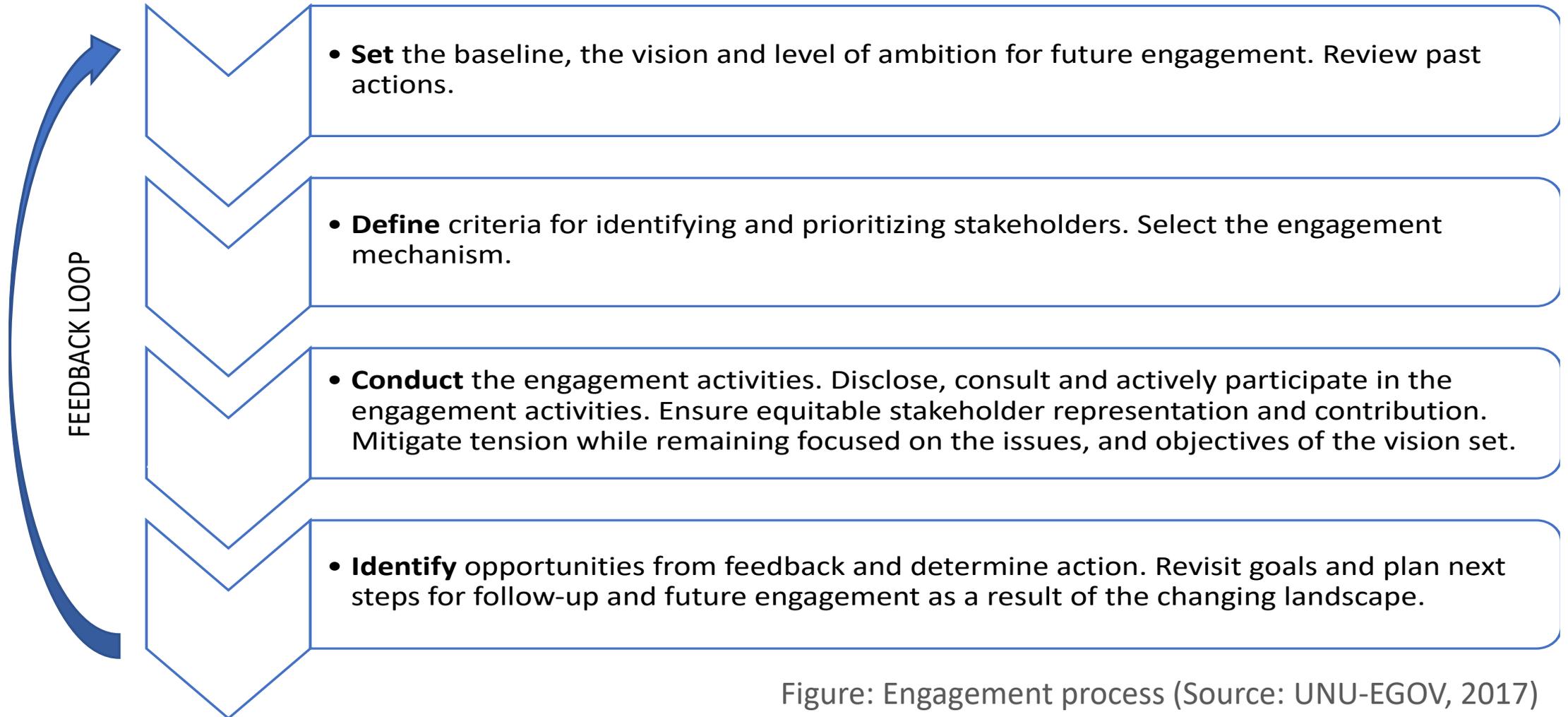


Figure: Engagement process (Source: UNU-EGOV, 2017)

PROCESS EXAMPLE

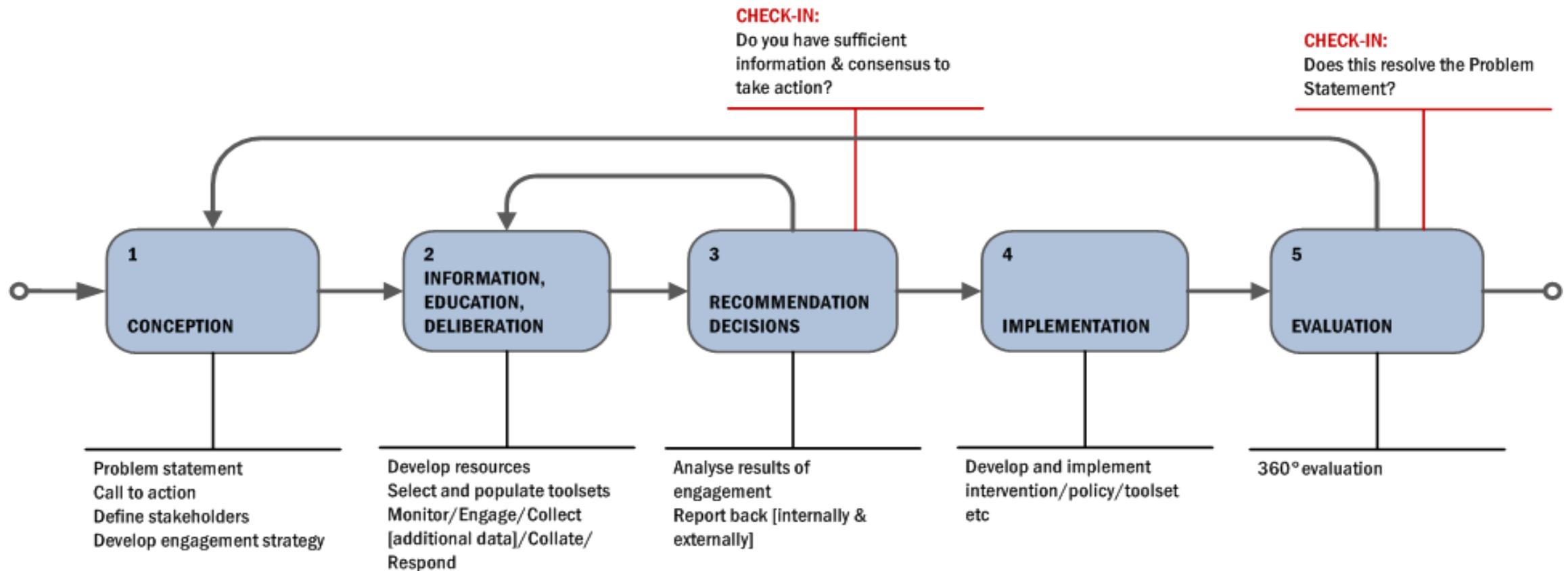


Figure: One-off / cyclical engagement model (Source: Andy Williamson & Morten Meyerhoff Nielsen, 2012)

CHECK LIST

- 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?



