Štúdia „Benchmark" o elektronických službách verejného sektora pre Európsku komisiu: Nároky občanov na verejné služby rastú – ak verejný sektor chce využiť benefity informatizácie, musí sa im prispôsobiť.

- ***Zaostrené na: Slovenskú republiku***

- **_Prezentujúci:_**
  - **_Dušan Chrenek,_** *vedúci Zastúpenia Európskej komisie v SR*
  - **_Ivo Petrenčík,_** *obchodný riaditeľ CZ & SK, Capgemini*
  - **_Tomáš Pavlík,_** *konzultant pre verejný sektor, Capgemini*

- **_28. mája 2013_**

Európska komisia

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Štúdia eGovernment Benchmark

"Digital by Default; or by Detour?"

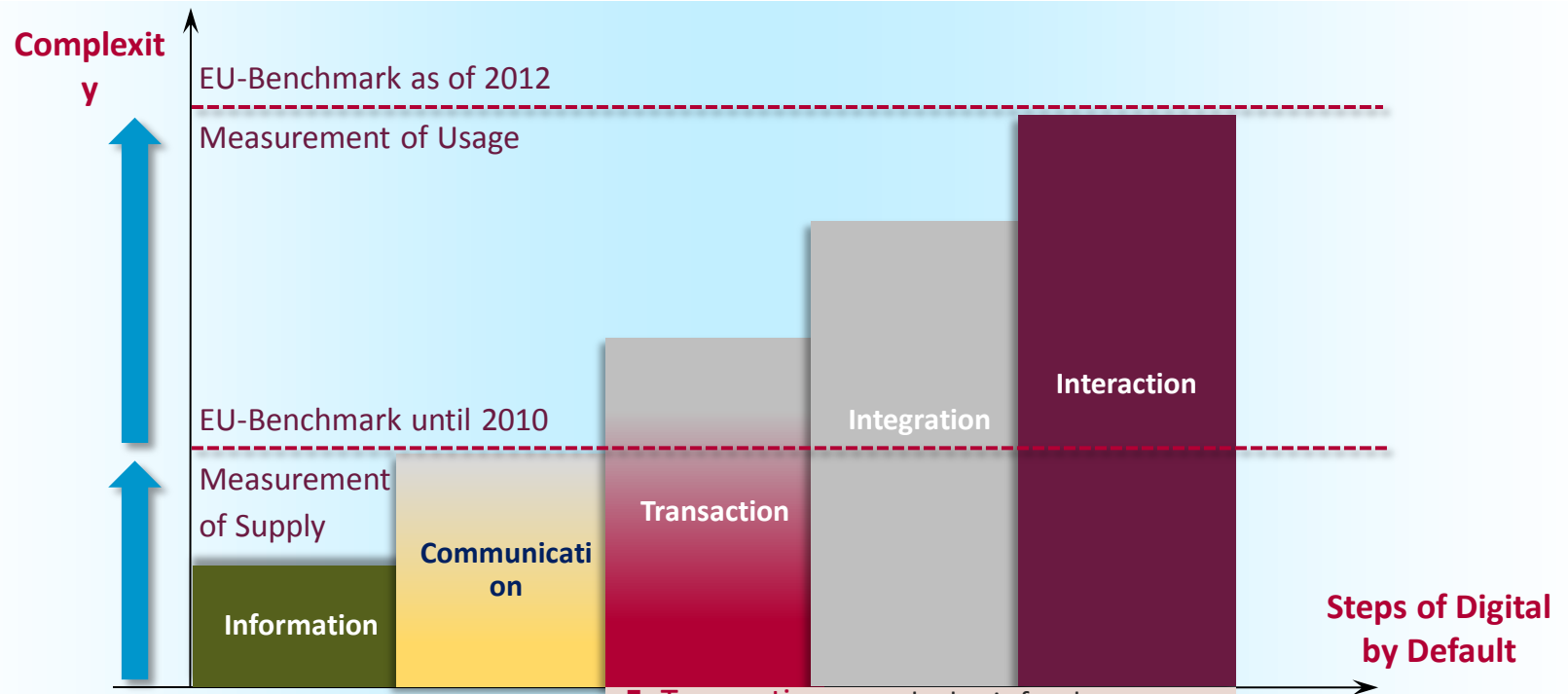*Zaostrené na: Slovenskú republiku*

28. Mája 2013

Agenda

❖ **Context**

❖ **Results**

❖ **Framework for progress**

❖ **Q&A**

The EU benchmark study has been carried out for over ten years and has created a clear view on the approach countries have taken to move to Digital by default

Complexity

EU-Benchmark as of 2012

Measurement of Usage

EU-Benchmark until 2010

Measurement of Supply

Information

Communication

Transaction

Integration

Interaction

Steps of Digital by Default

- **Transactions** are the basis for the interaction with citizens, businesses and other authorities

- **Integration** allows the bundling of services across several administrations, getting closer to life events

- **Interaction** with the customer/citizen the new fundamental step of digital by default for the next 10 years

PUBLIC SERVICES ONLINE

'Digital by default, or by detour'
Towards a new generation of eGovernment services

WHY?

Towards cheaper, better and faster services through eGovernment

ONLINE TRANSACTIONS ARE CHEAPER

Online transactions are twice as cheap compared to transactions via telephone and 3,5 times cheaper compared to face-to-face transactions.

FACE-TO-FACE

€

TELEPHONE

€

ONLINE

€

BETTER SERVICES ARE DESIGNED AROUND USER NEEDS

- Available online, both for nationals and foreigners
- Easily usable
- Time saving & flexible
- Personalised
- Interaction through social media

HOW?

Adressing collaboration, commonality and transparency

Transformation is required to achieve a new 'outside-in' model and vital to achieve a new generation of eGovernment services. It requires collaboration across government domains (joined up) to establish common building blocks that all public service providers can use consistently. Transparency is unmistakably part of that transformation: to demonstrate how public administrations operate and function as well as to empower citizens to access and control their own data.

eGovernment services

USING TECHNOLOGY TO REALIZE A NEW, FASTER GENERATION OF E-SERVICES

- Key enablers enable eGovernment
- 'once-only' registration and use of authentic sources to deliver services electronically or even automatically
- Using data consistently and securely across public agencies
- Big data analytics

WHAT?

The eGovernment Benchmark offers comparison and insight on 3 inter-related areas

1 DEMAND-SIDE CITIZEN SURVEY

The survey reached 28,000 internet-using citizens across 32 EU countries, exploring 27 questions, and 19 most common citizen services. This provides a picture with 95% confidence (relevancy) of the views of the 600 million European citizens.

2 LIFE EVENT SERVICE PROVISION

BUSINESS START UP AND EARLY OPERATIONS   **LOSING AND FINDING A JOB**   **STUDYING**

- Data on 15 to 30 specific services per life event, in 32 countries resulting in 100.000+ data points
- New life events will be added in 2013

3 AVAILABILITY OF KEY IT ENABLERS

- eID
- eDocuments
- eSafe
- Authentic sources
- Single Sign On

The study has three elements to it, providing citizen insights, looking at life events and considering how the enablers have been implemented

1

Providing Citizen Insights

28,000 citizens across all EU 27+ countries have been surveyed, exploring **27 questions**, and **19** typical user events. This provides a picture with **95%** confidence (relevancy) of the views of the **600 million** European citizens about:

- Use of eGov services
- Satisfaction with eGov and private services (eBanking, eCommerce)
- Barriers for not using eGov services
- eChannel preferences
- Level of fulfillment

2

Assessing life events to improve seamless public services

3 high-impact life-events: (i) business start up and early operations (ii) losing and finding a job (iii) studying. Each one assesses **15 to 30** specific services. With **100.000+** data points this provides a very **rich** and **in-depth** analysis of the state of play of the services in these life events across Europe. Measurement looks at:

- Online availability of services
- Online usability of services, incl ease and speed of use assessments
- Cross border service delivery
- Transparency of public organisations, personal data and service delivery

3

Implementation of IT enablers to enhance eGovernment services

Integration of key enablers in life event services: eID, eDocuments, Authentic Sources, eSafe and Single Sign On

