

# ESCWA Capacity Building Workshop on Open Government in the Arab Region

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Economic and Social Commission for Western Asia



UNITED NATIONS

الأمم المتحدة

ESCWA

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

Morten Meyerhoff Nielsen  
United Nations University, Operating Unit on Policy-Driven  
Electronic Governance

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* 3<sup>rd</sup> 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

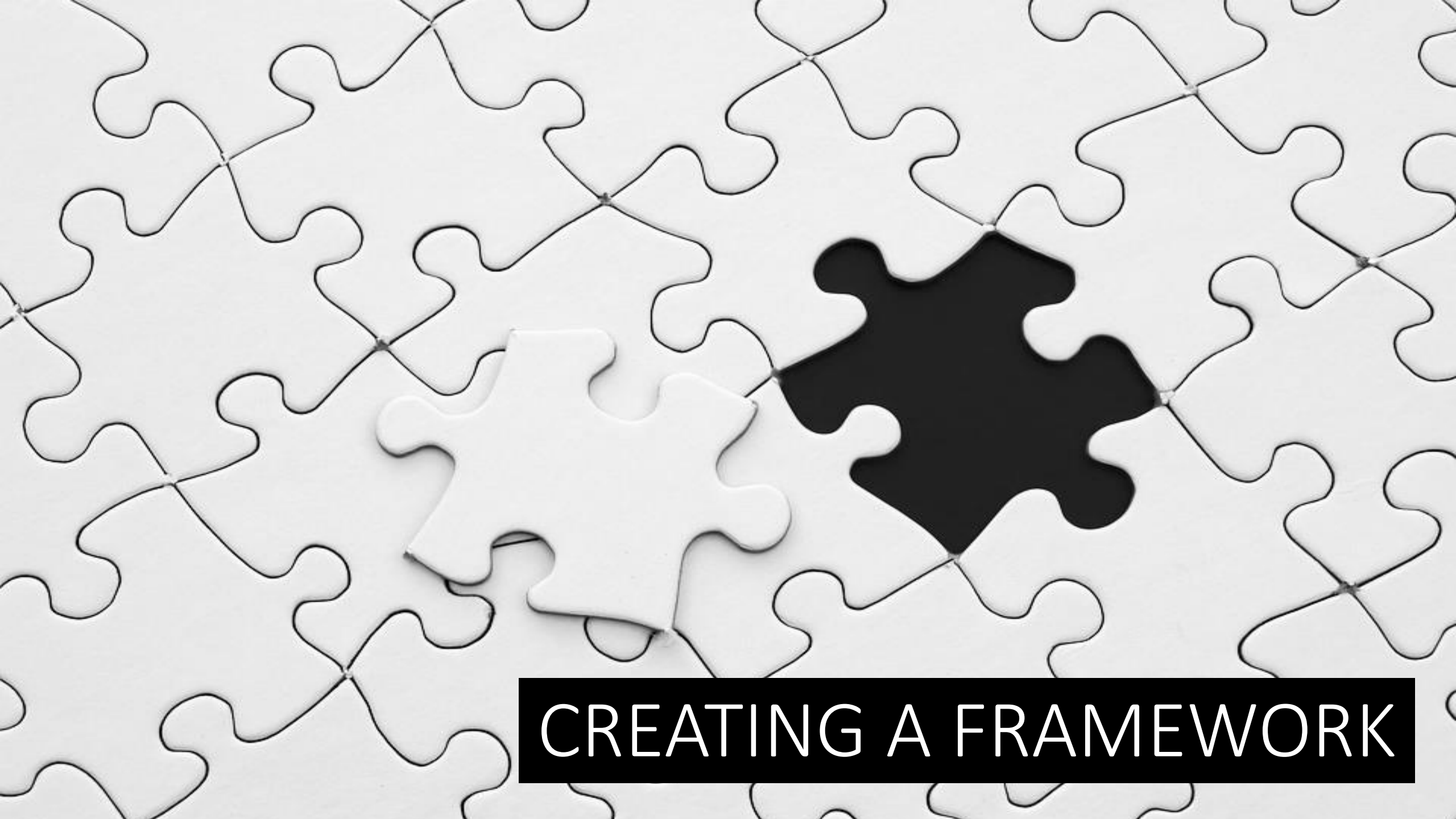
Users as citizens, entrepreneurs, and voters  
Dilemma: Balance between interests and transparency

## 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:

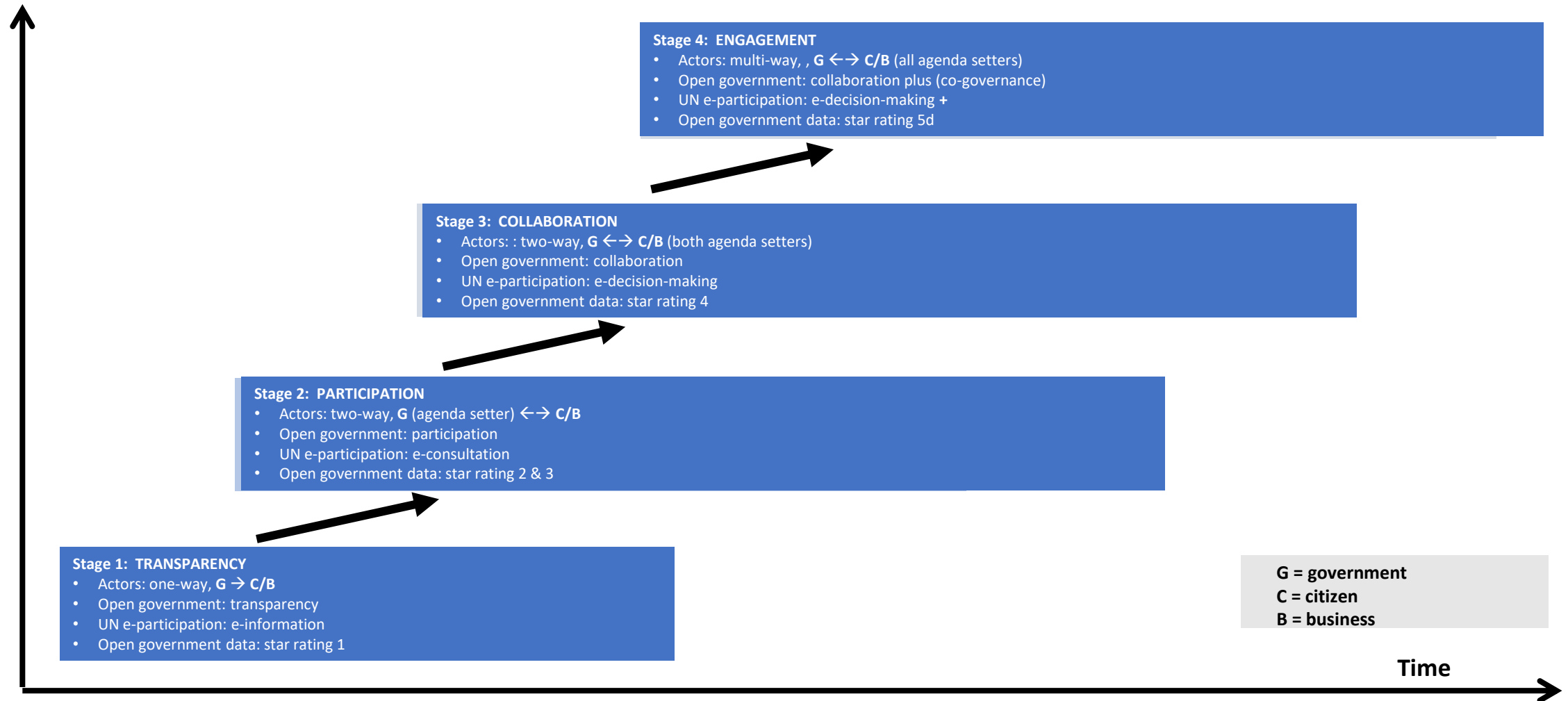
- Consultation.
- Decision making.
- Coordination of strategies, activities, implementation and follow-up.
- Coordinate and integrate legislation, technology choices, standards, service delivery and policy outcomes.

