Rethinking E-Government Services

Session 3: Serving Citizens – Becoming User-focused in the Provision of E-Government Services

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Businesses’ Use of Services

Citizens’ Use of Services

Source: OECD 2008 compilation, based on Eurostat, October 2007 data on e-government usage by individuals; European Commission (2007), The User Challenge Benchmarking The Supply Of Online Public Services. 7th Measurement, September 2007, prepared by Capgemini; data on online sophistication for citizens. The data for Turkey on e-government usage is from the Turkish Statistical Institute’s ICT usage survey on households and individuals 2007.
Infrastructure-driven
E-Government Development?

Source: Rethinking e-Government Services: User-Centred Approaches, OECD 2009. Figure 2.2
Engaging Citizens and the Provision of E-Services

Sophistication of Service Provision

Public Sector Challenges

- Institutional organisation of e-government.
- Sharing the burden of service delivery.
- Standardisation as a prerequisite for integrated and user-focused service delivery.
- The digital divide.
Collaboration and Co-operation

**Approaches to Increasing User Take-up**

<table>
<thead>
<tr>
<th>Type of approach</th>
<th>Focus</th>
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<tbody>
<tr>
<td>Organisational and administrative simplification</td>
<td>Making the organisation of e-government services simple and transparent. “One-door-entry” to the public sector, and services are functioning under a simple legal framework. Examples: portals and reduction of administrative burdens.</td>
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<td>Situation-bound</td>
<td>Addressing life-event situations and meeting users with targeted solutions in typical situations at specific points in their daily lives. Examples: addressing the needs of physically disabled persons or student needs for study grants.</td>
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<td>Participatory and inclusive</td>
<td>Motivating users to engage and influence government actions thus making it attractive and relevant for users to use e-government services. Examples: portals for public consultations or public ICT centres in less populated areas with a difficult socio-economic context.</td>
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<tr>
<td>Marketing and channel management</td>
<td>Marketing e-government services and their advantages, often in close connection with a channel management strategy.</td>
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User-focused Service Transformation

- **Organisational transformation:**
  - Simplification of service organisation
    (*e.g.* service delivery integration making it easier to find services and getting access to them through for example portals.)
  - Service integration
    (*e.g.* organisational integration of services according to specific user situations – such as life events.)

- **Cultural transformation:**
  - Cultural harmonisation
    (*e.g.* horizontal collaboration and co-operation resulting in the development of coherent common views, understanding and approaches.)
  - Awareness raising – "winning hearts and minds"
    (*e.g.* pro-active marketing of – or "campaigning" for – a coherent and common view of public sector service provision within the public sector.)
OECD Work on E-Government

- Framework for E-Government Studies
  - *e-Government for Better Government*, OECD 2004
  - *The e-Government Imperative*, OECD 2003

- Policy Briefs
  - The e-Government Imperative: Main Findings
  - E-Government in Finland: An Assessment
  - The Hidden Threat to E-Government
  - Checklist for E-Government Leaders
  - Engaging Citizens Online for Better Policy-Making

- Country Studies – Peer Reviews
  - 2008: Belgium, Ireland (public service), Portugal (adm.simpl. and e-gov.)
  - 2009-2010: Greece (public management), Finland (public management), Denmark

- Thematic Studies