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Agenda

❖ **Context**

❖ **Results**

❖ **Framework for progress**
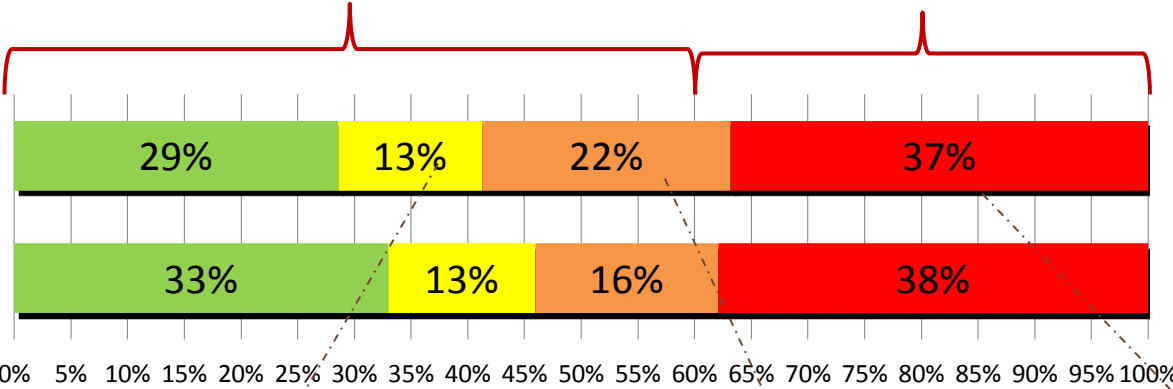
❖ **Q&A**

Demand-Side Citizen Survey

In Slovakia, 41% of the internet population uses the online channel for citizen services

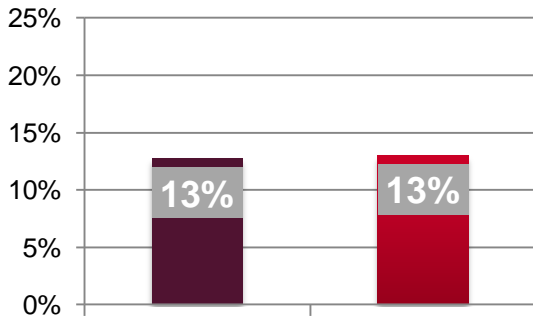*SK eGovernment use: 41%*   *SK non-eGovernment use: 59%*

Slovakia: 29% | 13% | 22% | 37%

EU: 33% | 13% | 16% | 38%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70% 75% 80% 85% 90% 95% 100%

■ BELIEVER: eGov User with eChannel Preference (loyal user)   ■ POTENTIAL DROP OUT: eGov Users NO eChannel Preference

■ POTENTIAL USERS: eGov Non-User eChannel Preference   ■ NON-BELIEVER: eGov Non-User NO eChannel Preference ('hard to get')

Threat:
13% potential drop outs

	Slovakia	EU27+
	13%	13%

Opportunity:
22% potentially new eGov users
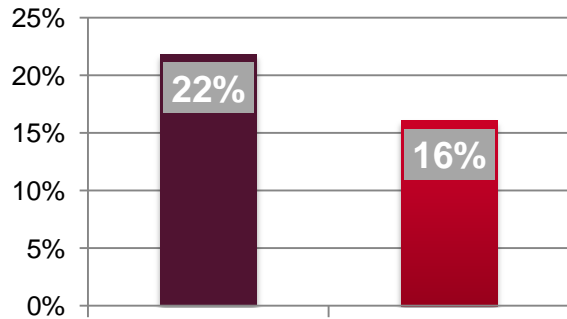
	Slovakia	EU27+
	22%	16%

Threat:
37% non-believers

	Slovakia	EU27+
	37%	38%

Európska komisia

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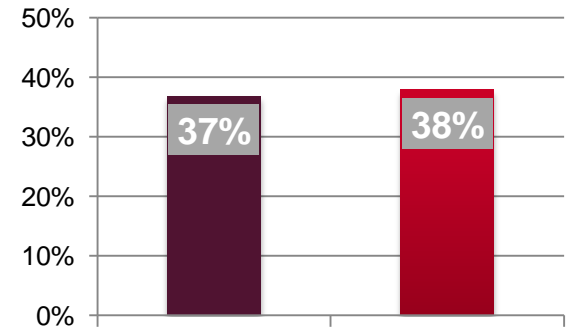
What people **liked** about using eGovernment services…

People that <u>strongly</u> agreed to the following statements about **perceived benefits** after having used eGovernment services:
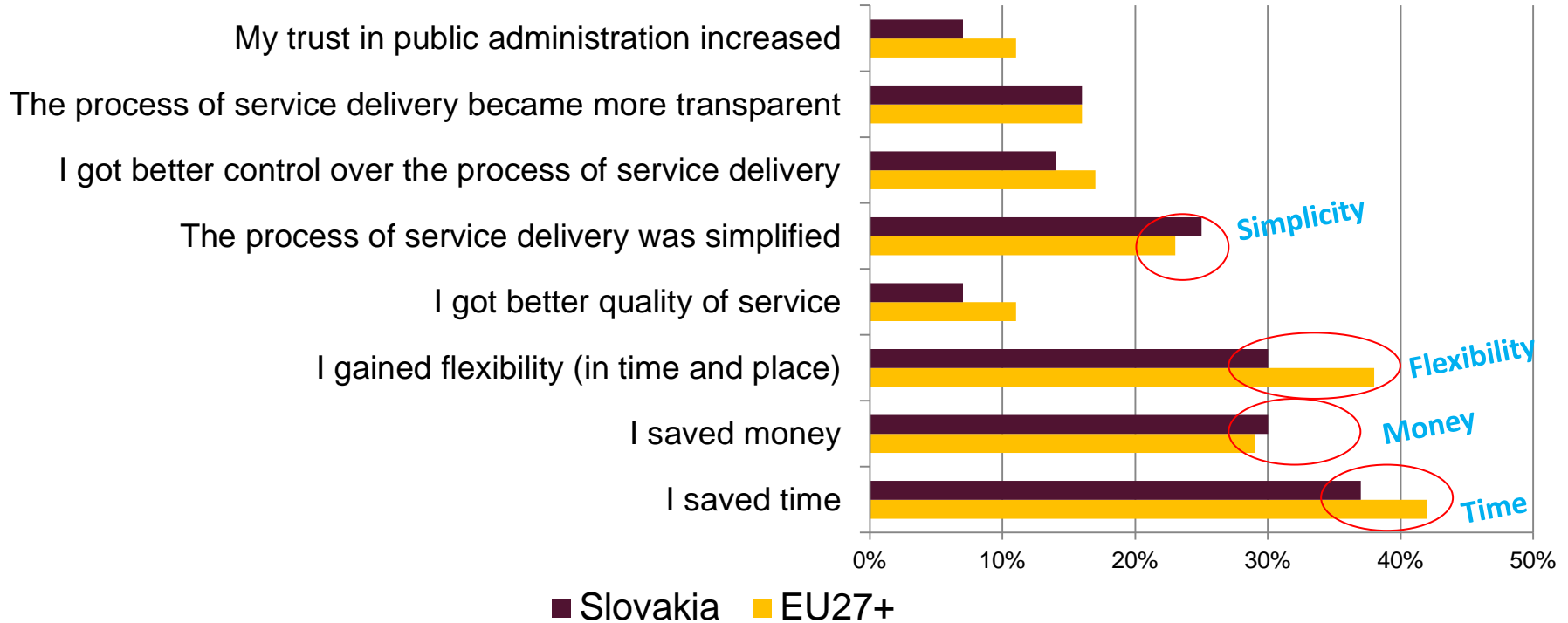
Time and money savings and flexibility are strongest perceived benefits when using public online services (though less explicit in Slovakia compared to EU27+), and Slovakian citizens are also requiring more simplified service delivery.