TOOLKIT

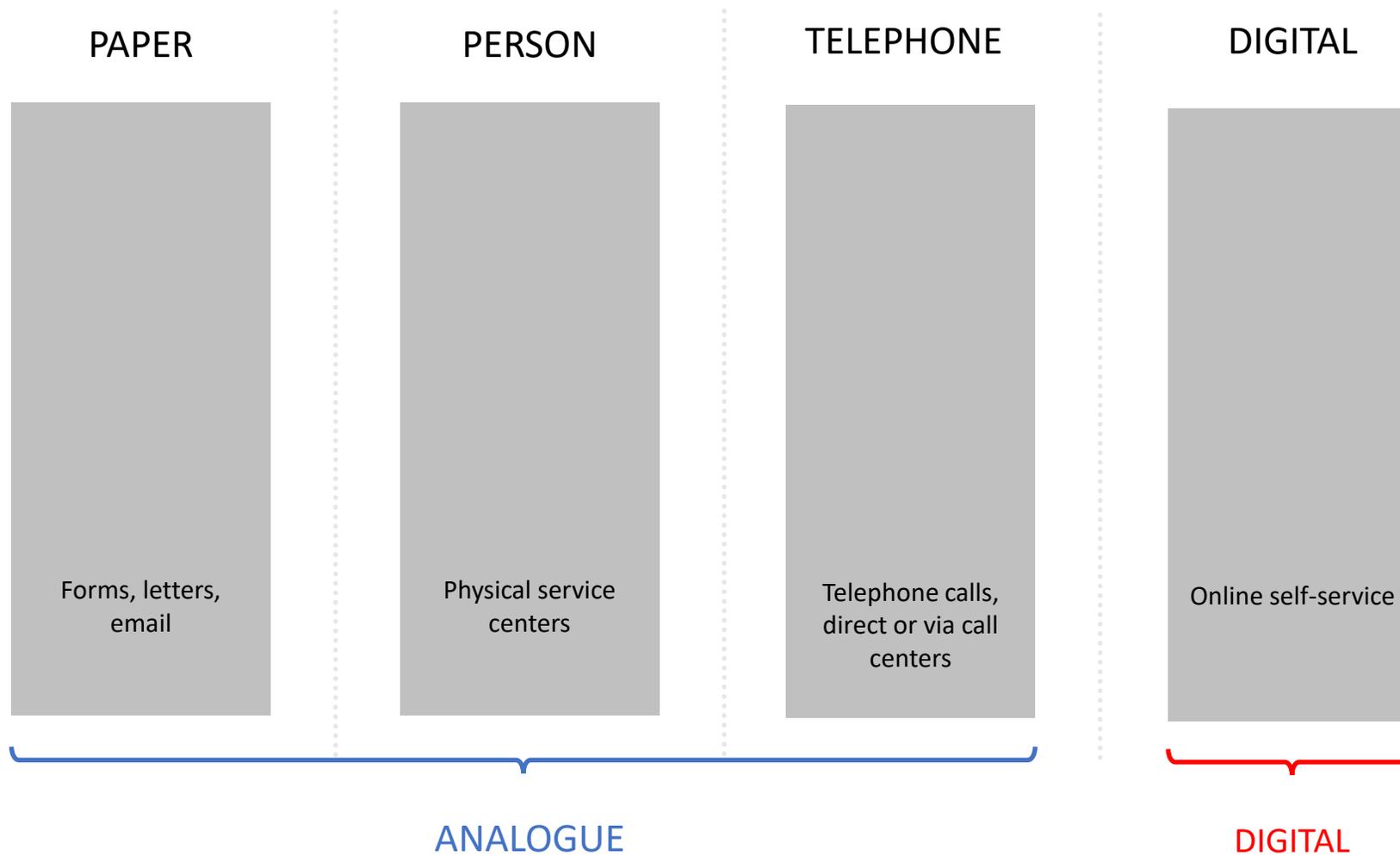
TOOLS

- Channel strategic tools
- Usability criteria
- Engagement tools



CHANNEL STRATEGIC TOOLS

SERVICE DELIVERY CHANNELS



SERVICE DELIVERY CHANNELS

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

STUDIES SHOW

Citizen service figures in Copenhagen Municipality (2009)

| | |
|-----------------------------|------------|
| • Service entry points: | 54 |
| • Written requests: | 2,544,000 |
| • In-person requests*: | 5,382,000 |
| • Call centre requests: | 3,344,000 |
| • Online self-service**: | 1,800,000 |
| • Total number of requests: | 13,070,000 |

* 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

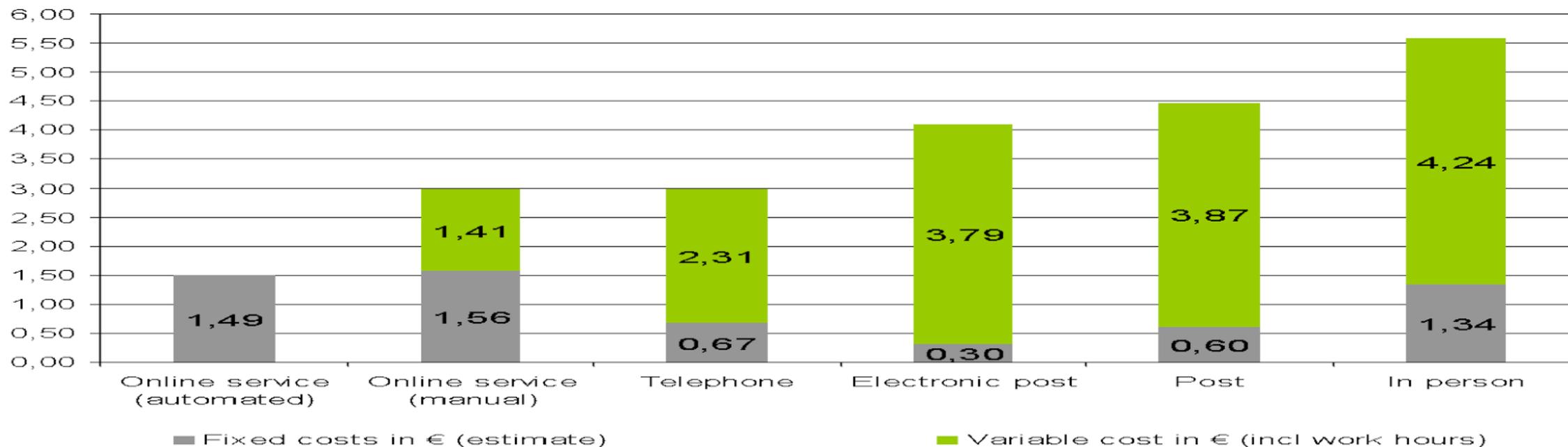
Citizen service figurs in Copenhagen Municipality (2009)

| | Requests % | Unit cost | Expenditure % |
|--------------------------------|------------|------------------|---------------|
| • Written requests | 27% | kr 110 / € 14.75 | 51% |
| • In-person requests | 18% | kr 80 / € 10.75 | 24% |
| • Call centre requests | 36% | kr 40 / € 5.40 | 24% |
| • Online self-service requests | 19% | kr 3 / € 0.40 | 1% |

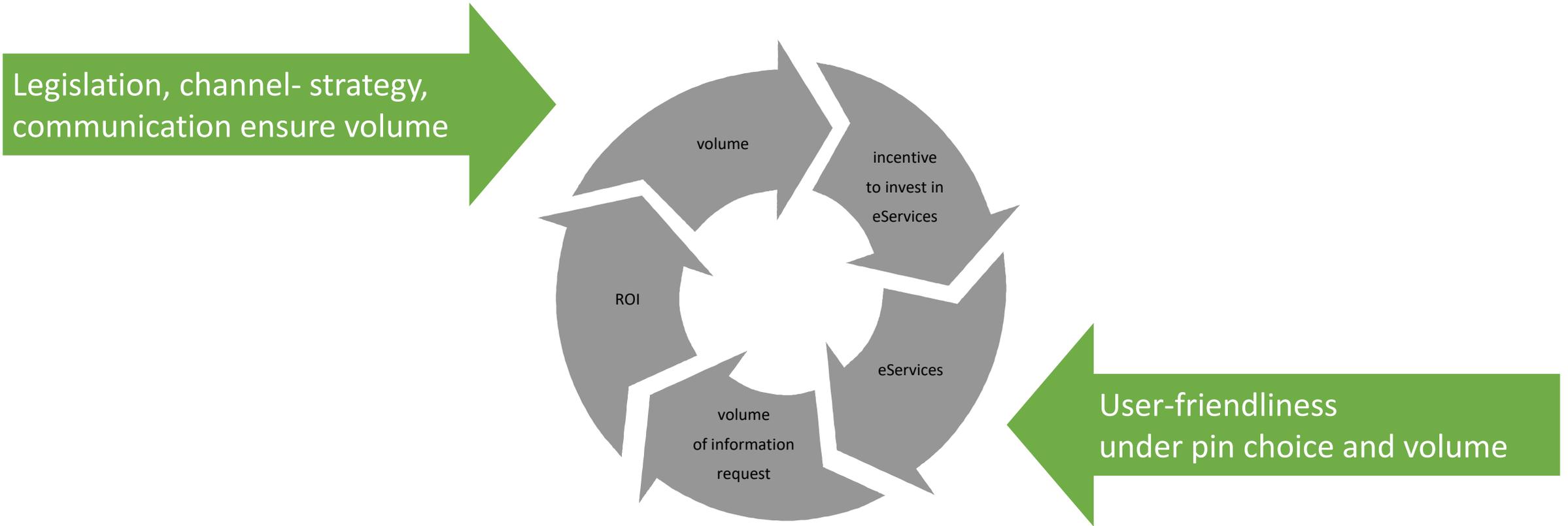
(Source: Copenhagen Municipality and Deloitts)