# ENGAGEMENT FOR INNOVATION AND OPEN GOVERNMENT TRANSFORMATION

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



# ePARTICIPATION, OPEN GOVERNMENT AND OPEN DATA DEVELOPMENT



# FOUR STAGES

## Preliminary definitions

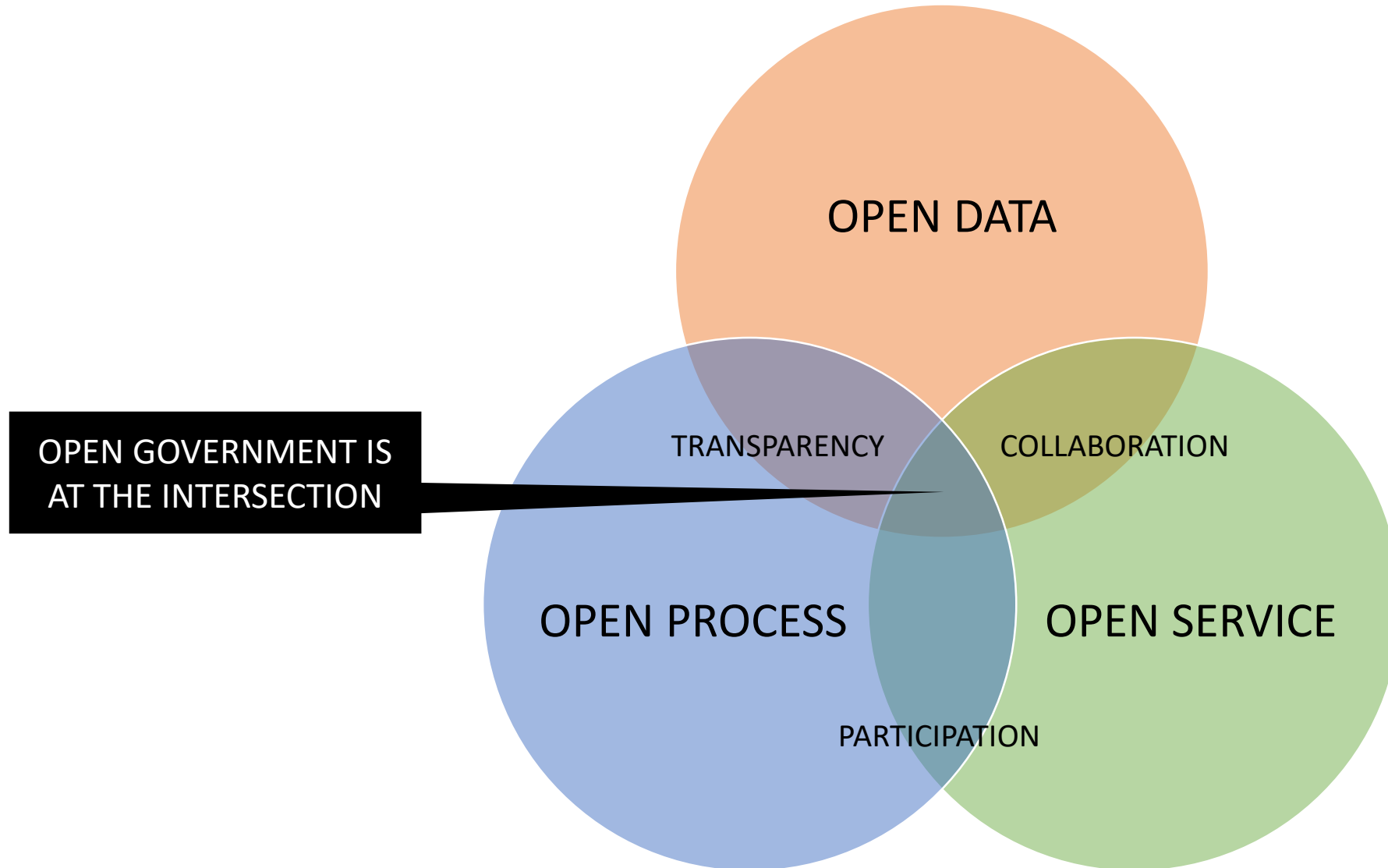
- 1. Transparency** requires the opening of (government) data and information, its dissemination, quality and use, as well as the building of a culture of cooperation and openness among government agencies and with citizens and other stakeholders = *one-way, government to citizen (government is active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

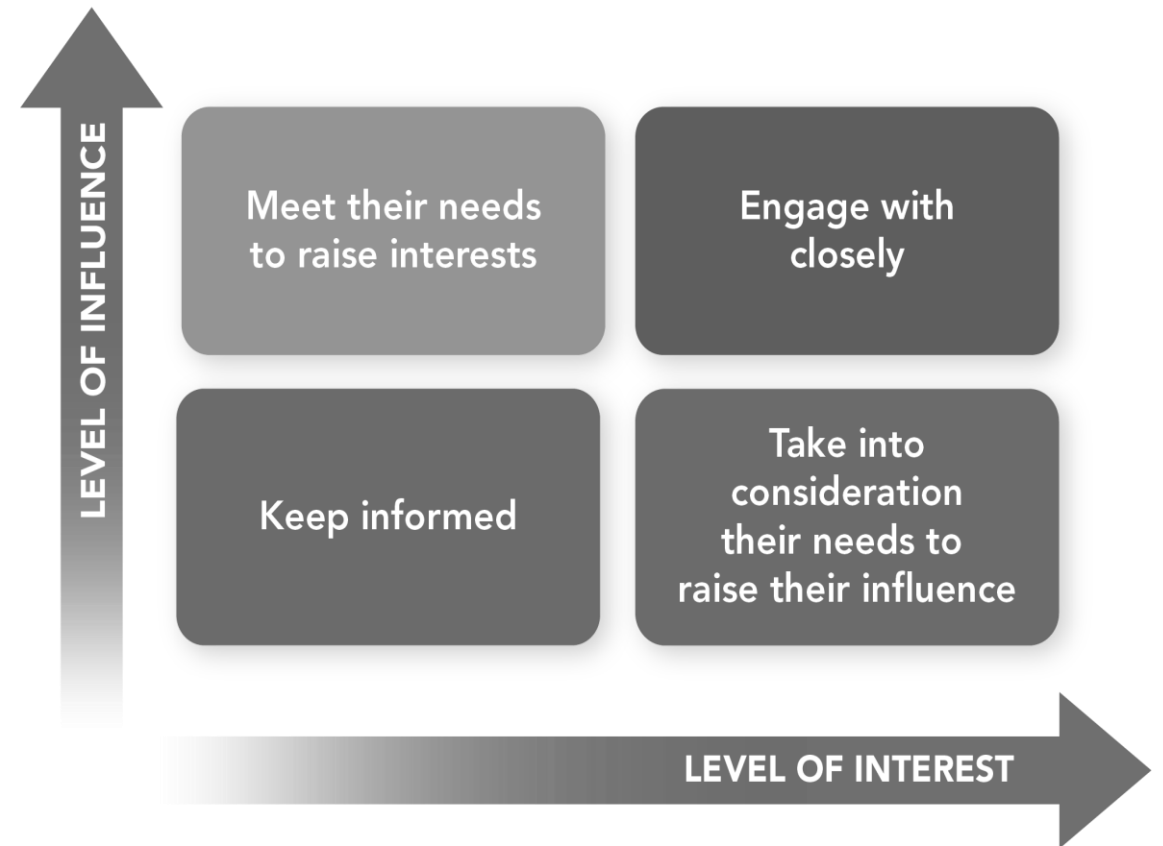


Figure1: Stakeholder engagement matrix.

# PROCESS EXAMPLE

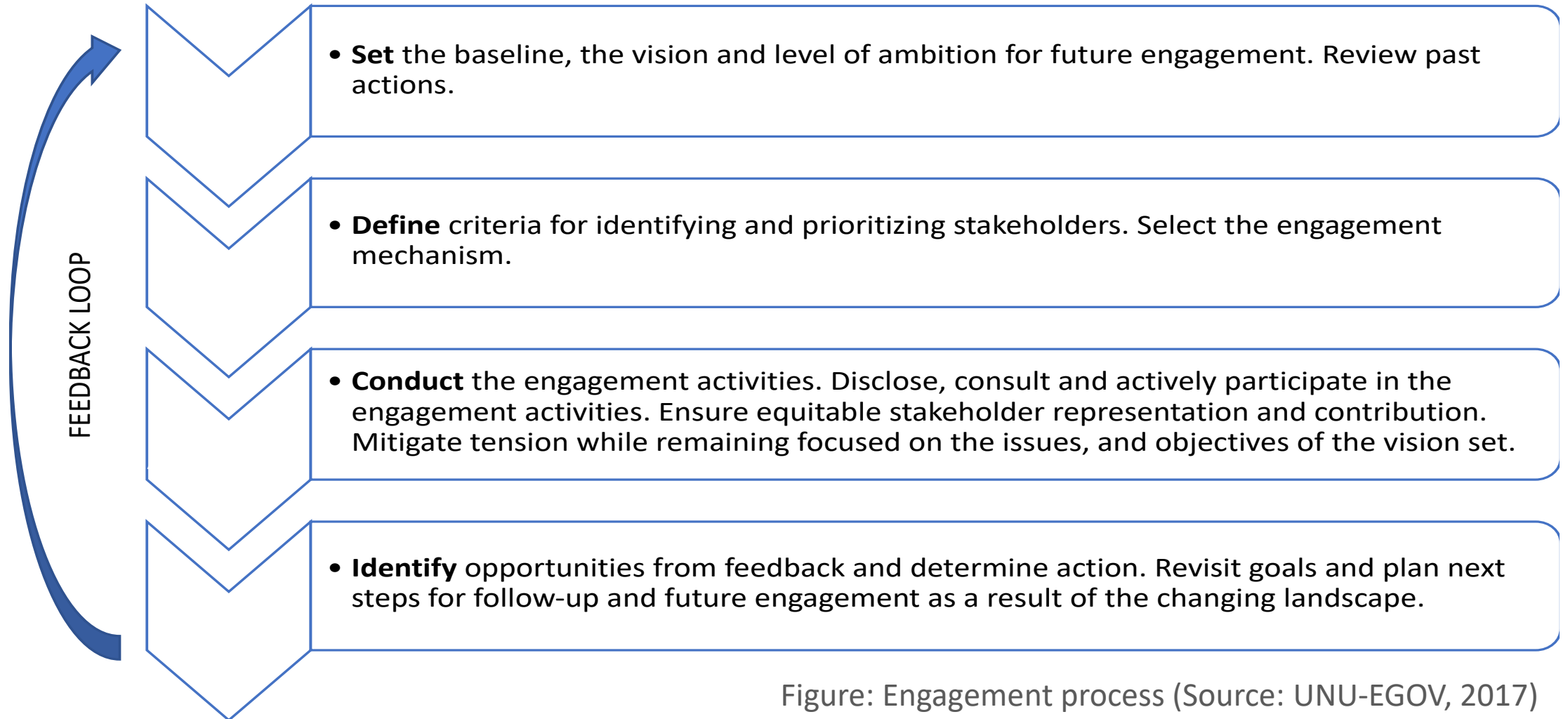


Figure: Engagement process (Source: UNU-EGOV, 2017)