…and why they **didn't** use eGovernment services

Chart comparing reasons why respondents in Slovakia and EU27+ didn't use eGovernment services:

- I did not expect to save time by using the Internet to get what I wanted/needed — **Low expectation**
- I tried but I abandoned the service, because the service's website or application had technical failures
- I tried but I abandoned the service, because the service was too difficult to use
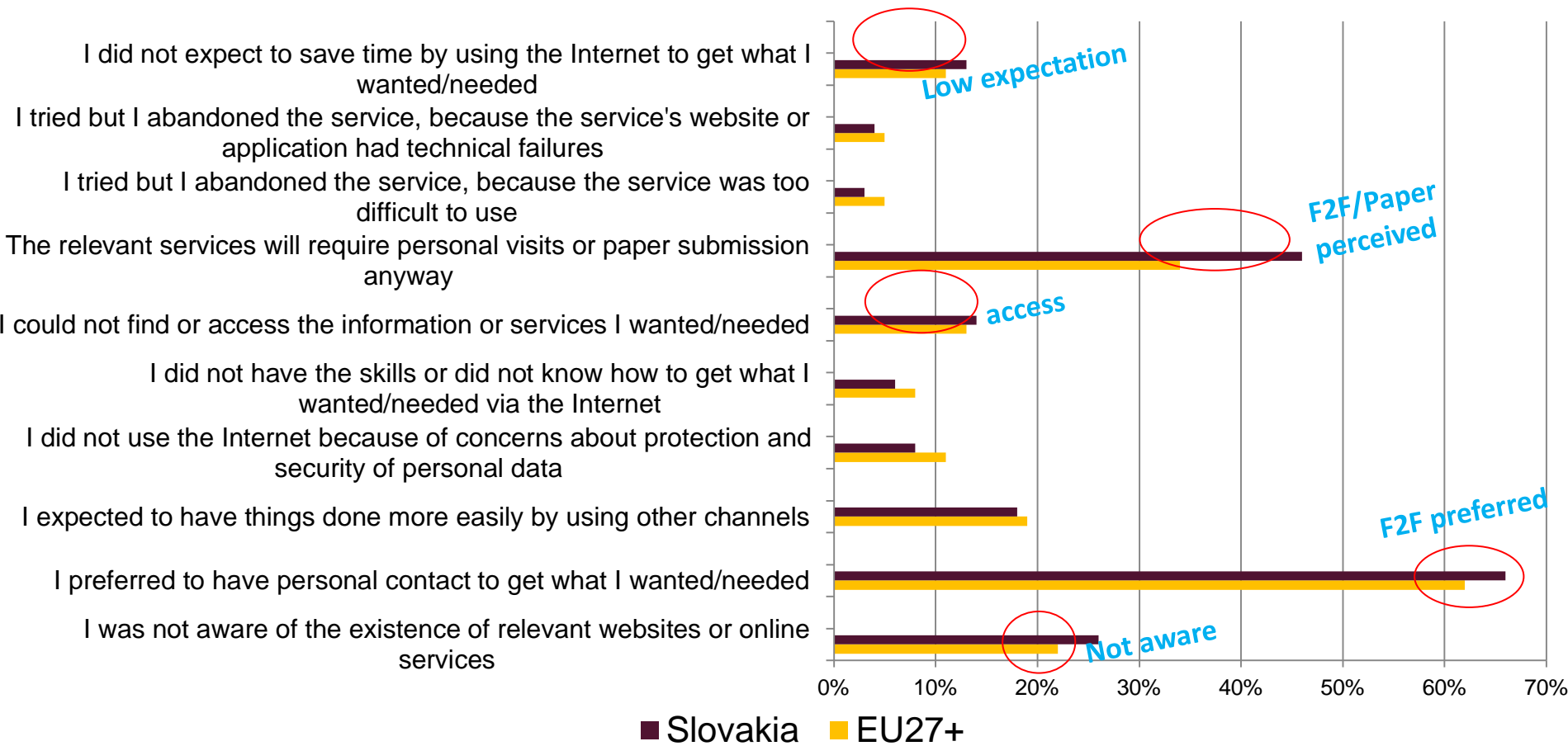- The relevant services will require personal visits or paper submission anyway — **F2F/Paper perceived**
- I could not find or access the information or services I wanted/needed — **access**
- I did not have the skills or did not know how to get what I wanted/needed via the Internet
- I did not use the Internet because of concerns about protection and security of personal data
- I expected to have things done more easily by using other channels
- I preferred to have personal contact to get what I wanted/needed — **F2F preferred**
- I was not aware of the existence of relevant websites or online services — **Not aware**

Legend: ■ Slovakia ■ EU27+

X-axis: 0% to 70%

Satisfaction of public internet applications and services lags behind eCommerce and eBanking figures

EU27+ averages
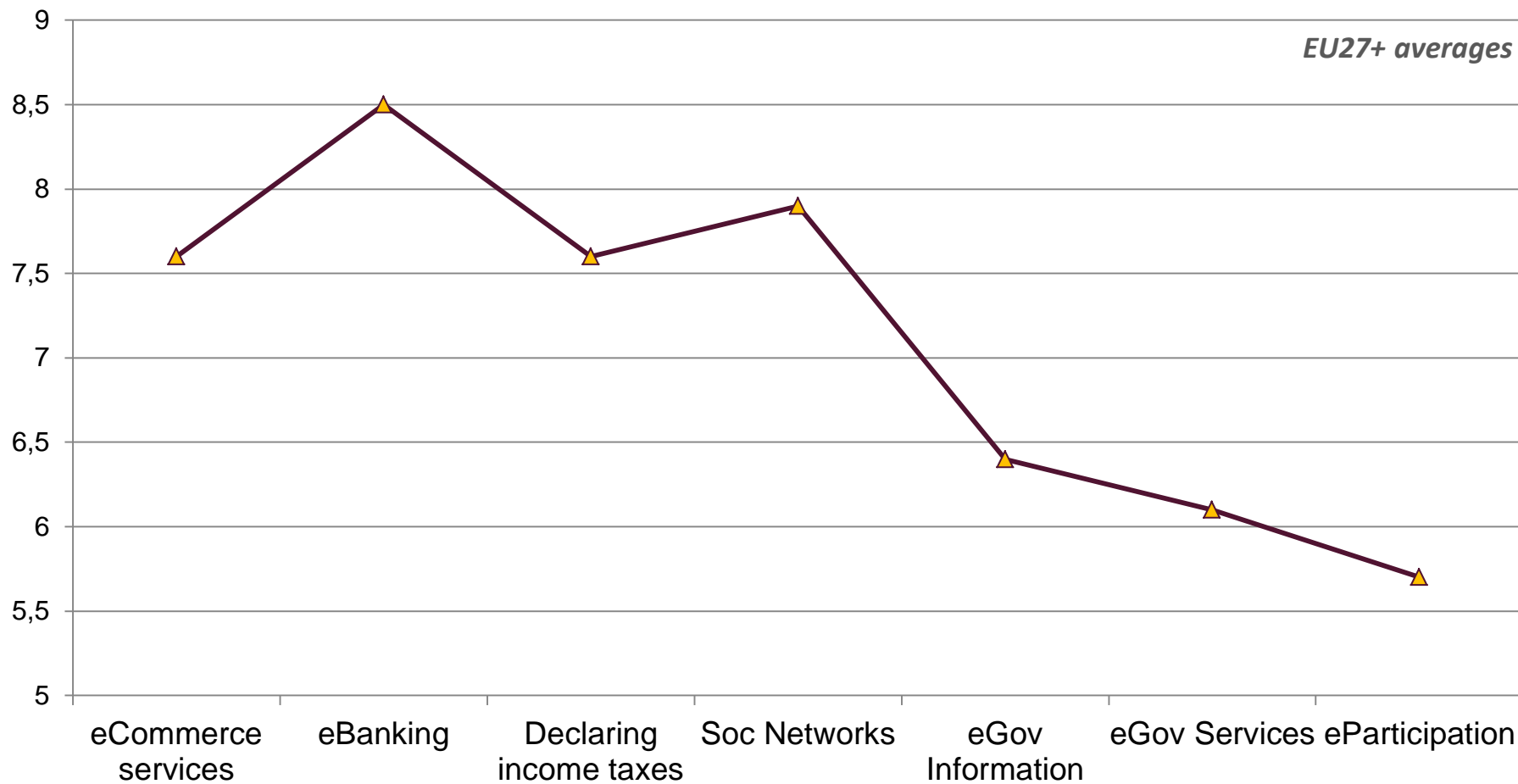
Life Event Approach

eGovernment will be more successful if it reflects the fact that the citizens needs to be provided with a seamless experience across agencies and across borders

Starting up a business and early trading operations

LIFE EVENT
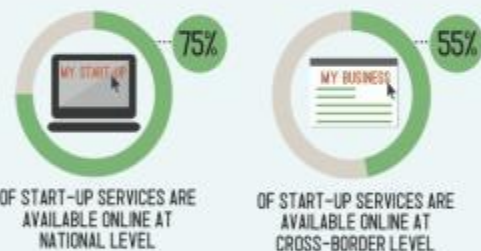## STARTING A BUSINESS

THE START-UP BUSINESS

Every year start-up firms in Europe create over 4 million jobs, and as it turns out almost half of citizens would prefer to work for themselves.