STUDIES SHOW

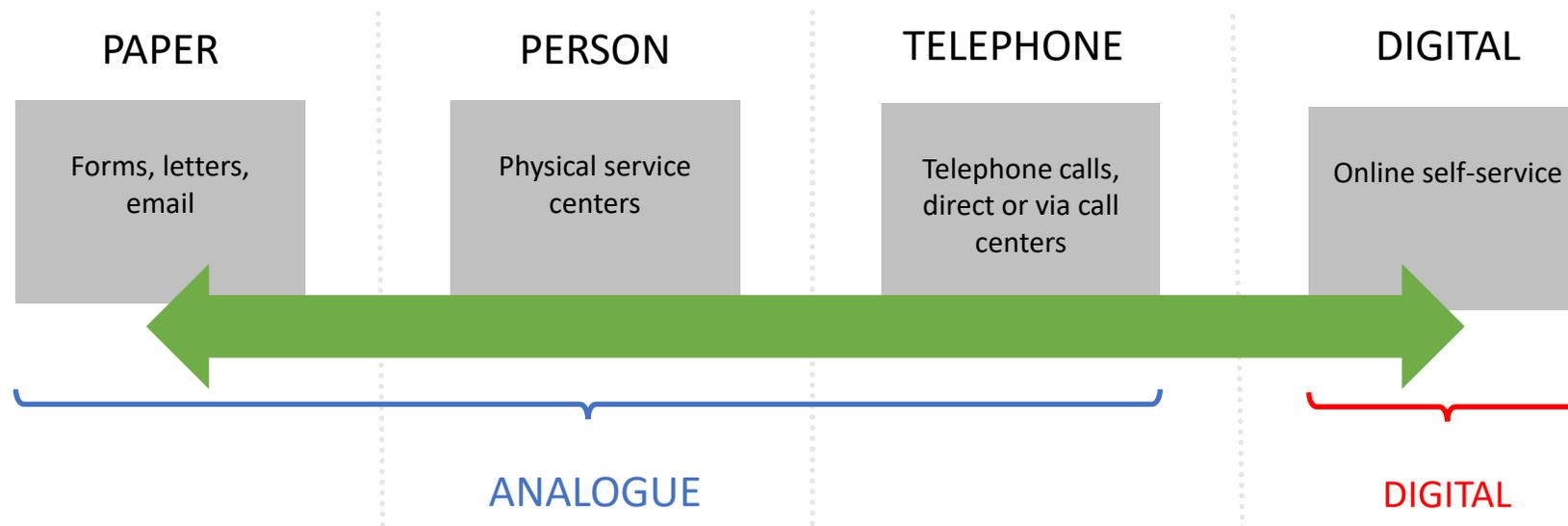
- 85% of Danes want to serve themselves online, as long as the solutions are user-friendly
- 10-15% of the citizen service takes place digitally
- Each channel has unique characteristics and tipping points.
- Studies also show that average € cost of service provision is:



GOVERNANCE, COOPERATION, COORDINATION



CHANNEL STRATEGY



- 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....



Shanahan
CN
COLLECTION

....AND OPPORTUNITIES



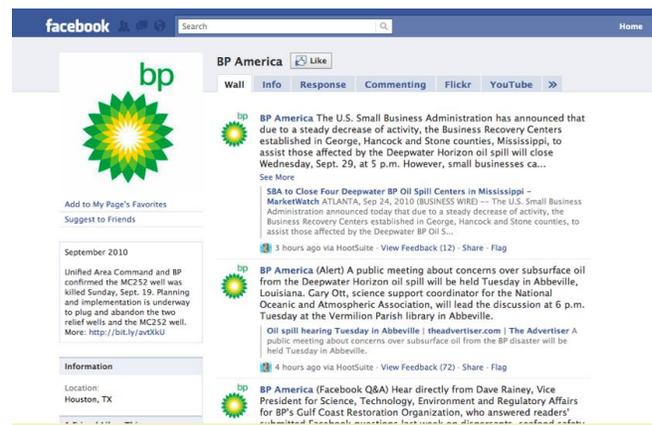
FLOOR WALKERS AND TELEPHONE PROMOTES



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

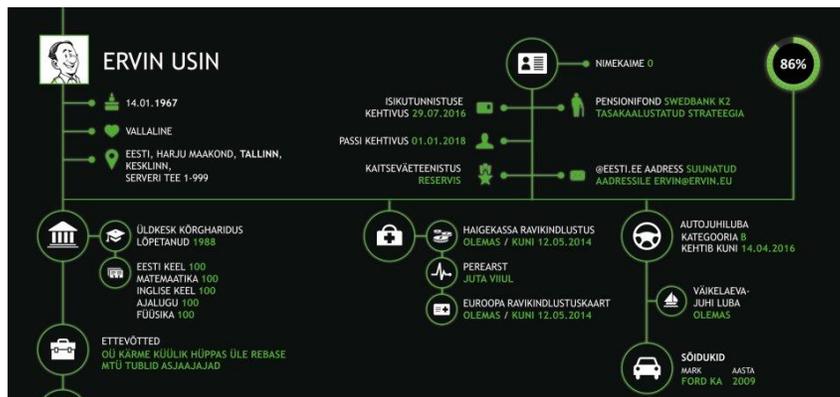
- Web - www.bp.com
- Campaign section - <http://goo.gl/w7GE7>
- Facebook - www.facebook.com/BPAmerica
- Twitter - twitter.com/#!/bp_america
- Twitter - [@bp_america](http://twitter.com/bp_america)



PORTAL PROMOTION

- 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

- Web - www.eesti.ee
- Facebook - www.facebook.com/eesti.ee
- TV ad (portal) - <http://goo.gl/3B76v>
- TV ad (drivers licence) - <http://goo.gl/T7yQT>
- Video guide (MyData) - <http://goo.gl/OzB7U>



JOINT-PUBLIC PROMOTION CAMPAIGNE

- 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

- Web - www.borger.dk
- Campaign section - <http://goo.gl/UcFE9>
- TV ad - <http://goo.gl/JXDEK>

Det offentlige bliver mere digitalt



borger.dk



borger.dk



WEBSITE AND FACEBOOK INITIATIVE

- 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

- 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 %)

The screenshot shows the NYC website homepage. At the top, there's a navigation bar with 'The Official Website of the City of New York' and 'NYC' logo. Below that, there's a main news section with a large article titled 'Mayor Bloomberg announces largest consolidation of city fleet operations to increase efficiency'. To the right, there's a 'IN THIS STORY' section with statistics: '21% reduction in number of disclosed fleet repair facilities', '\$415M approximately saved in fleet costs, \$170M of avoided capital costs', and '25,000 vehicles in City fleet'. Below the main news, there's a 'NYC 311' section with a 'Make a Complaint' button. To the right, there's a 'City Scope' section with a video player. At the bottom, there's a 'NYC Programs & Initiatives' section with a 'VIEW ALL' button and several program cards like 'ARE YOU READY NEW YORK?', 'Citi Bike Membership', and 'NYC Recovery'.