# PROCESS EXAMPLE

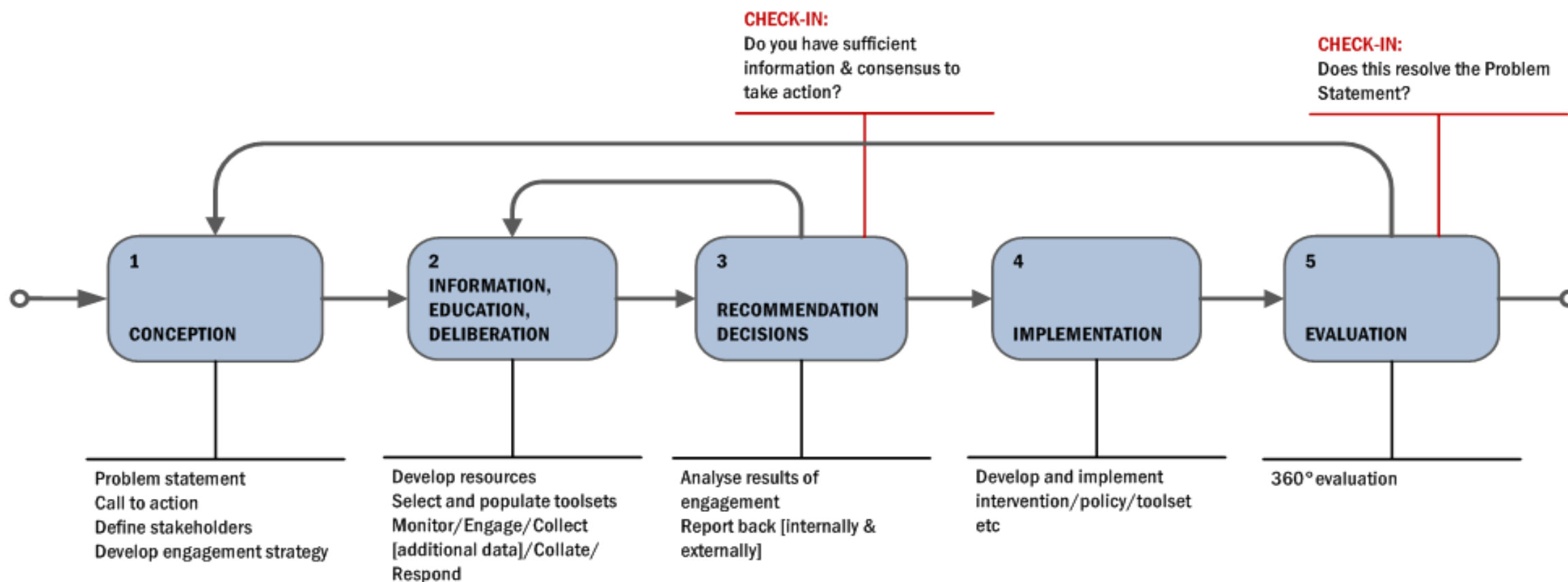


Figure: One-off / cyclical engagement model (Source: Andy Williamson & Morten Meyerhoff Nielsen, 2012)

# 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

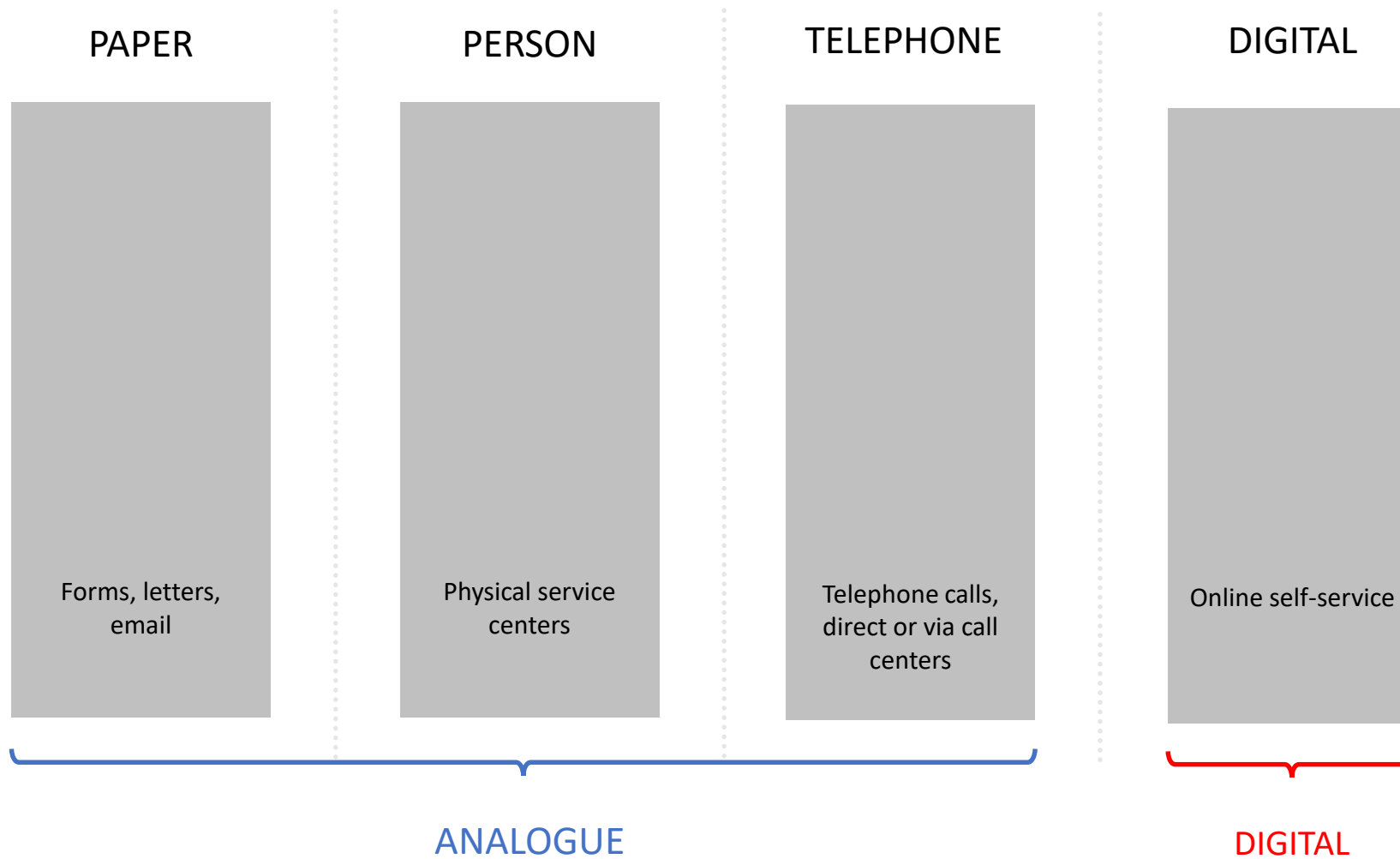
# TOOLS

- Channel strategic tools
- Usability criteria
- Engagement tools

A grayscale, close-up photograph of several interlocking gears. The gears are of various sizes and are positioned in a way that they appear to be meshing together. The lighting creates soft shadows and highlights, emphasizing the texture and form of the teeth. The background is a light, neutral color, making the metallic-looking gears stand out.

# 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](http://www.kk.dk) concerning service offers. Excl. library website visits

(Source: Copenhagen Municipality and Deloitte)



# STUDIES SHOW

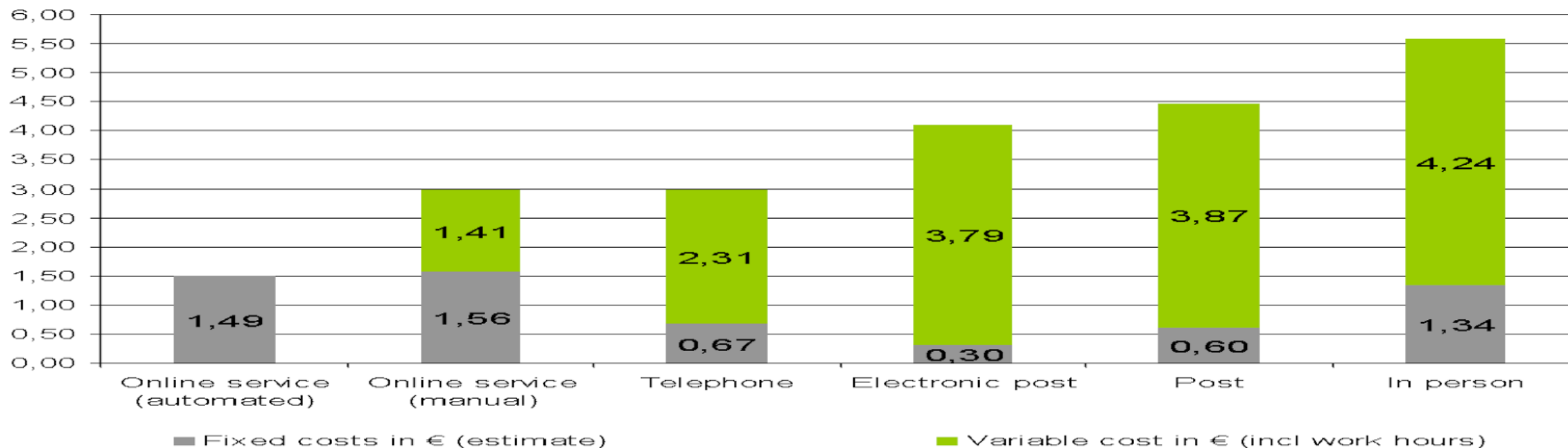
## Citizen service figurs in Copenhagen Municipality (2009)