THE WORKING CITIZENS OF EUROPE

11%
ARE ENTREPRENEURS

45%
WOULD PREFER TO BE THEIR OWN BOSS

SATISFACTION OF eGOV SERVICES

However, entrepreneurs are more critical about online government services than the average internet user. Indications for satisfaction with eGovernment are:

6.1   6.4   5.2   5.7
TO OBTAIN INFORMATION   TO OBTAIN SERVICE

SELF-EMPLOYED   AVERAGE RESPONDENT

BUSINESS eGOV SERVICES

Core services for entrepreneurs are more online available than administrative and qualification requirements. It is difficult to start-up a business in another European country:

MY START-UP
75%
OF START-UP SERVICES ARE AVAILABLE ONLINE AT NATIONAL LEVEL

MY BUSINESS
55%
OF START-UP SERVICES ARE AVAILABLE ONLINE AT CROSS-BORDER LEVEL

TIME IS MONEY MENTALITY

Although entrepreneurs expect to be able to make an accurate estimation of the required time to complete a service, few governments provide such information:

30%
COMMUNICATE TIMELINE OF ENTIRE PROCESS

WEEK 1
WEEK 2
WEEK 3
42%
MAKE DELIVERY TIMELINES CLEAR

41%
INDICATE MAXIMUM TIME LIMIT FOR GOVERNMENT TO DELIVER RESPONSE

1. Orientation: info on starting a business

78%

2. Proofs of managerial qualifications

58%

3. Complete administrative requirements

69%

4. Basic Registration: company name, address, and validation

79%

5. Approval registration with government

72%

6. Register your memberships

66%

7. Obtain Tax ID card and VAT number

81%

8. Insurance related matters

68%

9. Publish registration in office journal

90%

10. Hire employees

77%

11. Request environmental permit

66%

ONLINE AVAILABILITY

HIGH SERVICE AVAILABILITY : ABOVE 75%

MODERATE SERVICE AVAILABILITY : 65-75%

LOW SERVICE AVAILABILITY : LOWER THAN 65%

MOST USER-CENTRIC COUNTRIES

NO SE ES PL SI AT IT PT ES MT

Visualisation of online availability options (presented per organisation assessed)
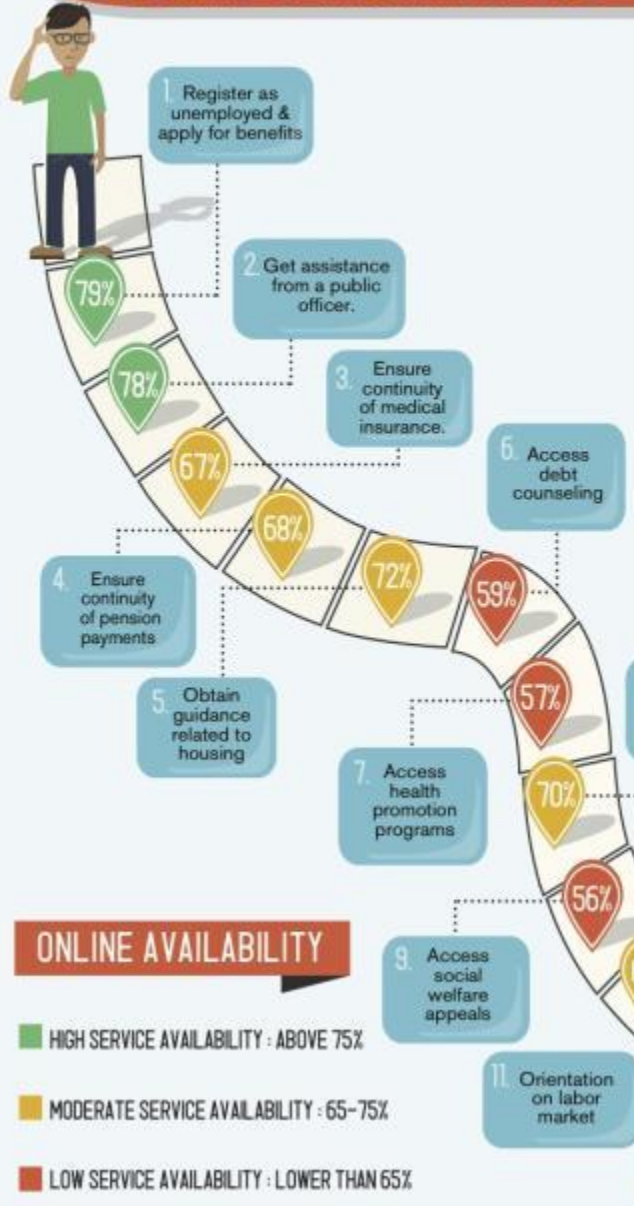## Room for improvement
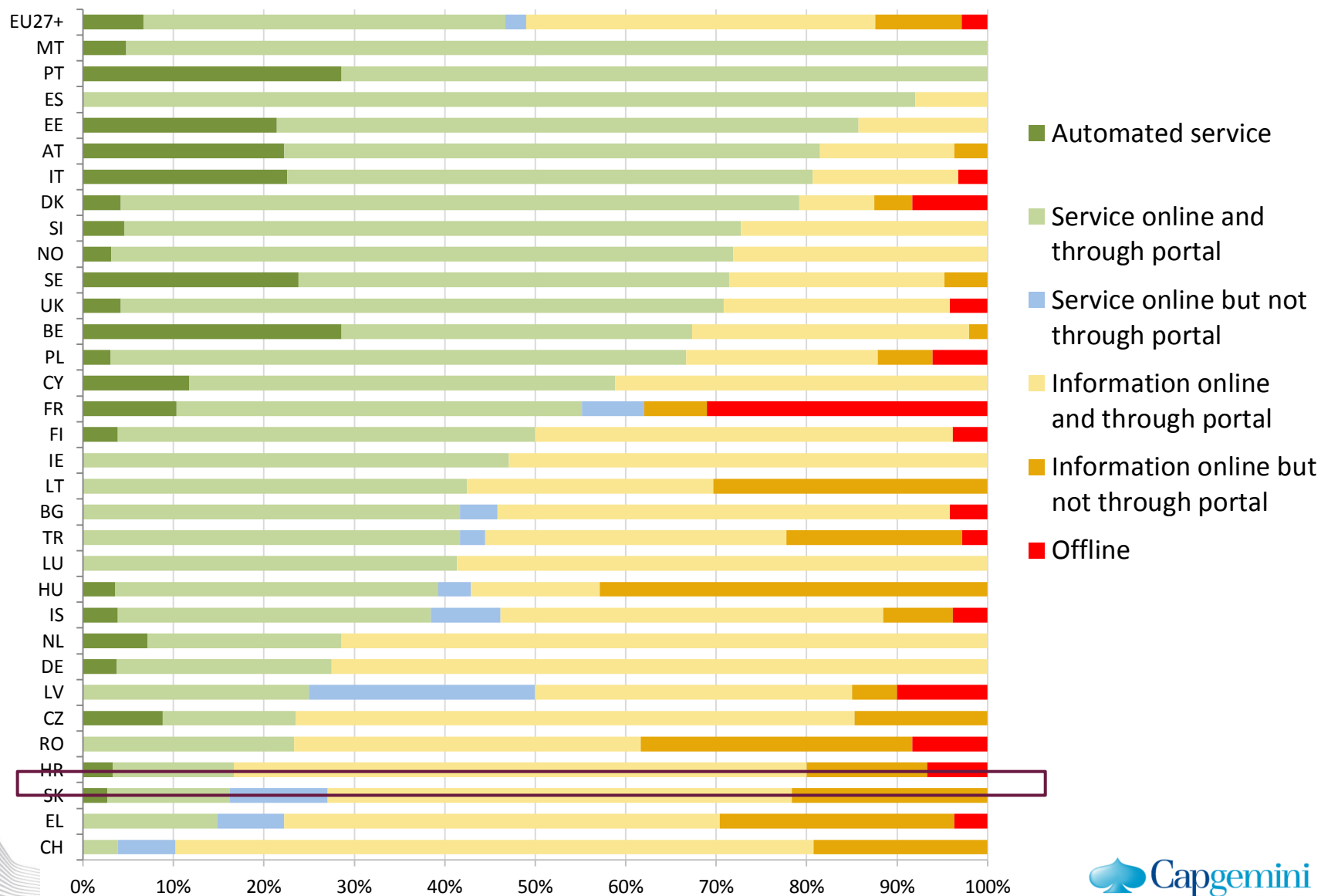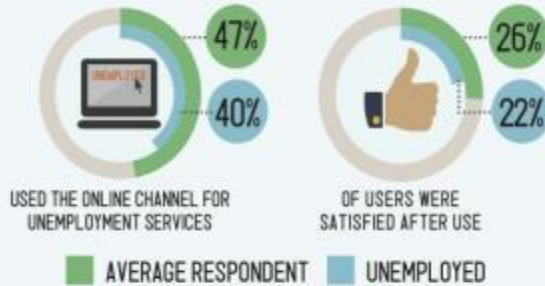
Losing and finding a job