The screenshot shows the NYC Facebook profile page. The header features the 'facebook' logo and a search bar. The main image is a cityscape with 'NEW YORKER' and 'NYC' text. Below the image, there's a 'City of New York' profile section with '16,856 likes · 2,071 talking about this'. A post from 'City of New York' is visible, dated '7 hours ago', with the text: 'Today, Mayor Bloomberg went to the Academy for Urban Planning, a new school created under the Bloomberg administration, to announce the 2011 graduation rate for New York City. The State Department of Education released 2011 graduation rates...'. Below the post, there's a 'NUMBER OF FOUR-YEAR GRADUATES' chart showing data for classes of '08 through '14. The chart shows a steady increase from 34,503 in 2008 to 52,068 in 2014. On the right side, there's a 'Recent Posts by Others on City of New York' section with several posts from users like 'Business Development University', 'Nathaniel A. Andrews', 'EASY', and 'Kwan Edwards'.

WEB, SERVICES AND FACEBOOK INITIATIVE

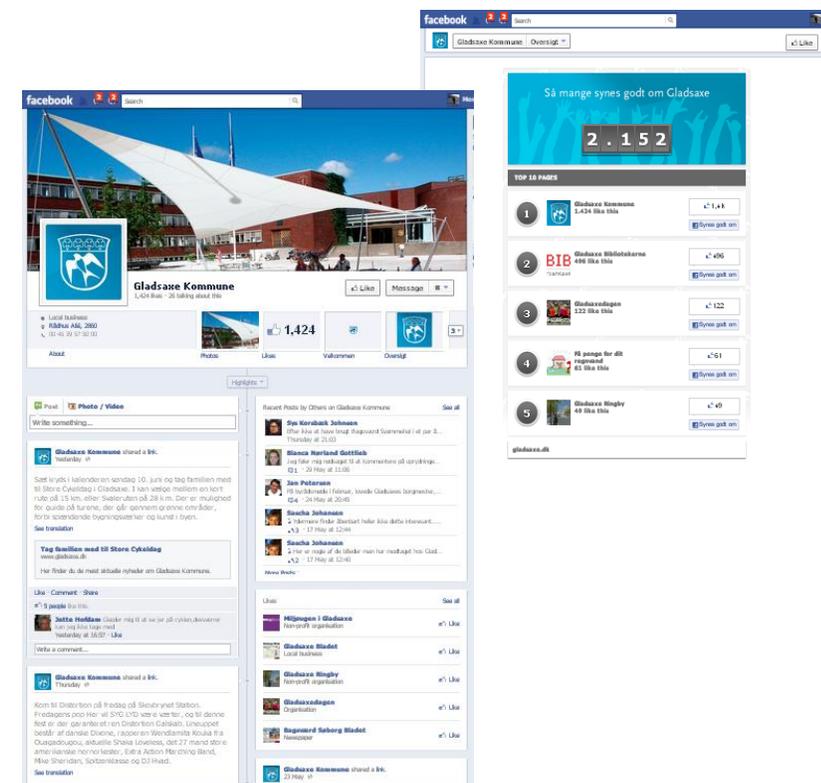
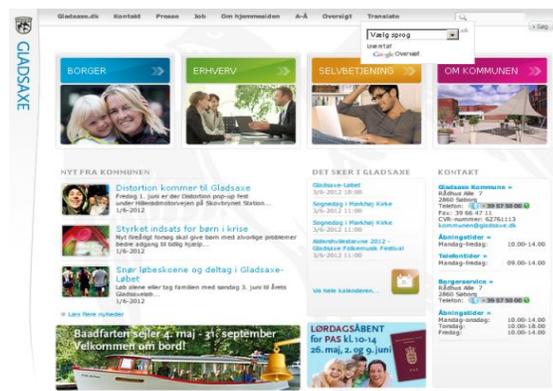
- Multiple channels and tools
e.g. web, facebook, one-stop-shops, libraries, the same content pushed through different channels

- Web - www.gladsaxe.dk
- Facebook - www.facebook.com/gladsaxekommune
- Likes – 3,055 29/10/2013 (1,422 31/5/2012)
- Population – 64,929
- Like/population – 4.71% (2.19%)

- 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



CHOICE, CHANNELS AND ENGAGING USERS

- 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

SERVICE DEVELOPEMENT

INTELLIGENT ASSETS HELPS GETTING THE RIGHT SERVICE, TO THE RIGHT PERSON, AT THE RIGHT TIME AT THE RIGHT PLACE BY ...