	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%

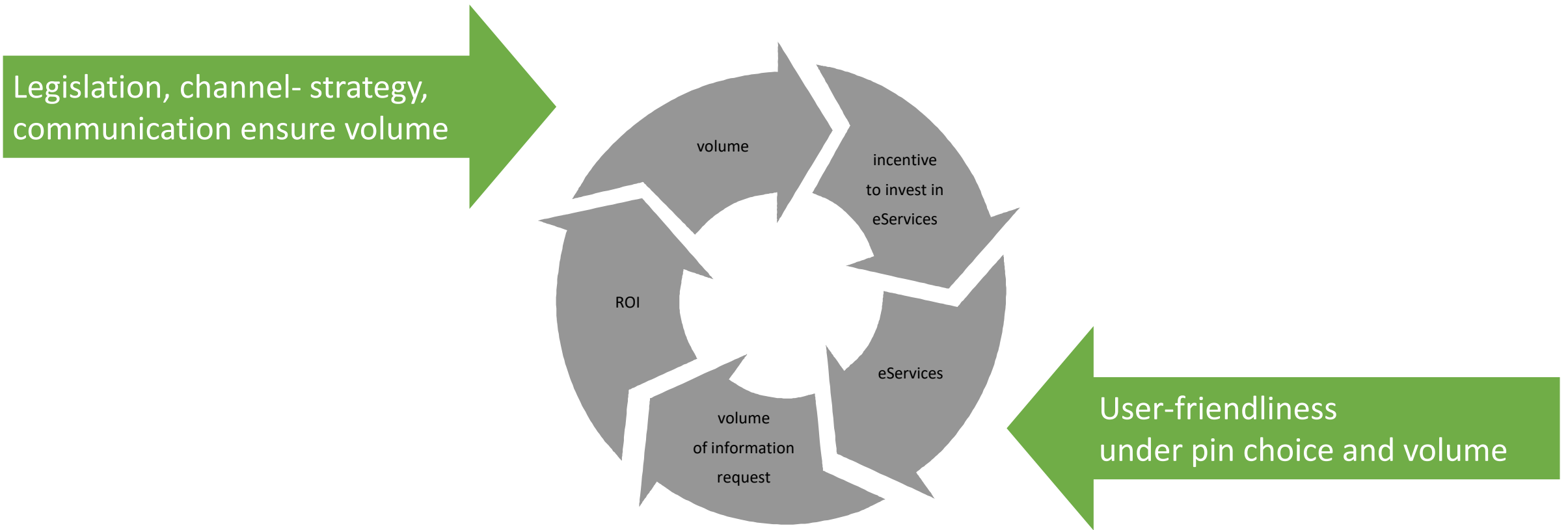
(Source: Copenhagen Municipality and Deloitts)

# STUDIES SHOW

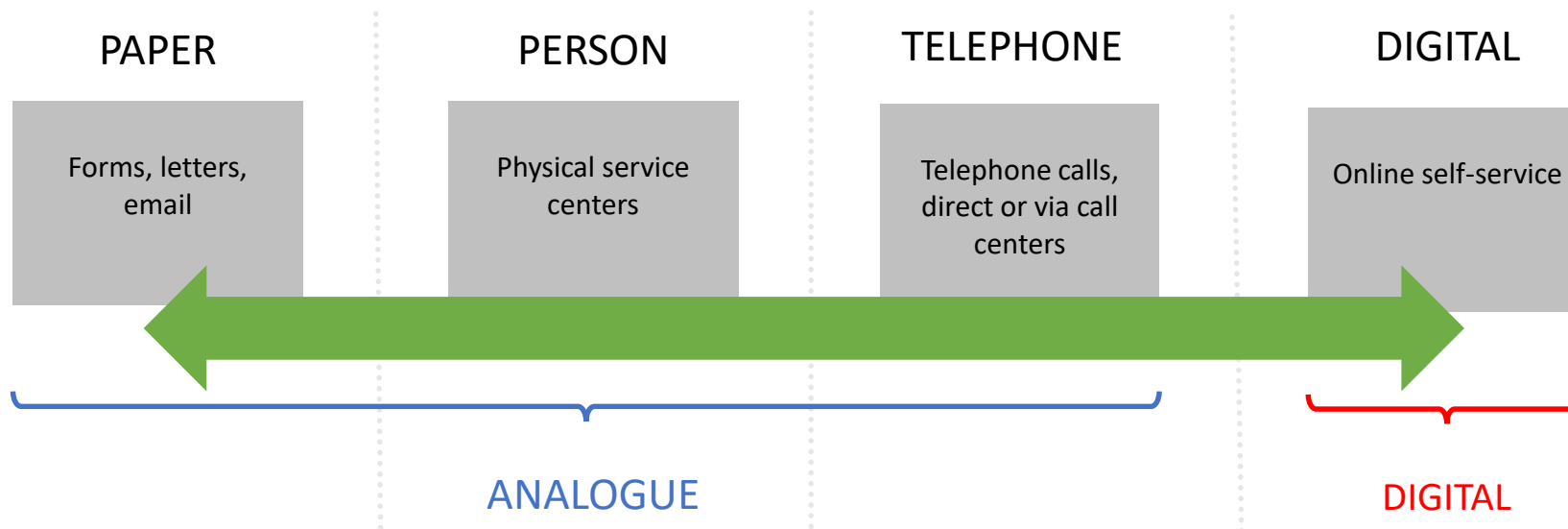
- 85% of Danes want to serve themselves online, as long as the solutions are user-friendly
- 10-15% of the citizen service takes place digitally
- Each channel has unique characteristics and tipping points.
- Studies also show that average € cost of service provision is:



# 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



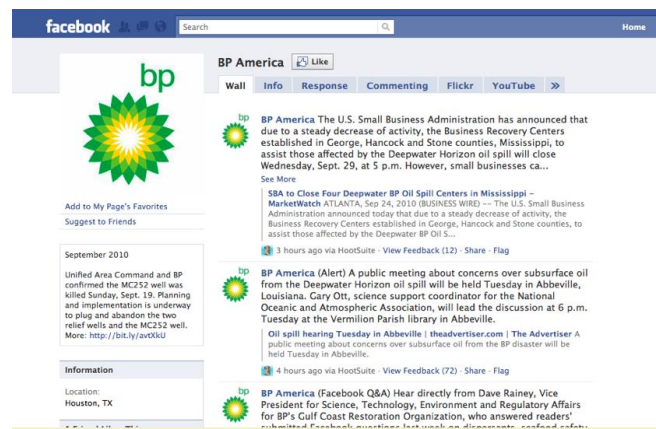
# FLOOR WALKERS AND TELEPHONE PROMOTES



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

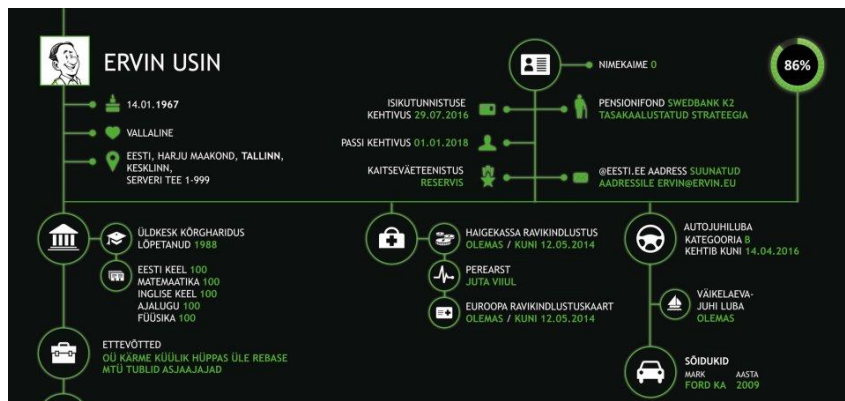




# PORTAL PROMOTION

- 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](http://www.eesti.ee)
- Facebook - [www.facebook.com/eesti.ee](http://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](http://www.borger.dk)
- Campaign section - <http://goo.gl/UcFE9>
- TV ad - [http://goo.gl/JXDE9](http://goo.gl/JXDEK)



borger.dk



Det offentlige  
bliver mere  
digitalt



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](http://www.nyc.gov)
- Facebook . [www.facebook.com/nycgov](http://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.gov website. At the top, it says "The Official Website of the City of New York". Below that, there are navigation links for "Jobs", "NYC Resources", "Office of the Mayor", "Events", and "Connect". A main news article features Mayor Bloomberg announcing the largest consolidation of city fleet operations, with a 21% reduction in fleet size and \$415M in savings. Below the article is a "NYC 311" section with various service categories like Business, Civic Services, and Education. At the bottom, there are sections for "NYC Programs & Initiatives" including "ARE YOU READY NEW YORK?", "Citi Bike Membership", and "NYC Recovery".

The screenshot shows the NYC Facebook profile page. The profile picture is a cityscape with "NEW YORKER" and "NYC" text. The page has 16,856 likes and 2,071 talking about this. A recent post from the City of New York, dated 7 hours ago, discusses Mayor Bloomberg's announcement of the 2011 graduation rate for New York City. Below the post is a bar chart titled "NUMBER OF FOUR-YEAR GRADUATES" showing the number of students who entered 9th grade in 2007 and graduated high school 4 years later. The data points are: Class of '08 (34,503), Class of '09 (38,552), Class of '10 (38,990), Class of '11 (45,480), Class of '12 (48,499), Class of '13 (51,006), and Class of '14 (52,088). The right sidebar shows recent posts by others and a list of likes.