LIFE EVENT
LOSING & FINDING A JOB

THE UNEMPLOYED POPULATION

The unemployed are a hard group to reach: they use less eGov services and are more critical regarding online experiences compared to the average internet user. Of all unemployed:

47%
40%

USED THE ONLINE CHANNEL FOR UNEMPLOYMENT SERVICES

26%
22%

OF USERS WERE SATISFIED AFTER USE

■ AVERAGE RESPONDENT ■ UNEMPLOYED

Unemployed also tend to have a higher preference for face-to-face interaction compared to other respondents:

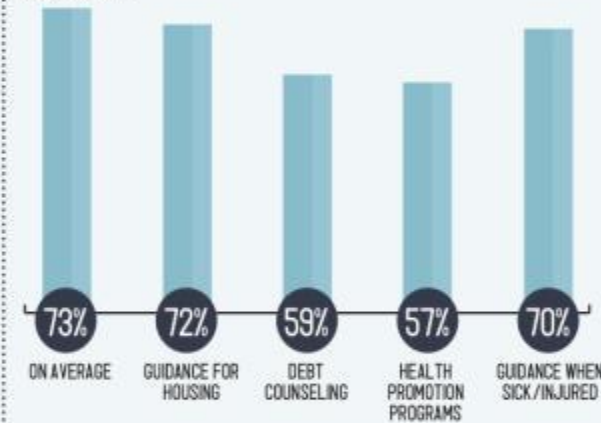**39%** ■ AVERAGE RESPONDENT
48% ■ UNEMPLOYED

STRONGLY PREFERS FACE-TO-FACE CONTACT

SUPPORT FOR THE UNEMPLOYED

Unemployment rates in Europe have continuously risen in the past four years.

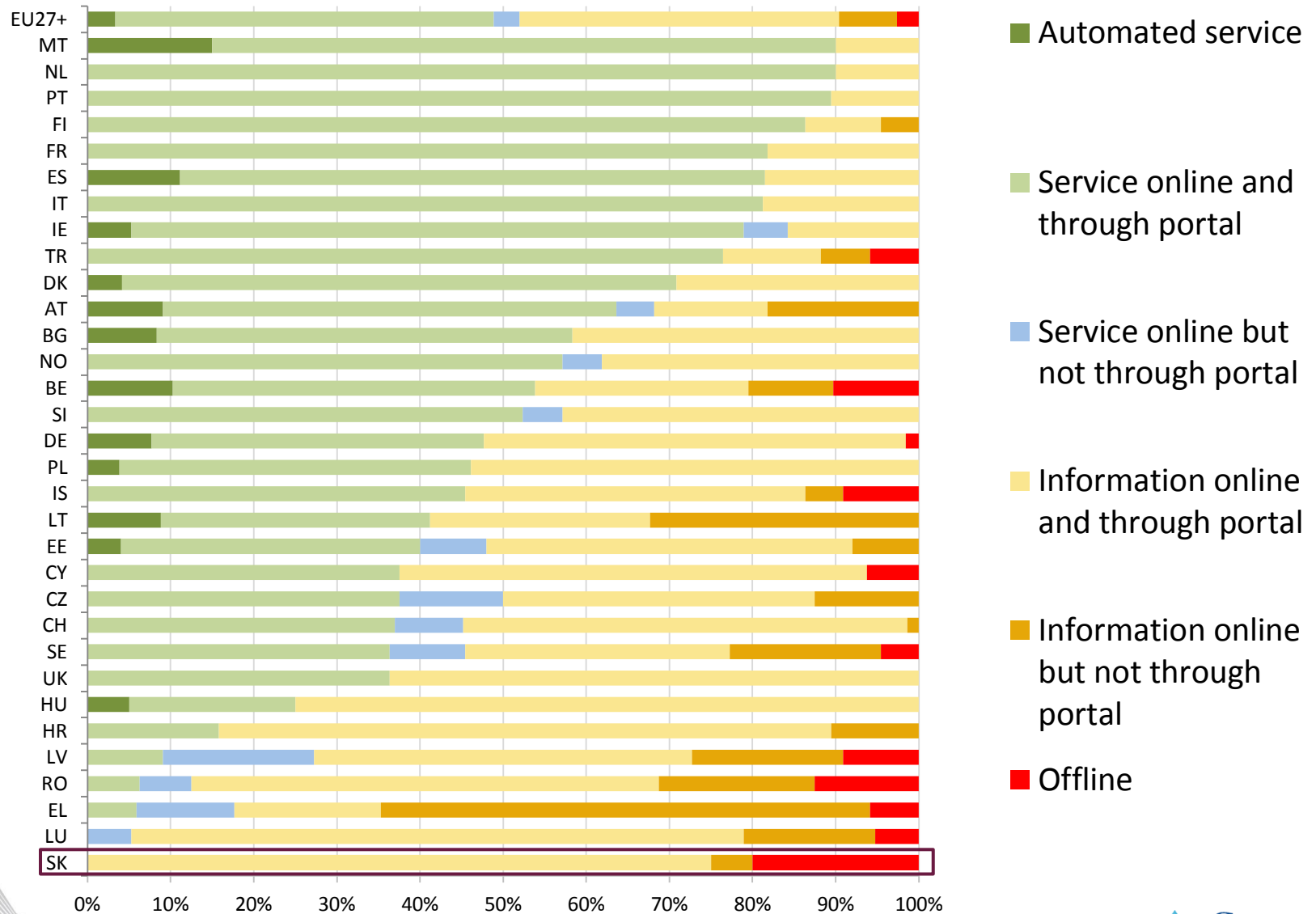|		
7% **11%**	**16%** **23%**	**2.6%** **4.1%**
OVERALL UNEMPLOYMENT RATE	YOUTH UNEMPLOYMENT RATE	LONG-TERM UNEMPLOYMENT RATE