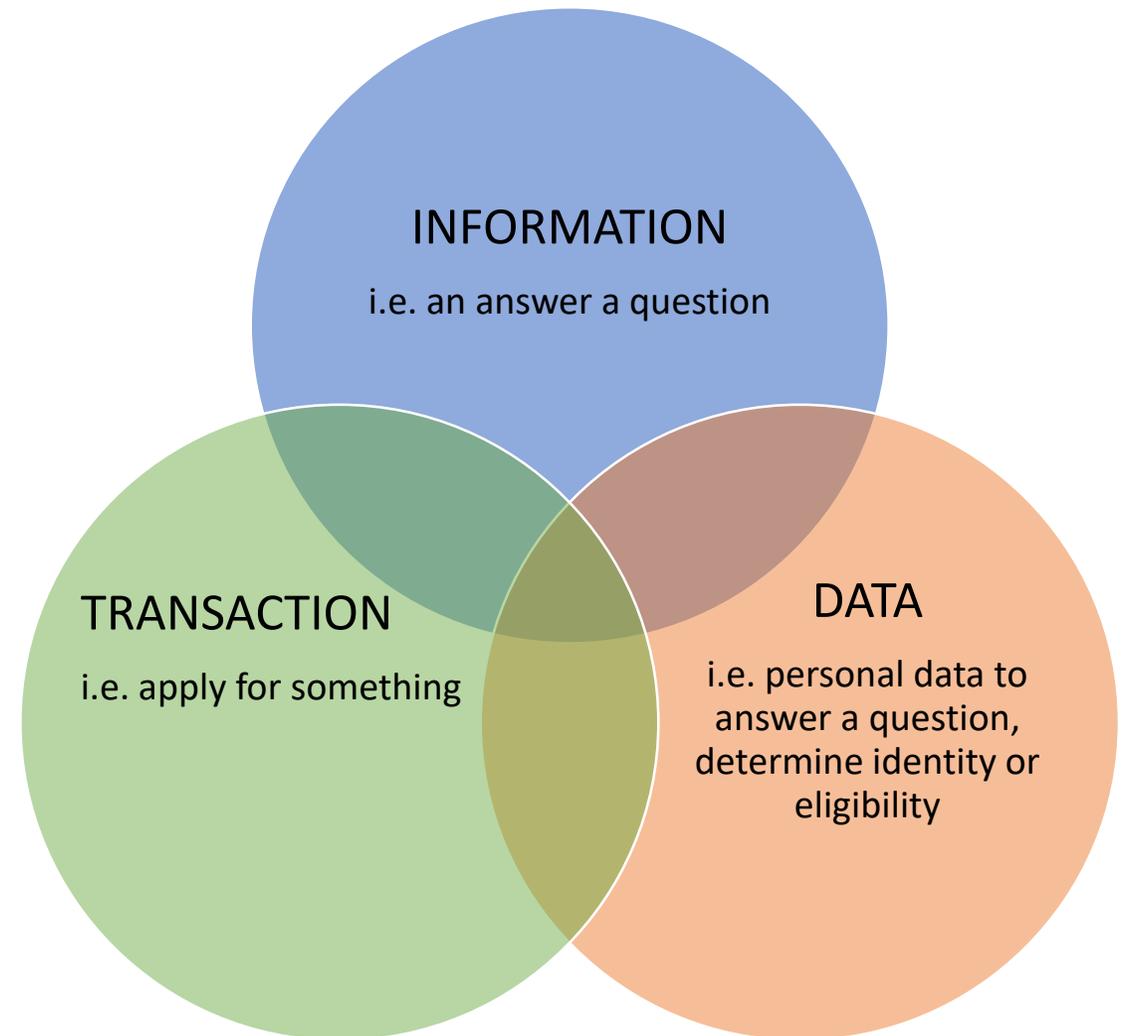
INTER-CONNECTED SERVICE ELEMENTS

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



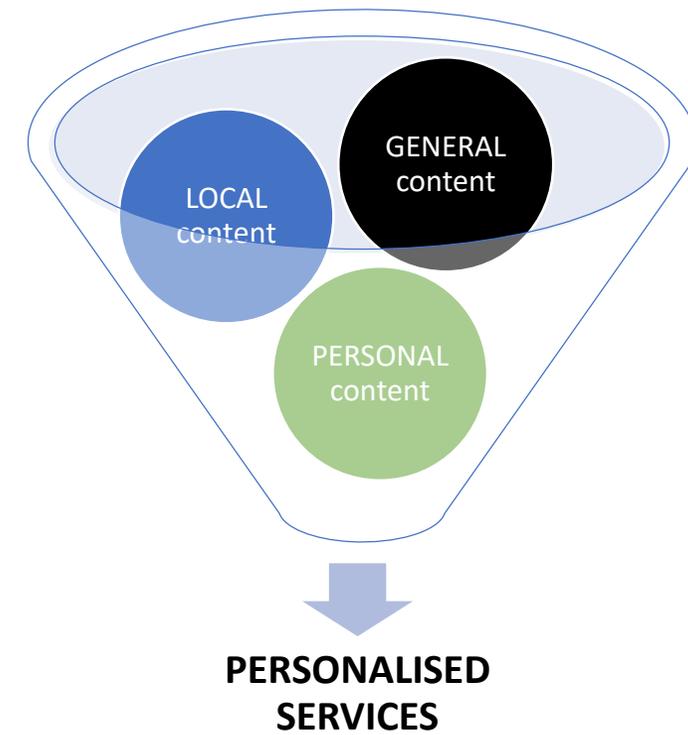
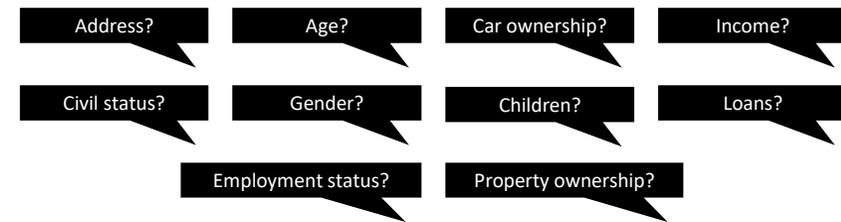
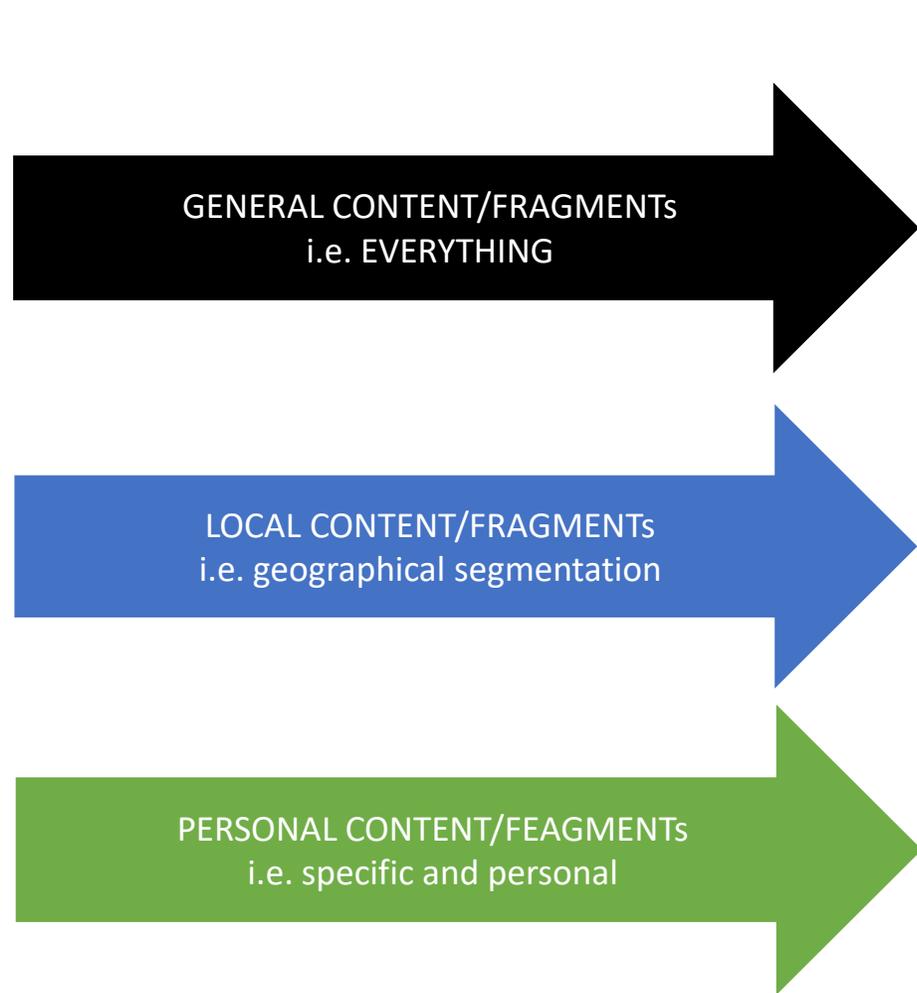
BALANCING ACT

- 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

FUNNELS ARE GOOD!



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

<http://arkitekturguiden.digitaliser.dk/godselvbetjening>

...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 advice to authorities and it-developers
- Joint communication, it-skills development and it-assistance

<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?

A black and white photograph showing several hands in silhouette holding and interlocking a series of gears of different sizes. The gears are arranged in a line, with the hands positioned around them, suggesting a process of assembly or adjustment. The background is a light, neutral color.

ENGAGEMENT TOOLS

TRADITIONAL PARTICIPATION TOOLS

| CONCEPT | EXAMPLES |
|--------------------------------|--|
| PANELS AND FOCUS GROUPS | <ul style="list-style-type: none">• on/offline panels and focus groups• personas |
| TESTS | <ul style="list-style-type: none">• think-aloud• try-it• various user tests |
| MAPPING AND ANALYSIS | <ul style="list-style-type: none">• service and context mapping• heat-mapping• eye-tracking analysis of content• service use statistics |
| SURVEYS | <ul style="list-style-type: none">• personal, telephone and online surveys• user-knowledge• satisfaction measures |

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.