# WEB, SERVICES AND FACEBOOK INITIATIVE

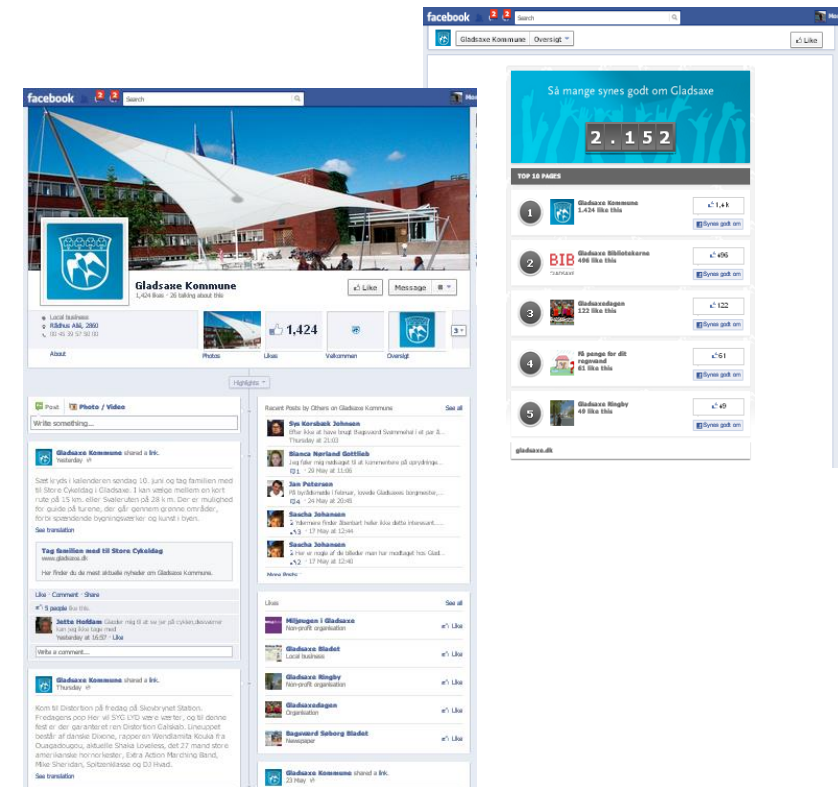
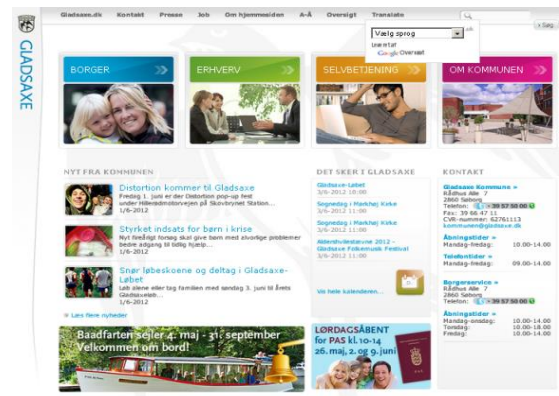
- Multiple channels and tools  
*e.g. web, facebook, one-stop-shops, libraries, the same content pushed through different channels*

- Web - [www.gladsaxe.dk](http://www.gladsaxe.dk)
- Facebook - [www.facebook.com/gladsaxekommune](http://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

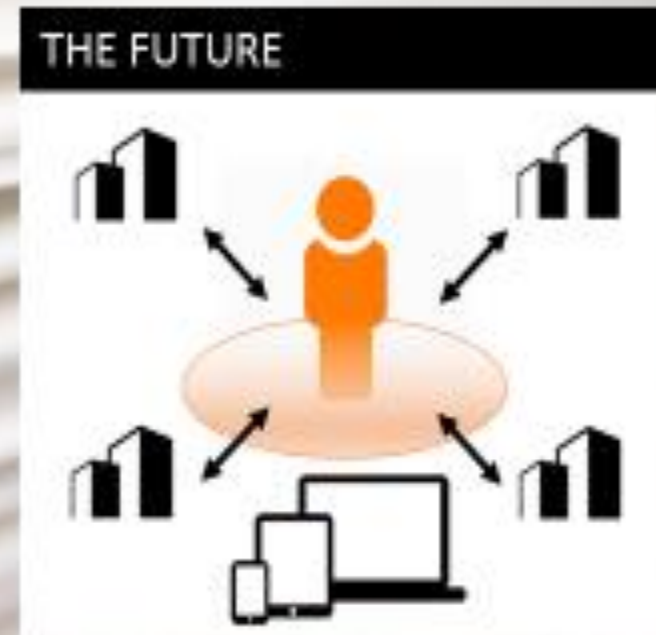
- Have a clear multi-channels strategy and consider:
  - Traditional telephones, letters, one-to-one relationship
  - One-stop-shops (electronic and physical) and life events
  - Understand channel characteristics suiting which users, situations etc
  - Know the channel switch-points
  - Only digitise 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

A hand holding a smartphone, surrounded by various digital icons such as a clock, Wi-Fi, globe, shopping cart, and @ symbol. The background is dark with glowing lines and icons, suggesting a digital or network environment.

