New trends in public services and Citizens Communication

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Agenda

• The citizens – what do they expect from the public sector? (The starting point!)
• How do we meet the needs effectively?
• What are the challenges to be handled?
• What is our strategy? The National eGovernment strategy 2011 - 2015
• How does the citizen portal play an important role in implementing the strategy
• Q&A
The starting point:
Peoples access to computer and to internet at home
The attitude:
What is your attitude to use e-Government services?

83% are positive

N: 1.000

- Negativ: 1%
- Überwiegend negativ: 4%
- Neutral: 13%
- Überwiegend positiv: 35%
- Positiv: 48%
The relevance
How relevant is it for you to use e-government service?

N: 1,000

75% find it relevant
The use of web-pages

The purpose

- Søge information på offentlige myndigheders hjemmesider
- Bruge internetbank
- Søge information om varer mv.
- Læse / downloade nyheder
- Indsende oplysninger til det offentlige via deres hjemmeside
- Søge eller bestille rejse eller overnatning
- Bruge sociale netværkstjenester
- Søge helbredsmæssig information
- Downloade software (ikke spil)
- Bruge Wikipedia, m.m. for at lære nyt
- Søge information om kurser / uddannelse
- Bruge bredbåndstelefoni
- Søge job eller sende jobansøgning
- Sælge varer eller tjenester
- Læse eller udtrykke meninger på f.eks. blogs
- Bruge karrierereorienterede netværkstjenester
- Deltage i online høringer eller afstemninger
- Netdate
- Følge et online-kursus

The population

- Søge information på offentlige myndigheders hjemmesider: 74%
- Bruge internetbank: 70%
- Søge information om varer mv.: 67%
- Læse / downloade nyheder: 62%
- Indsende oplysninger til det offentlige via deres hjemmeside: 60%
- Søge eller bestille rejse eller overnatning: 56%
- Bruge sociale netværkstjenester: 56%
- Søge helbredsmæssig information: 51%
- Downloade software (ikke spil): 48%
- Bruge Wikipedia, m.m. for at lære nyt: 48%
- Søge information om kurser / uddannelse: 46%
- Bruge bredbåndstelefoni: 41%
- Søge job eller sende jobansøgning: 32%
- Sælge varer eller tjenester: 25%
- Læse eller udtrykke meninger på f.eks. blogs: 22%
- Bruge karrierereorienterede netværkstjenester: 15%
- Deltage i online høringer eller afstemninger: 11%
- Netdate: 7%
- Følge et online-kursus: 7%
The use of public web-pages increases dramatically

- the trend is our friend!
The savings
- its better to have people on-line than in-line!

<table>
<thead>
<tr>
<th>Channel</th>
<th>Cost/ transaction in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received mails/ e-mails</td>
<td>14,7</td>
</tr>
<tr>
<td>Personal services</td>
<td>10,7</td>
</tr>
<tr>
<td>Telephone calls</td>
<td>5,4</td>
</tr>
<tr>
<td>e-services/self-services</td>
<td>0,4</td>
</tr>
</tbody>
</table>
Challenges to address

The paradox
- and the need for a deeper understanding of our citizens or customers

Understanding of the public sectors structure and communication

IT Capabilities
Different citizens/customers
- the need for segmentation

<table>
<thead>
<tr>
<th>Can</th>
<th>Will</th>
<th>Will not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does</td>
<td>65%</td>
<td>10%</td>
</tr>
<tr>
<td>Can not</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Does with help</td>
<td></td>
<td>Doesn’t</td>
</tr>
</tbody>
</table>

Does only when motivated or obliged
On top of these facts

The National eGovernment strategy for the public sector 2011-15:

Digital Communication with citizens and companies

New digital welfare technology

Closer cooperation of digitization
On top of these facts (2)

The National eGovernment strategy for the public sector 2011-15:

The citizen portal is the main entrance to e-government services – and a facilitator and a leverage for self service

The most important self-service solutions are going to be mandatory, by Law

The goal in 2015 is that 80 percent of the communication with the citizens is by using the internet, both ways

The transition plan for self-service
Mandatory, online self-services (examples for the year 2014, 2015)

<table>
<thead>
<tr>
<th>AREAS IN FOCUS</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Danish Tax and Customs Administration (SKAT), services for individual citizens such as management of student loans</td>
<td>Citizen-focused services provided by local authorities and the state</td>
<td>Employment, housing, construction and the environment</td>
<td>Employment, social services and integration</td>
</tr>
<tr>
<td>EXAMPLES OF TASKS</td>
<td>Moving Medical cards Self-service tax declaration (for submitting information to the Danish Tax and Customs Administration) Signing up for after-school clubs, daycare and schools Student loans Passports</td>
<td>Drivers licenses Marriages Birth registration Name registration Admission to the education</td>
<td>Town planning and roads Income support Construction Vehicle registration plates</td>
<td>Benefit pre-validation for senior citizens and people with disabilities Reimbursement and social support services Maternity and paternity benefits State pensions</td>
</tr>
</tbody>
</table>

WAVE 1 WAVE 2 WAVE 3 WAVE 4
The Citizen Portal

-a facilitator
and a leverage for self service

But what is it?
All roads lead to action
All roads lead to action
The Citizen portal – a display window and a collection of components

"The Citizen Portal – "a display window" ("glass plate")

Common guidelines

Common Components

Public standards and guidelines

Authority A
Authority B
Authority C
Authority D

Statistic system
Public address database
My Page
Digital post
Digital signature
Show maps

Portal-services
Visits at the Citizens portal in 2010 and 2011
We have achieved 2 times the Danish population - above 10 mio in 2011.
Thank you for your attention!!

Questions?

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