WEB 2.0: SLATES

- **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

WEB 2.0: SLATES+

- 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

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

WEB 2.0 PARTICIPATION TOOLS

| CONCEPT | EXAMPLES |
|--|--|
| SOCIAL & PROFESSIONAL NETWORKS | <ul style="list-style-type: none">• Facebook or MySpace• LinkedIn• Twitter |
| SOCIAL & PROFESSIONAL PLATFORMS | <ul style="list-style-type: none">• Wikis like MediaWike, DokuWiki, TikiWiki, Google page wiki• Blogs like Wordpress or Blogger• Collaborative office solutions as digitaliser.dk, Debategraph, Teamwork or Work Spot |
| SOCIAL PUBLICATION | <ul style="list-style-type: none">• YouTube, Flickr and SlideShare• RSS feeds and Twitter |
| SOCIAL & PROFESSIONAL FEEDBACK | <ul style="list-style-type: none">• Vote and debate on borger.dk or Debategraph• Rating and commenting on Facebook or direct.gov.uk• Surveys as SurveyMonkey, PirateSurvey, free online surveys• Blogs, wikis, Wikipedia's article feedback tool, various public solutions etc. |

WHY ENGAGEMENT AND SERVICES?

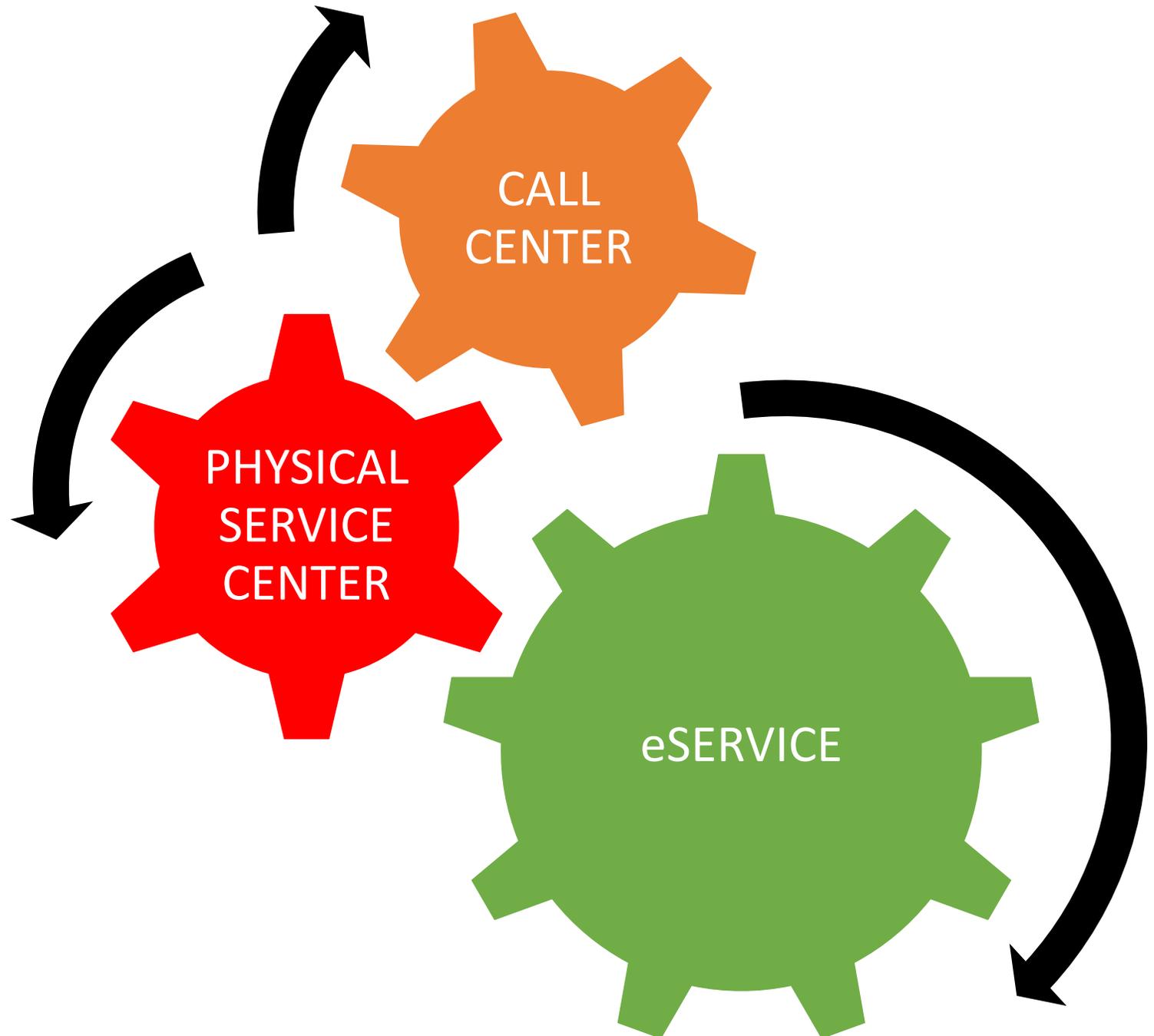
<https://www.youtube.com/watch?v=XXWZ3uAEKsw&list=PL369712B4299FD7D0&ind>



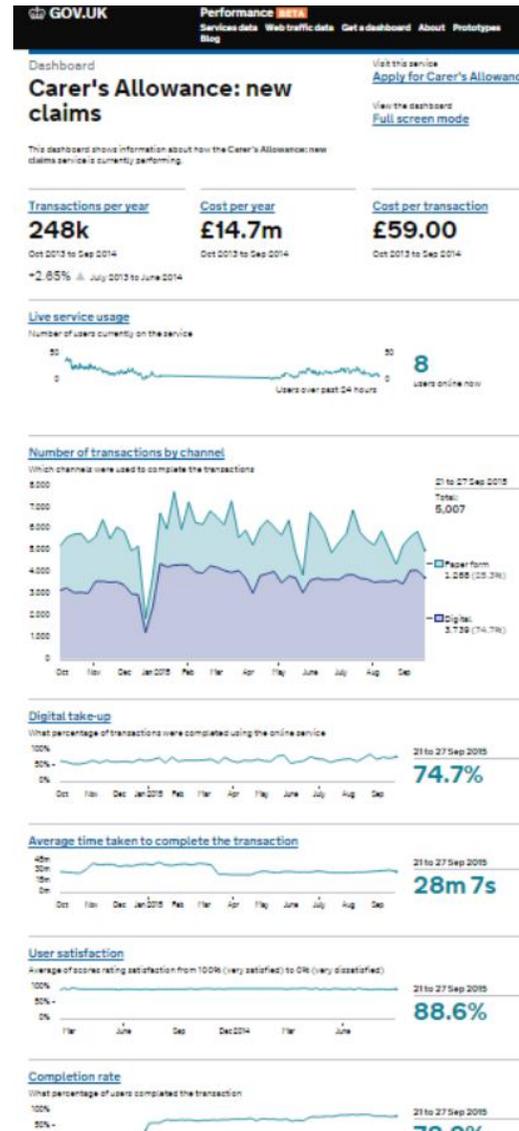
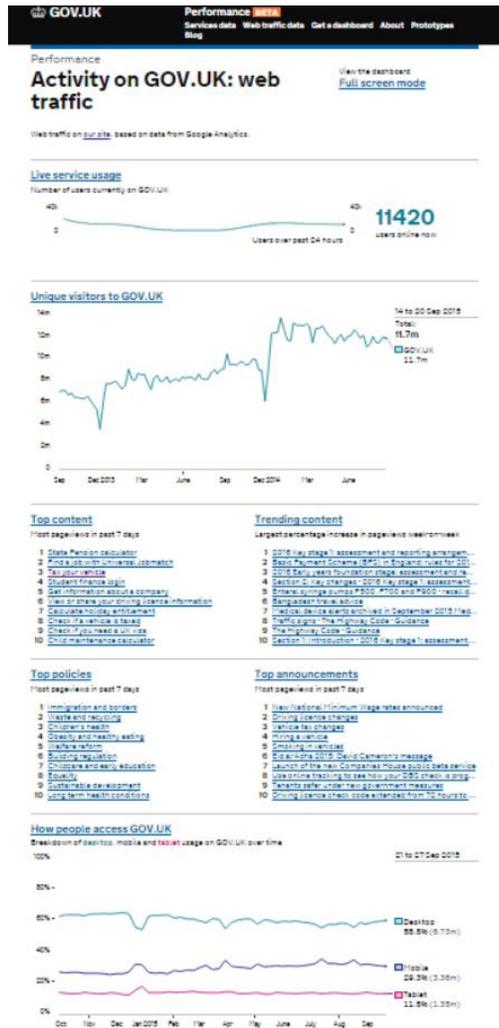