# USEABILITY TOOLS

# SERVICE DEVELOPEMENT

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



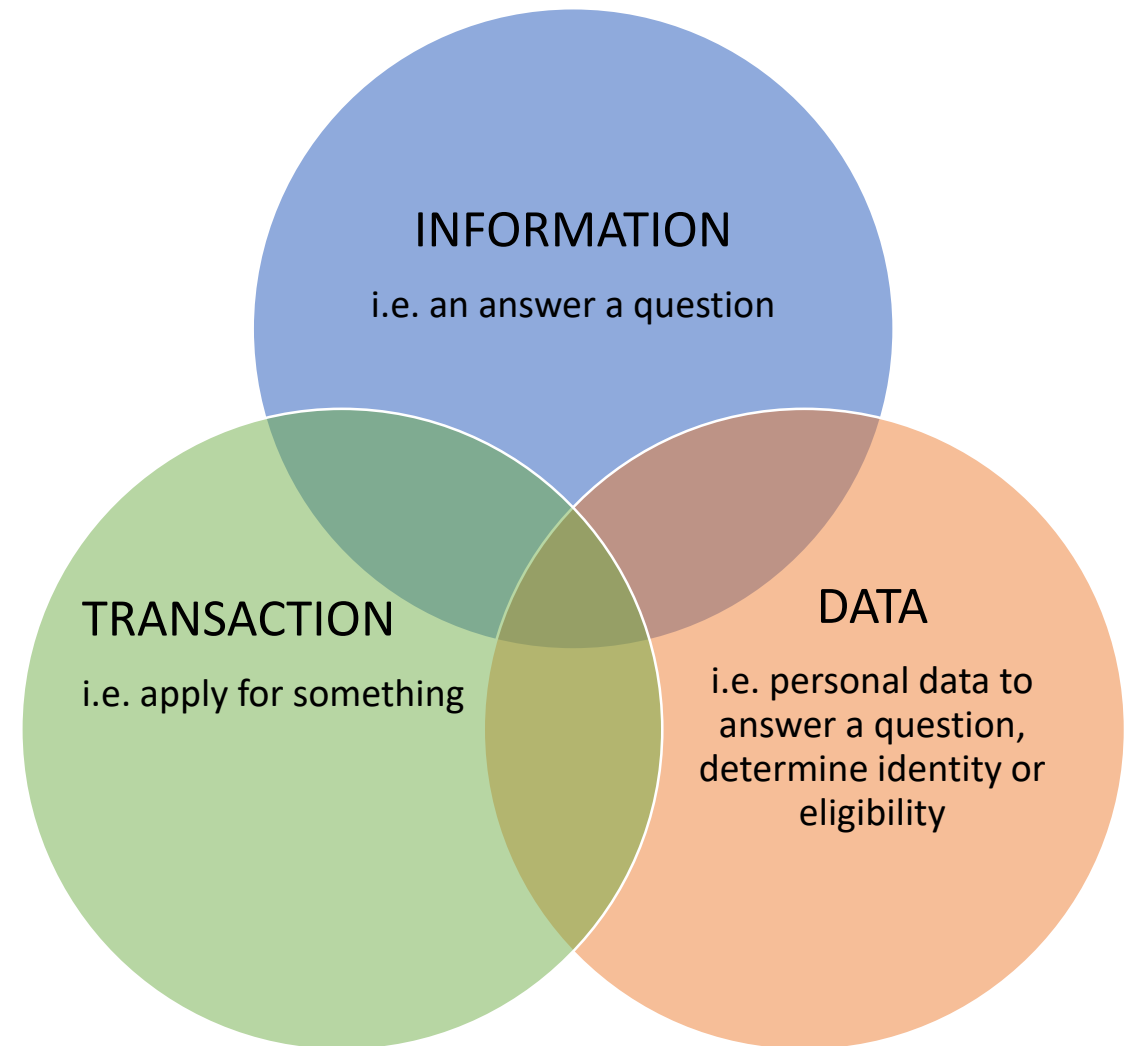
# INTER-CONNECTED SERVICE ELEMENTS

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





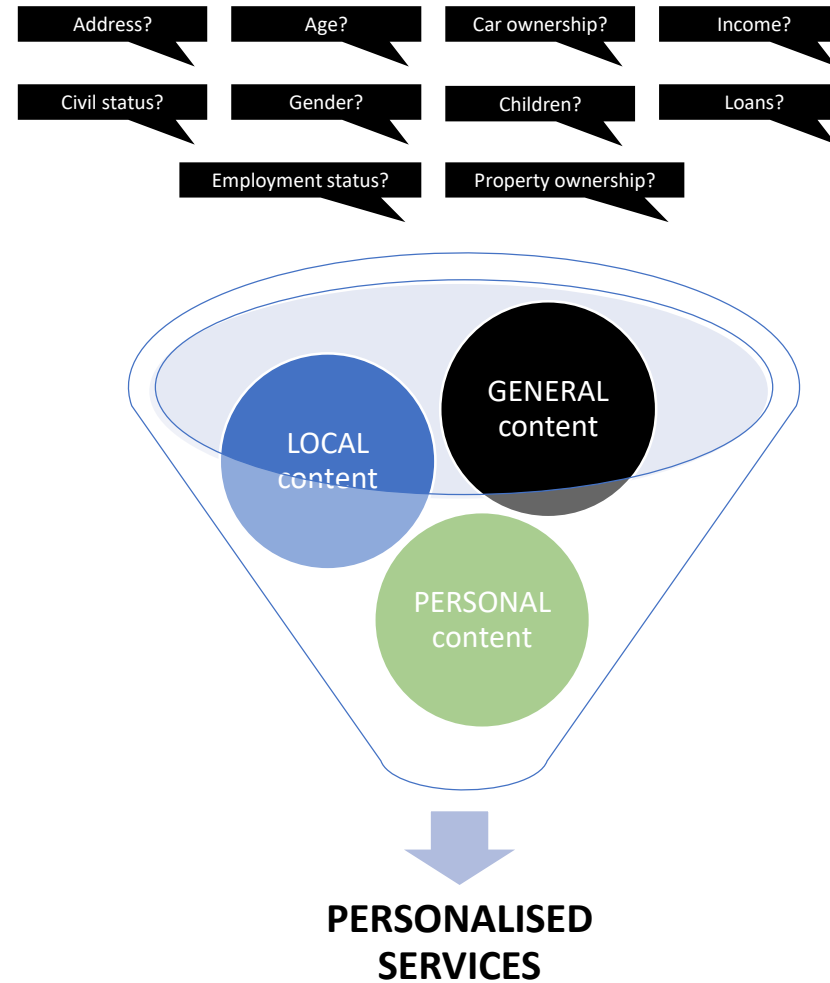
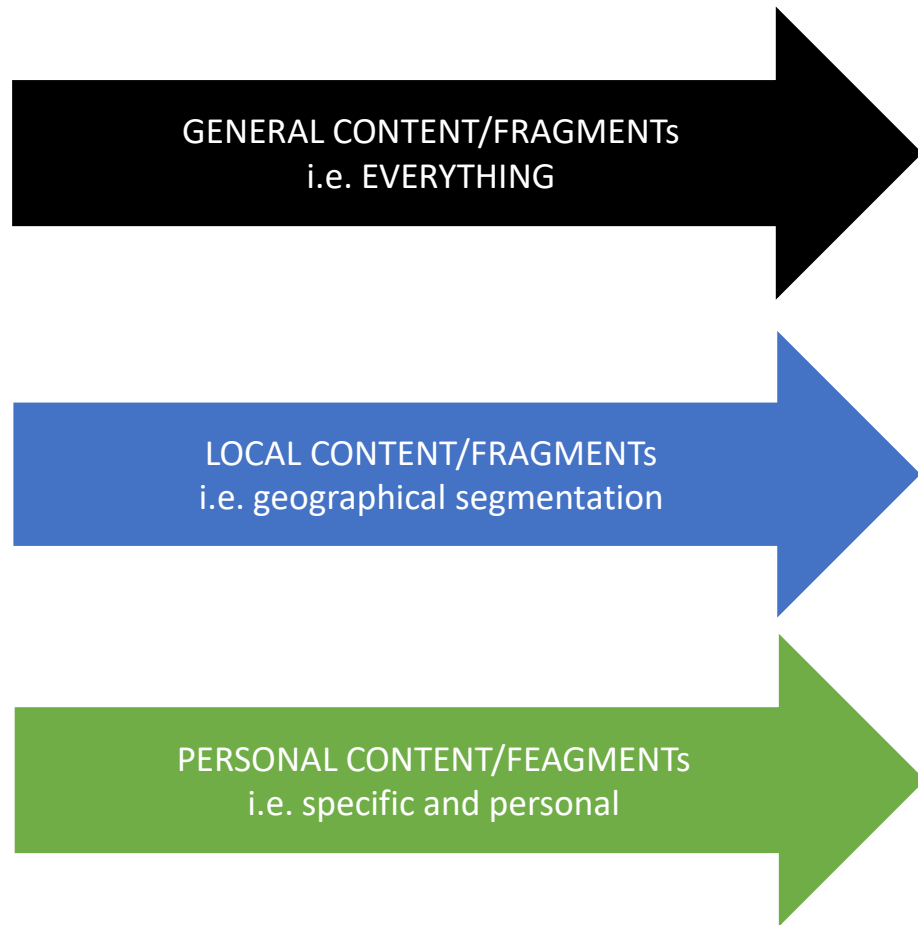
# BALANCING ACT