■ 2008 ■ 2012
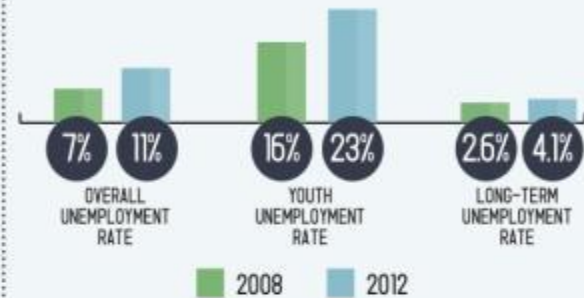
Although the average online availability of services for unemployed is 73%, the online availability of services providing social support lags behind:

73%	**72%**	**59%**	**57%**	**70%**
ON AVERAGE	GUIDANCE FOR HOUSING	DEBT COUNSELING	HEALTH PROMOTION PROGRAMS	GUIDANCE WHEN SICK/INJURED

Job Path Steps

1. Register as unemployed & apply for benefits — **79%**
2. Get assistance from a public officer. — **78%**
3. Ensure continuity of medical insurance. — **67%**
4. Ensure continuity of pension payments — **68%**
5. Obtain guidance related to housing — **72%**
6. Access debt counseling — **59%**
7. Access health promotion programs — **57%**
8. Obtain guidance in case of sickness or injury — **70%**
9. Access social welfare appeals — **56%**
10. Receiving benefits that apply to you — **69%**
11. Orientation on labor market — **90%**
12. Search job vacancy data base — **89%**
13. Receive job alerts and set up job profiles — **86%**
14. Subscribe to training and education programs — **72%**
15. Subscribe to vocational career advice — **71%**

ONLINE AVAILABILITY

■ HIGH SERVICE AVAILABILITY : ABOVE 75%

■ MODERATE SERVICE AVAILABILITY : 65-75%

■ LOW SERVICE AVAILABILITY : LOWER THAN 65%

MOST USER-CENTRIC COUNTRIES

FI, DK, LT, IE, NL, AT, IT, PT, ES, MT

Losing & Finding a Job
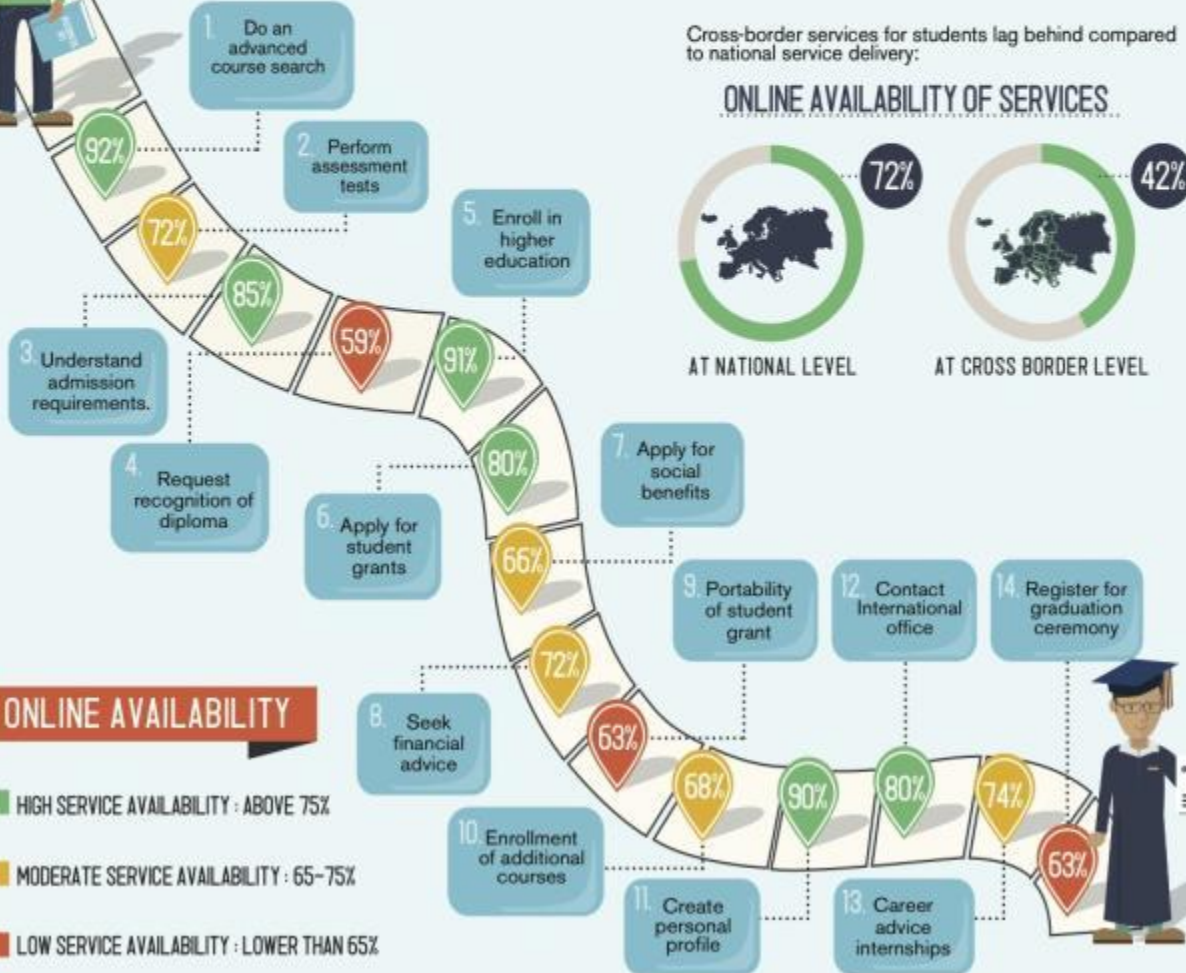# Room for improvement!

Studying

LIFE EVENT
STUDYING

EDUCATION IN EUROPE

The number of both national and cross-border students in the EU27 continuously increased in the last decade:

TOTAL STUDENT INCREASE 2002-2012

31% STUDENTS EU27

71% CROSS-BORDER STUDENTS EU27

Cross-border services for students lag behind compared to national service delivery:

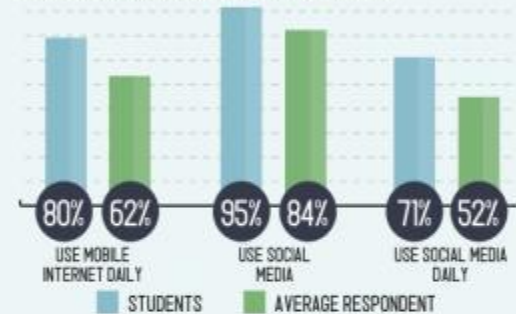#### ONLINE AVAILABILITY OF SERVICES

72% AT NATIONAL LEVEL

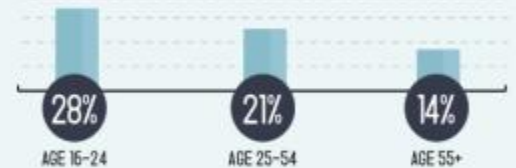**42%** AT CROSS BORDER LEVEL

STUDENT USE OF EGOV SERVICES

Of all students that have enrolled in higher education and/or applied for student grants:
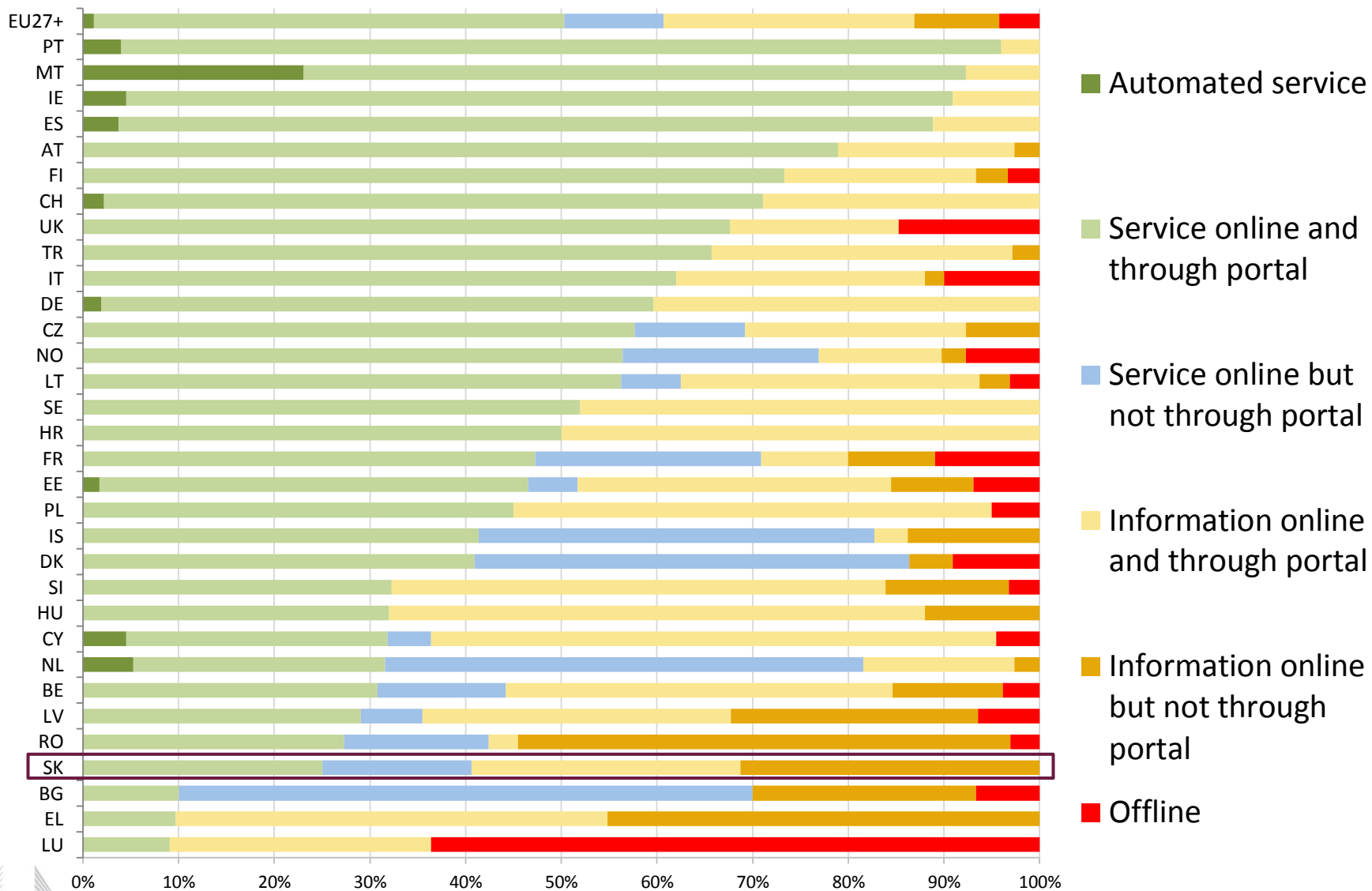
60% USED ONLINE CHANNEL

56% PLAN TO USE ONLINE CHANNEL AGAIN

41% TOTALLY GOT WHAT THEY NEEDED

Students are profound internet users and more likely to use eGov services than the average citizen:

80% / **62%** USE MOBILE INTERNET DAILY

95% / **84%** USE SOCIAL MEDIA

71% / **52%** USE SOCIAL MEDIA DAILY

▪ STUDENTS ▪ AVERAGE RESPONDENT

However, younger people are less aware of existing eGov services. Those who say unawareness was their main barrier:

28% AGE 16-24

21% AGE 25-54

14% AGE 55+

Life Event Steps

1. Do an advanced course search — 92%
2. Perform assessment tests — 72%
3. Understand admission requirements — 85%
4. Request recognition of diploma — 59%
5. Enroll in higher education — 91%
6. Apply for student grants — 80%
7. Apply for social benefits — 66%
8. Seek financial advice — 72%
9. Portability of student grant — 63%
10. Enrollment of additional courses — 68%
11. Create personal profile — 90%
12. Contact International office — 80%
13. Career advice internships — 74%
14. Register for graduation ceremony — 63%

ONLINE AVAILABILITY

▪ HIGH SERVICE AVAILABILITY : ABOVE 75%

▪ MODERATE SERVICE AVAILABILITY : 65-75%

▪ LOW SERVICE AVAILABILITY : LOWER THAN 65%

MOST USER-CENTRIC COUNTRIES

IS, SE, IE, DK, NL, AT, PT, ES, MT, TR

Studying
room for improvement

Key enablers to drive digital by default

KEY ENABLERS

Governments are not yet reaping the benefits of technology to provide cheaper, better, and faster services. This requires establishing some common building blocks that all public service providers can use to collaborate between providers and through service delivery chains to transform outcomes. Without these key enablers there is a limit to how good customer experience will be – in country, and cross-EU.
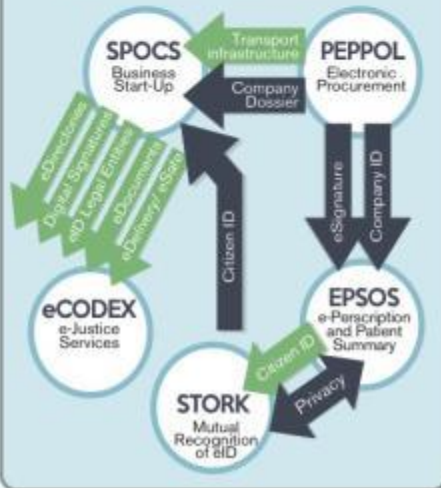
EMERGING TECHNOLOGIES

MOBILE ....

SOCIAL ....

BIG DATA ANALYTICS ....

LARGE SCALE PILOTS

The following LSP's develop and deploy technical building blocks that help realise the necessary interoperability for cross-border public services and have stimulating effects on the development of national key enablers.

SPOCS Business Start-Up

Transport Infrastructure

PEPPOL Electronic Procurement

Company Dossier

eDirectories, Digital Signature, eID Legal Entities, eDocuments, eDelivery eSafe

eSignature

Company ID

Citizen ID

eCODEX e-Justice Services

EPSOS e-Perscription and Patient Summary

STORK Mutual Recognition of eID

Citizen ID

Privacy

---

eIDENTIFICATION

WHAT IS IT?
An electronic identification solution to determine if the user is who he/she claims to be, often combined with eSignature to authenticate communications.
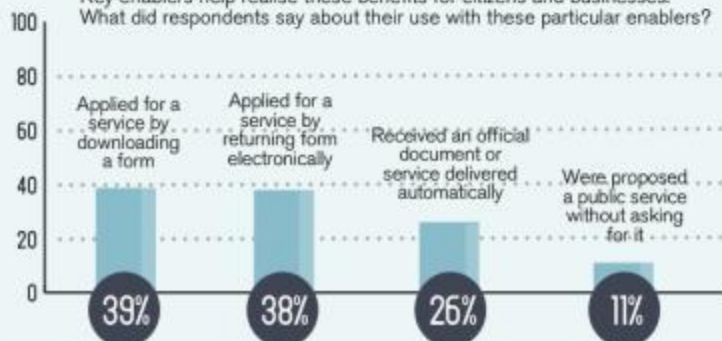
HOW IT WORKS
Directly enables transactions and will increase online availability of services. It will save time and reduce costs for both citizens, businesses, and governments.

AVAILABILITY NOW

65% of cases could authenticate online

38% of cases could use a national eID.

USE OF SERVICES

Key enablers help realise these benefits for citizens and businesses. What did respondents say about their use with these particular enablers?

Applied for a service by downloading a form — **39%**

Applied for a service by returning form electronically — **38%**

Received an official document or service delivered automatically — **26%**

Were proposed a public service without asking for it — **11%**

---

eDOCUMENTS

WHAT IS IT?
Allows citizens and businesses to send electronic documents and reduce offline paper processes.

HOW IT WORKS
It enables governments to reduce burden of citizen by simplifying and fully digitising services while reducing use of paper.

AVAILABILITY NOW
54%

AUTHENTIC SOURCES

WHAT IS IT?
Base registers used by governments to automatically validate or fetch data relating to citizens or businesses.