INDIRECT ENGAGEMENT
AND BENEFIT REALISATION

FEEDBACK LOOPS FOR SERVICE IMPROVEMENTS



BUSINESS INTELLIGENCE A PERFORMANCE PLATFORM



RATING UAE AND FACEBOOK

 Rate This (By Pearls)

Home » Rate This (By Pearls)

In this part you are invited to have your say on some key public issues. The "Rating" is a way of measuring the quality of our services and letting us know what your expectations are. From time to time, you'll find a question on a public issue, another on government services, and another on the quality of our services and letting us know what your expectations are.

Public | Economic

◆ How do you rate the amenities provided in the shopping malls in the UAE?

 Weak

 Average

 Good

 Very Good

 Excellent

Old Votes

DO NOT MEASURE ITEMS IRRELEVANT TO YOU
eg government portals should probably not ask citizens to rate amenities in privately owned shopping malls!



RATING AND COMMENTING CANTENBURY AND DIRECT.GOV.UK

 **Page tools**

Text size **1** **2** **3** **4**

[Print this page](#)

[Comment on this page](#)

[Rate this page](#)
★★★★★

Thank you

Thanks 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

More on Directgov

- ▶ [Check, change or cancel your driving licence](#)
- ▶ [Book your practical driving test](#)

Was this information helpful?

Thinking about what you think

Very useful Quite useful

Take a moment to tell us more details like your name or email address

500 characters left

Submit →

▶ [Why are we asking for this information?](#)

USER SURVEY WITH FREE-WARE VIC.GOV.AU

The image shows a screenshot of the Victoria Online website. The top navigation bar includes the logo, contact information (1300 366 356), and a search bar. A weather widget shows Melbourne with a temperature of 17-21°C. A sidebar on the left lists various services like 'About Victoria & Tourism', 'Business & Industry', and 'Social Media'. The main content area features a 'Social Media' section with links to Facebook, Flickr, Mobile Apps, MySpace, Podcasts, RSS, Twitter, Video, and YouTube. A survey overlay is positioned on the right side of the page, titled 'Rate this Site'. It contains several Likert scale questions and a text input field for comments. The survey questions include: 'How satisfied were you with the overall quality of the service delivery of Victoria Online?', 'Which of the following best describes the main reason for your visit today?', 'How easy was it to find what I was looking for?', 'Was the information I needed?', 'Was the site visually appealing?', 'Did you get what you needed?', 'Did you get part of what I needed?', and 'Would you recommend this site to your family and friends?'. A 'Submit your Responses' button is located at the bottom of the survey form.

Rate this Site

How satisfied were you with the overall quality of the service delivery of Victoria Online?

Very Satisfied Very Dissatisfied

Which of the following best describes the main reason for your visit today?

Conduct some business with government (e.g. Apply For..., Register For..., Pay...)

Find a specific piece of information

Find government contact information

Get weather information

Just surfing

Read latest Government news

Sign up for the Info Vic Newsletter

Subscribe to RSS news feeds

Use the events calendar

Other (please specify)

How easy was it to find what I was looking for?

Strongly Agree Strongly Disagree

Was the information I needed?

Strongly Agree Strongly Disagree

Was the site visually appealing?

Strongly Agree Strongly Disagree

Did you get what you needed?

Yes No

Did you get part of what I needed?

Yes No

Would you recommend this site to your family and friends?

Yes No

Do you have any comments or suggestions?

From time to time we run focus groups and other sorts of research activities in order to better understand the needs of Victoria Online visitors. If you are interested in helping us with this research, please provide some details so we can contact you.

name

phone

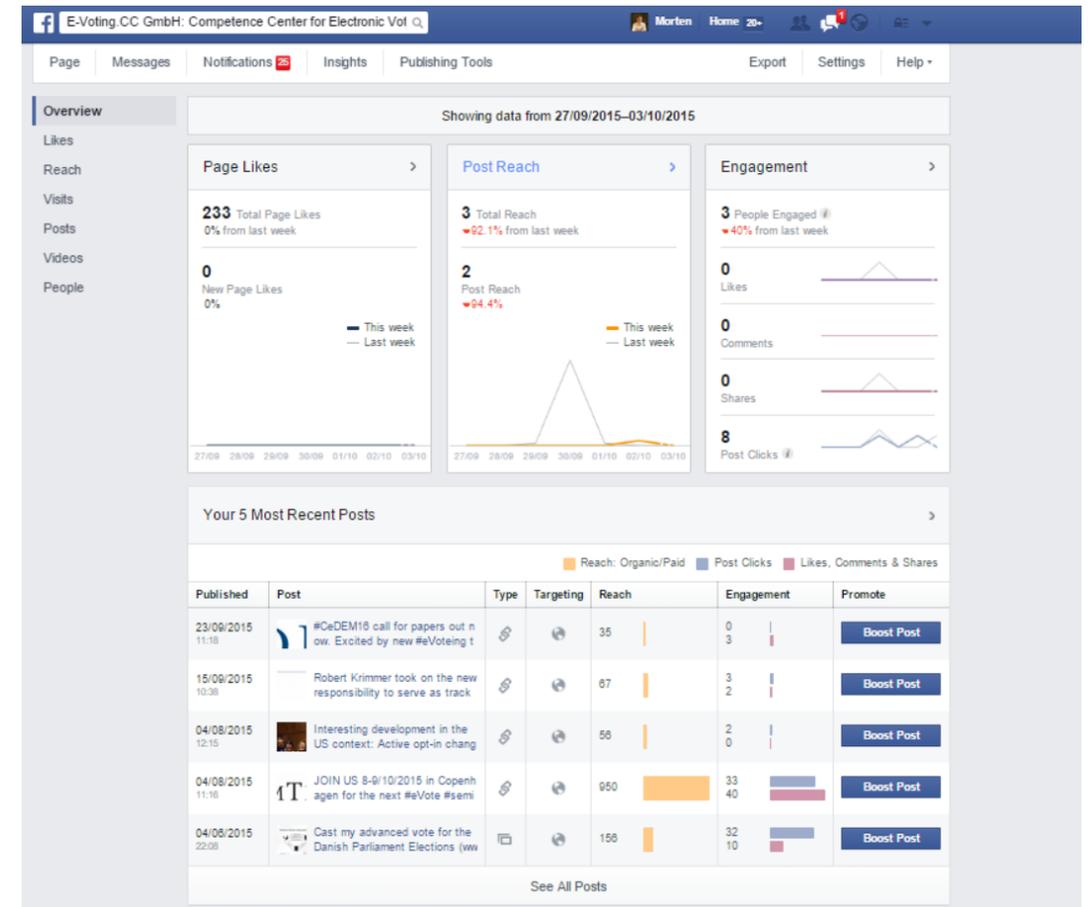
email

- surveymonkey.com
- googleforms

SOCIAL MEDIA MEASUREMENTS

FACEBOOK

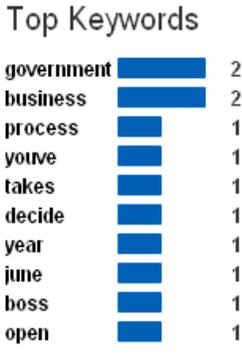
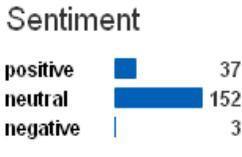
- Go to your Facebook page
- Click on "insights"
- Analyse performance in terms of:
 - Likes
 - Reach
 - Engagement of users
- NB: Think of how you can:
 - Reach different user-segments
 - Reuse existing web-content
 - Gain insight for transformation



SENTIMENT ANALYSIS

BUSINESSLINK.GOV.UK

socialmention* [blogs](#) [microblogs](#) [bookmarks](#) [comments](#) [events](#) [images](#) [news](#) [video](#) [audio](#) [Q&A](#) [networks](#) [all](#)
businesslink.gov.uk [Ad](#) [Pre](#)



Top Users

Mentions about businesslink.gov.uk

Sort By: Results: Results 1 - 15 of 192 mentions.