- 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

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

# 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

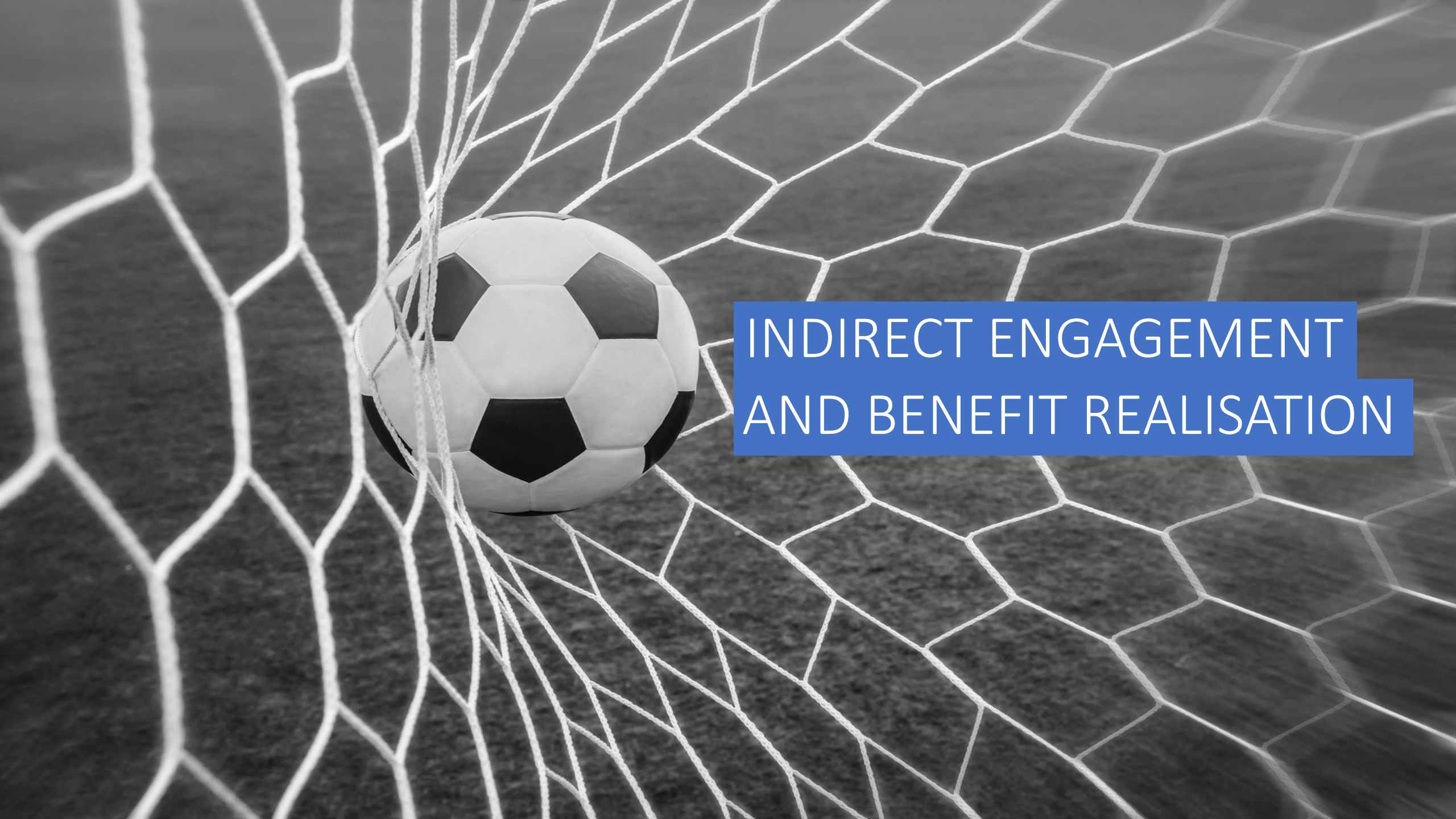
# WEB 2.0 PARTICIPATION TOOLS

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

# WHY ENGAGEMENT AND SERVICES?

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





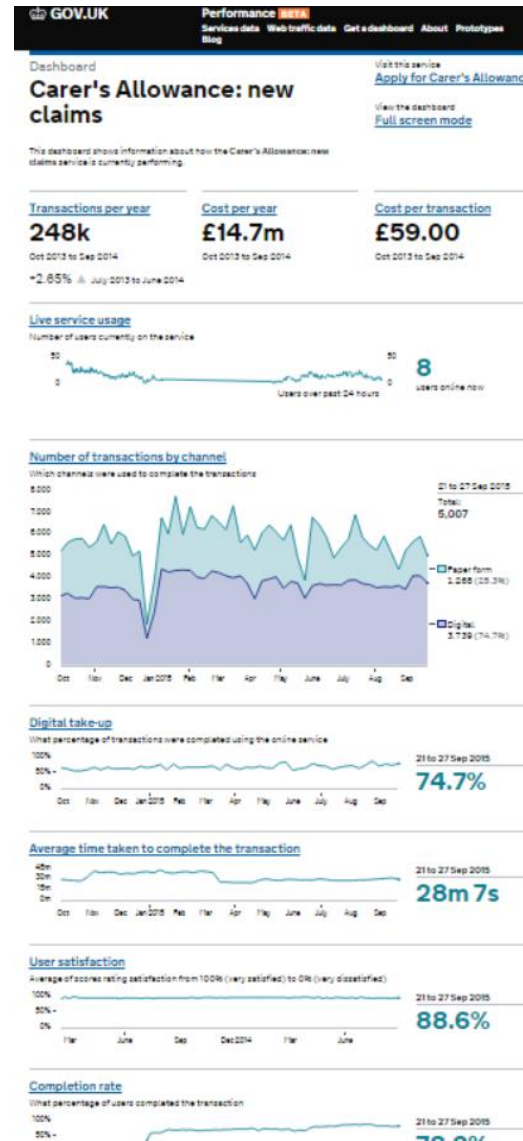
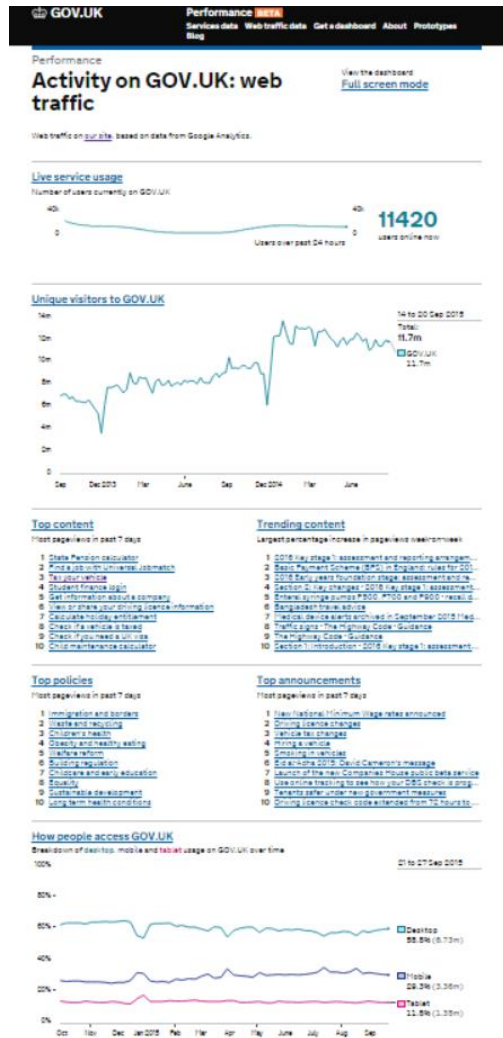
INDIRECT ENGAGEMENT  
AND BENEFIT REALISATION

# FEEDBACK LOOPS FOR SERVICE IMPROVEMENTS






# BUSINESS INTELLIGENCE A PERFORMANCE PLATFORM





# RATING UAE AND FACEBOOK






 Rate This ( By Pearls )

Home » Rating This ( By Pearls )

In this part you are invited to have your say on some key public issues. The "Rating This" portal is a public issue, another on government services. From time to time, you'll find a question on a public issue, another on government services. The "Rating This" portal is a public issue, another on government services. From time to time, you'll find a question on a public issue, another on government services. The "Rating This" portal is a public issue, another on government services. From time to time, you'll find a question on a public issue, another on government services.

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 found helpful

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?](#)

## 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.

▶ [Your privacy](#)

# USER SURVEY WITH FREE-WARE VIC.GOV.AU

**victoriaonline** | The fastest way to find local, state and federal government information and services  
State Government Call Centre  
13 00 3 66 3 56  
Local Call Cost  
National Policy Service

My Weather: Melbourne 17 - 21 °C, Possible shower 18.2°C at 9:21pm  
Site Updates Latest News RSPF

**CONTACTS & SERVICES DIRECTORY**

**Social Media**  
Home Social Media

The Social Media section of Victoria Online provides a comprehensive list of social media pages for local, state and federal government. This includes RSS feeds, podcasting, photo sharing and various other online communication tools.

- facebook** (Social Networking): 141 entries listed for facebook.
- flickr** (Photo Sharing): 42 entries listed for flickr.
- Mobile Apps** (Mobile Computing): 36 entries listed for MobileApps.
- MySpace** (Social Networking): 5 entries listed for myspace.
- Podcasts** (Audio & Video Publishing and Sharing): 23 entries listed for Podcasts.
- RSS** (Web Feeds): 97 entries listed for RSS.
- twitter** (Social Micro-Casting): 168 entries listed for twitter.
- Video** (Video Casting & Sharing): 70 entries listed for Video.
- YouTube** (Video Sharing): 70 entries listed for YouTube.