- [RT @dhlexpressuk: With #Euro12 coming up, get advice on doing business in the EU http://t.co/gbswszfi #rade #export12](#)
twitter.com/xpressparcels/statuses/208983740741980162
2 hours ago - by [@xpressparcels](#) on [twitter](#)
- [Government reveals first empty buildings to become available for start-up businesses - PR-USA.net](#)
This is an innovative measure that will support British business." Anyone interested in managing the spaces can register their interest at www.contractsfinder.businesslink.gov.uk
pr-usa.net/index.php?option=com_content&task=view&id=1196226&Itemid=29
7 hours ago - on [bing](#)
- [Decide if you've got what it takes to be your own boss! http://t.co/zy4RyuXG](#)
twitter.com/yeltercom/statuses/208873109225357313
9 hours ago - by [@yeltercom](#) on [twitter](#)
- [RT @NCCContracts North Norfolk Council require the Completion of an Infrastructure Study http://t.co/JasITxI7 << Again, eh?](#)
twitter.com/andrew_poho/statuses/208670313620316160
23 hours ago - by [@andrew_poho](#) on [twitter](#)

overall reputation +/-

"sentiment evaluation" is the consideration of mentions that are generally positive, compared to those that are generally negative

do we take part in the conversation?

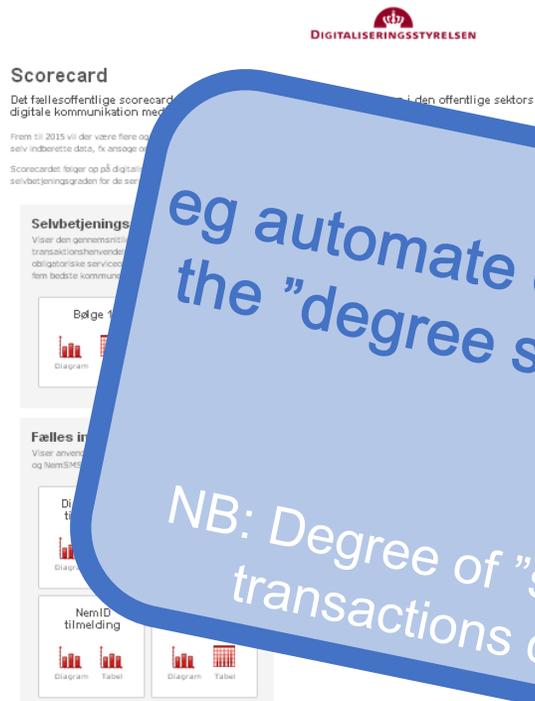
• www.socialmention.com

SOCIAL MEDIA MEASUREMENTS

TWITTER

- 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





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

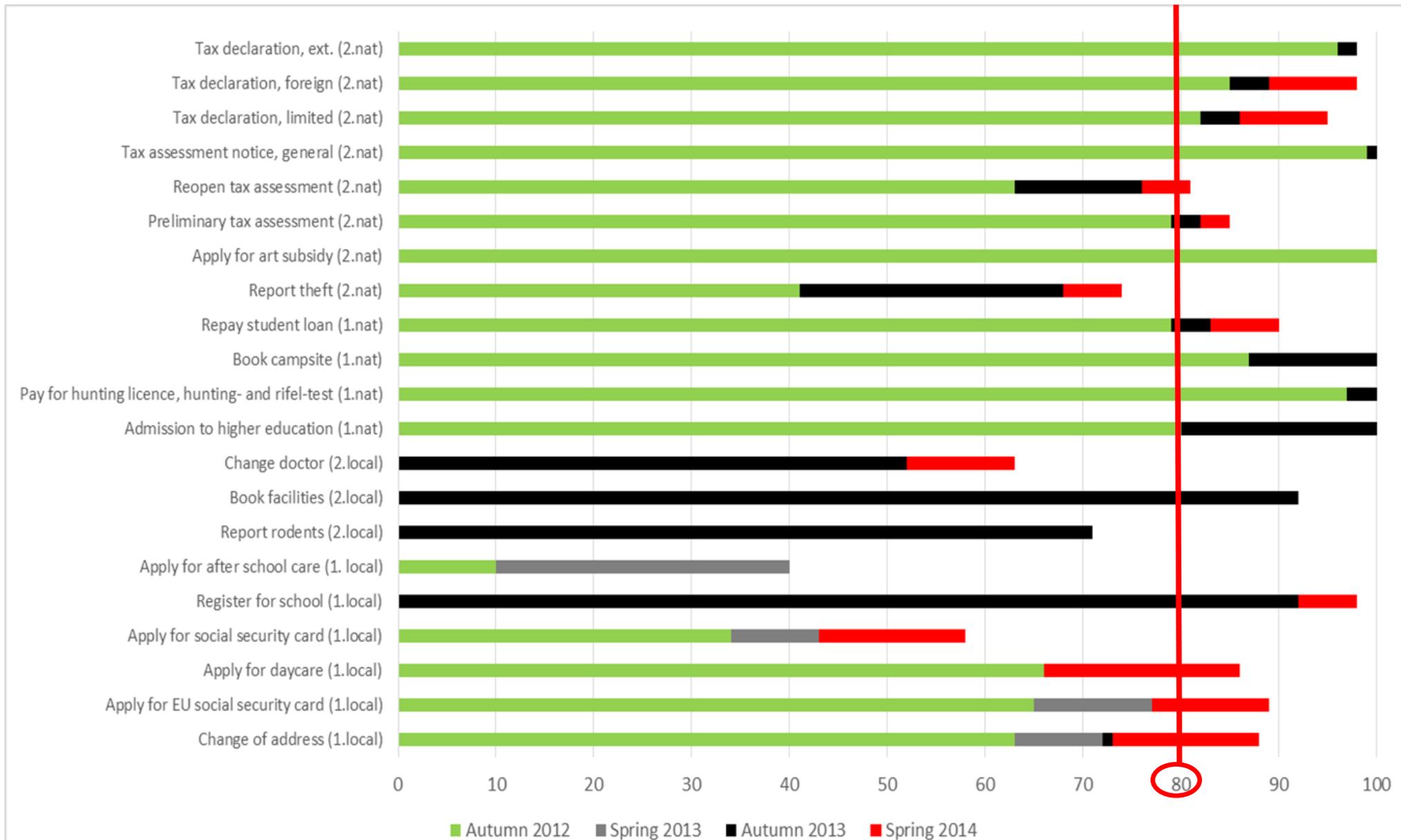
The digital ID and signature NemID

- 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

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SERVICE CONTACT AND SERVICE LEVEL AGREEMENT

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

Economic and Social Commission for Western Asia



UNITED NATIONS

الاستسقا

ESCWA

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