**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

How visually appealing is the site?  
Strongly Agree Strongly Disagree

Did you get what you needed?  
Yes  
No  
I got part of what I needed

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: \_\_\_\_\_

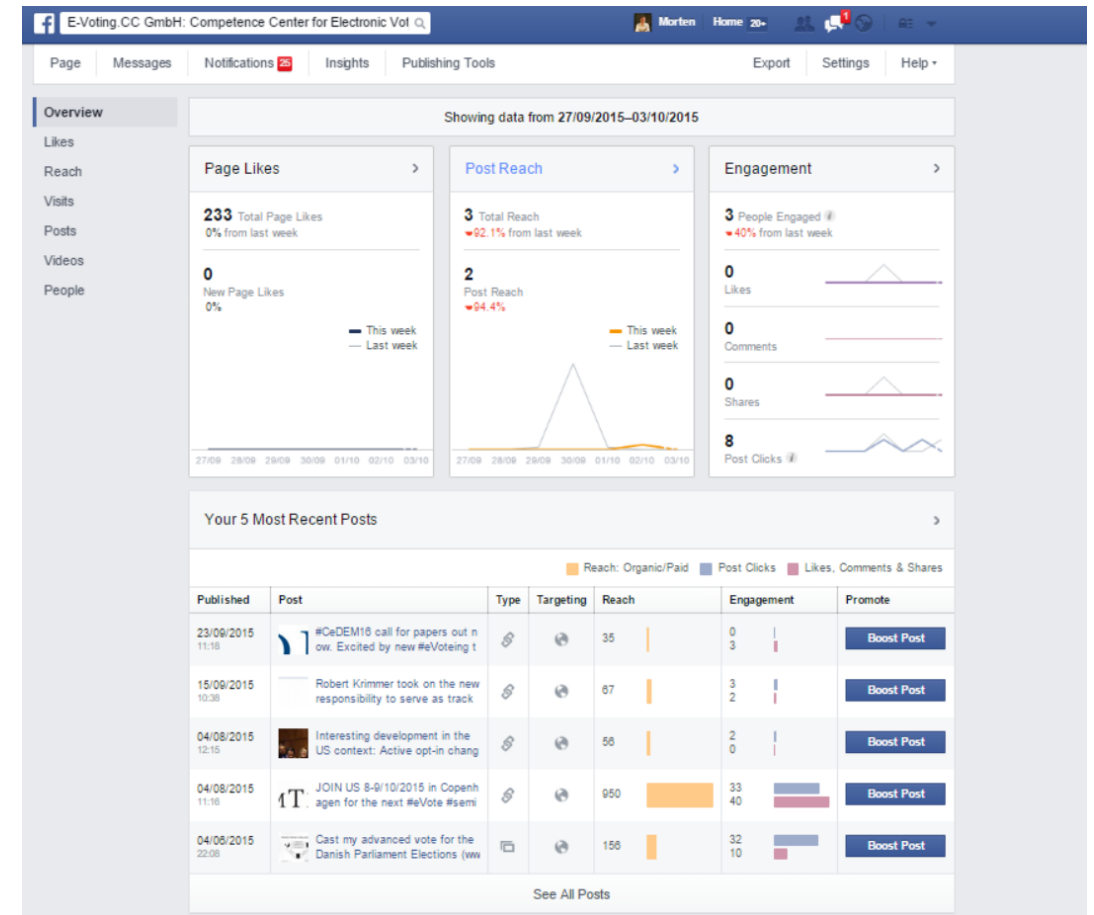
Submit your Responses

- surveymonkey.com
- googleforms

# SOCIAL MEDIA MEASUREMENTS

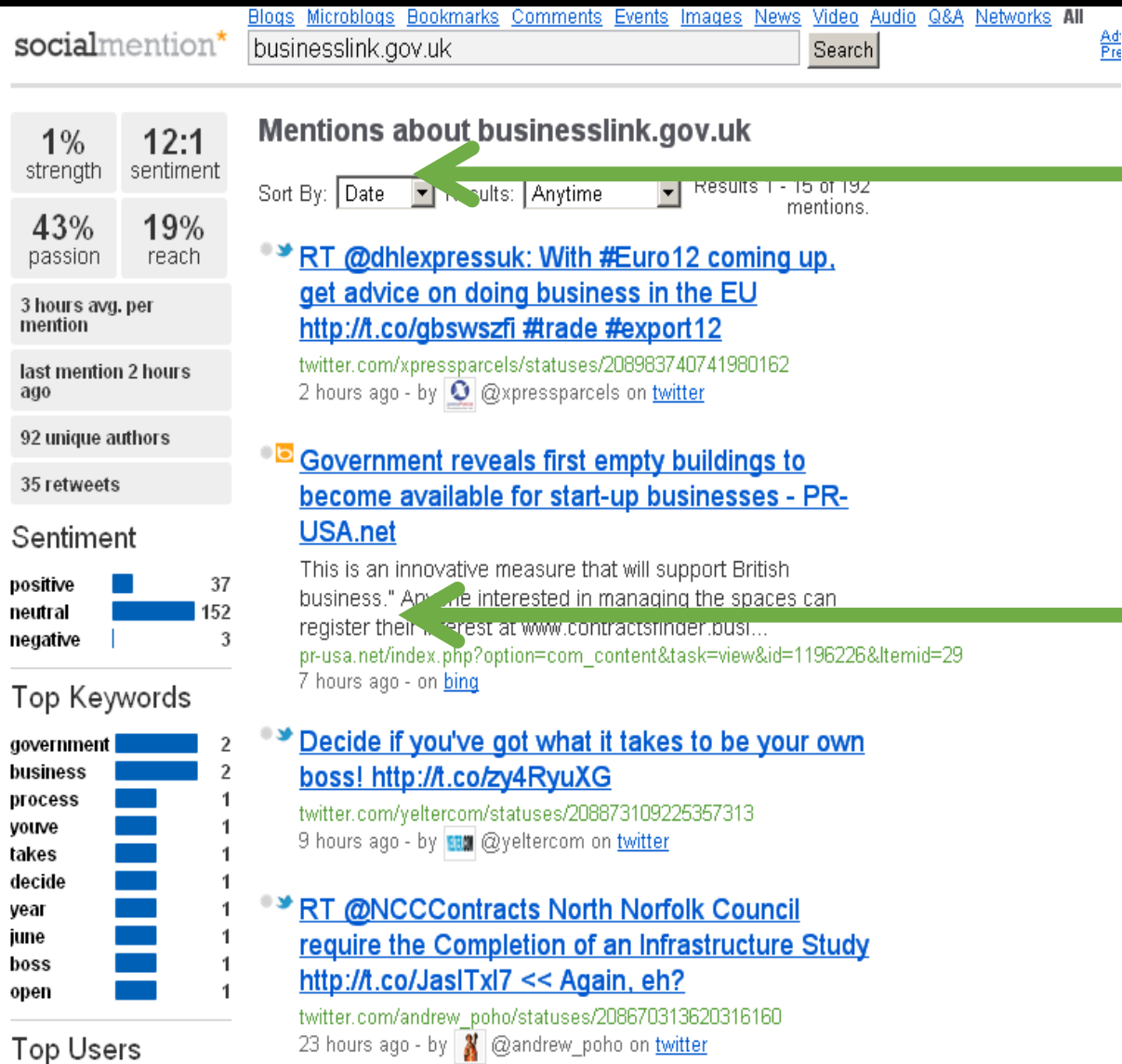
## FACEBOOK

- 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



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](http://www.socialmention.com)

# SOCIAL MEDIA MEASUREMENTS

## TWITTER

- Go to [www.tweetreach.com](http://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

**MEASURE YOUR PROGRESS**  
eg automate data collection of eService use for your entire  
Portfolio monitor your progress, completion rates, average  
completion time.  
eg compare your eServices with those of other authorities  
and IT-vendors to see if there are better solutions available.

borger.dk statistik for alle der tæller

Statistik  
Se statistik for anvendelsen af selvbetjeningsløsninger med tæller. Læs hvordan der kommer tæller på dine løsninger.

- [Søg i anvendelsesdata](#)
- [Mest benyttede selvbetjeningsløsninger](#)
- [Højeste gennemførselsrate](#)
- [Korteste gennemførselstid](#)
- [Kortest gennemførselstid](#)
- [Kortest gennemførselstid](#)
- [Kortest gennemførselstid](#)

Selvbetjening på borger.dk  
Se hvad du gemmer sig i borger.dk's selvbetjeningsdatabase (LTS) og hvordan du kan finde ud af hvis der mangler noget.

Opdatering af tolking på rådata  
Data fra LTS vil blive fjernet og erstattet med opdateret data afhængig af, om tællerscriptet er installeret.

Gennemsnitlig gennemførselsprocent på statistik.borger.dk er baseret på alle afsluttede transaktioner inkl. i den "default" /start sætter en gennemførselstid på 0 sekunder. Gennemførselsprocenten bliver på 100%.

Kvalitetssikring af borger.dk - Kvalitetssikring af borger.dk - Kvalitetssikring af borger.dk

borger.dk statistik for alle der tæller

Forside > FAQ > Vigtigt info >

Forside > Anvendelsesdata

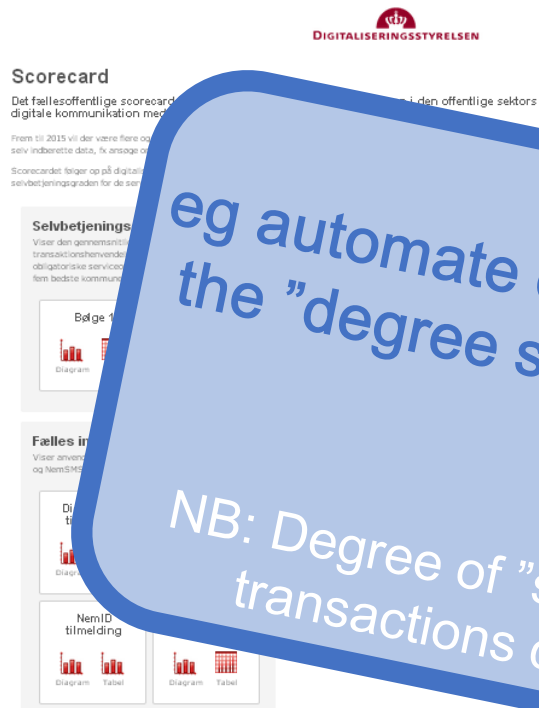
### Anvendelsesdata

• Kriterier for din søgning  
Din søgning gav 2 resultater  
[/Endr søgekriterier](#) [Oversigt over søgeresultat](#) [Vælg kolonner og sortering](#) [Hent resultat som CSV-fil](#)

Selvbetjeningsløsning (populærnavn)	Leverandør	Transaktioner	Aktiveringer	Gennemførselsprocent	Gennemsnitlig gennemførselstid (i sek.)
<a href="#">Anmeld rotter</a>	Grontmij - Carl Bro	1516	2813	53,89%	
<a href="#">Anmeld rotter</a>	Dafolo borgeronline	1	8	12,50%	194

[www.statistik.borger.dk](http://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



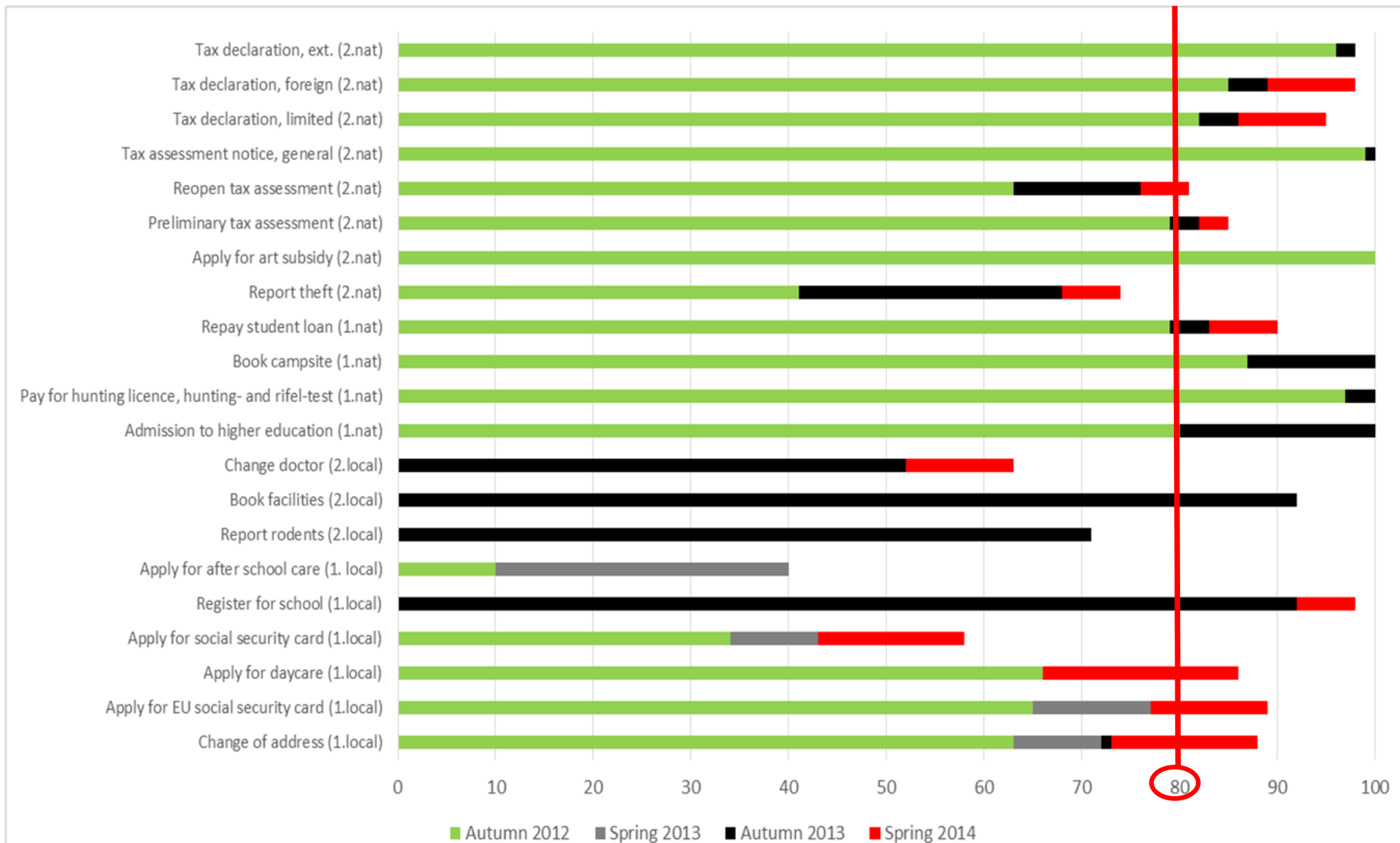
## The digital ID and signature NemID

- 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](http://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

الاستقوا

ESCWA

## MORTEN MEYERHOFF NIELSEN

United Nations University, Operating Unit on Policy-Driven Electronic Governance

Campus de Couros, Rua Vila Flor 166,

4810-445 Guimarães,

Portugal

Mail: [meyerhoff@unu.edu](mailto:meyerhoff@unu.edu)

Twitter: [@mortenmeyerhoff](https://twitter.com/mortenmeyerhoff)

LinkedIn: [mortenmeyerhoff](https://www.linkedin.com/in/mortenmeyerhoff)