HOW IT WORKS
It facilitates the 'once-only' principle, enabling governments to re-use data and deliver services automatically (without the user having to do anything) and/or pre-fill online forms.

AVAILABILITY NOW
49%

Currently only 11% of services in 3 life events is delivered 'automatically.'

---

eSAFE

WHAT IS IT?
A virtual repository for storing, administering and sharing personal electronic data and documents.

HOW IT WORKS
Use of eSafe functionalities to enable citizens and/or businesses to securely store and re-use personal documents in public service processes.
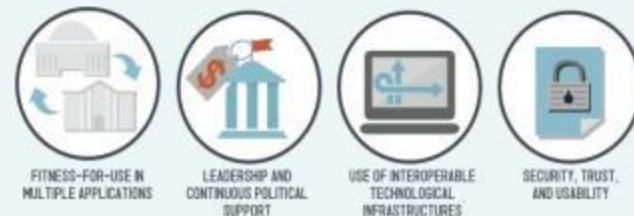
AVAILABILITY NOW
38%

SINGLE SIGN ON

WHAT IS IT?
Single Sign On (SSO) allows users to get access to multiple websites without the need to log in multiple times.

HOW IT WORKS
This means that a citizen or business can log into a main website of a country like national portal, to perform other domain services (passports renewal, tax declaration, etc.)


SUCCESS FACTORS

As indicated by countries in 2010, the critical success factors for deployment of key enablers are:

FITNESS-FOR-USE IN MULTIPLE APPLICATIONS

LEADERSHIP AND CONTINUOUS POLITICAL SUPPORT

USE OF INTEROPERABLE TECHNOLOGICAL INFRASTRUCTURES

SECURITY, TRUST, AND USABILITY

Key enablers are required to improve online public services, both from a user perspective as well as for public administrations involved
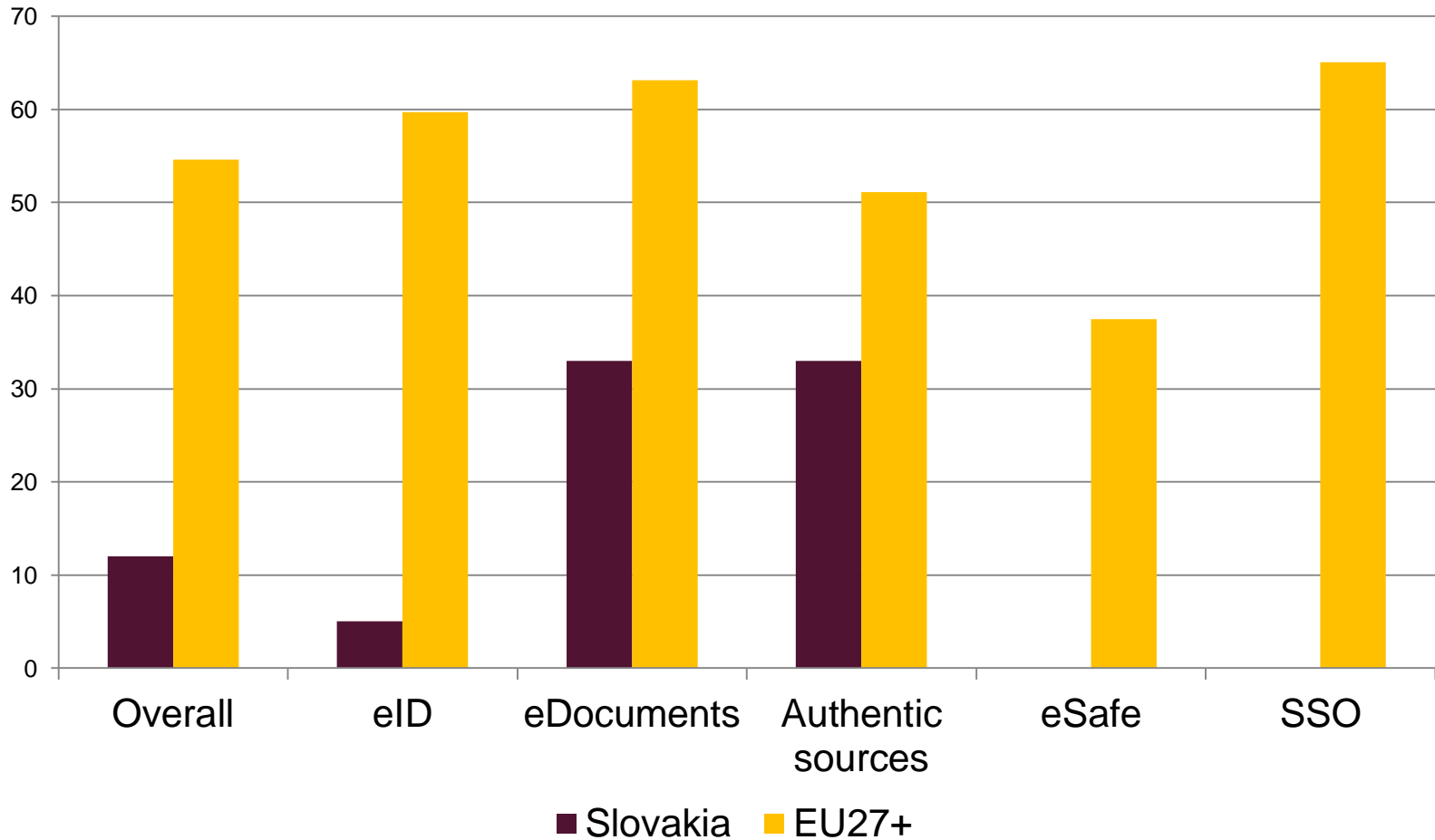
❖ **Context**

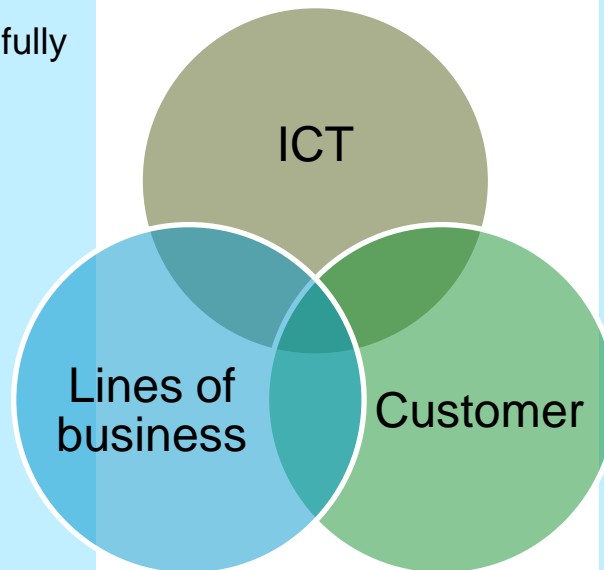❖ **Results**

❖ **Framework for progress**

❖ **Q&A**

Towards a new generation of eGovernment services

3 principal messages

1. The shift in eGovernment thinking towards **designing services around user needs** is not yet fully embraced in Europe

2. Governments are not yet fully **reaping (evidencing) the benefits** of eGovernment

3. **Transformation** is needed to realize a new generation of eGovernment services.

Need for collaboration

ICT

Lines of business

Customer

Observations

1. Countries take **different routes** to increase **take-up** of eGovernment services

2. There are mixed results regarding **return on investments**

3. The importance of **sound technical foundations** for improvement

4. Dealing with **decentralization** is a challenge, not an excuse

5. Digital by default, or by detour? Using **legislation** as a game-changer

Európska komisia

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Thank you for your attention!

Kontakt:

Ivo Petrenčík
Obchodný riaditeľ pre CZ a SK

Capgemini Slovensko, s.r.o.
Prievozská 2/B
821 09 Bratislava

Tel.:   +421 902 902 080
E-Mail: ivo.petrencik@capgemni.com

Kontakt:

Tomáš Pavlík
Senior konzultant pre verejný sektor

Capgemini Slovensko, s.r.o.
Prievozská 2/B
821 09 Bratislava

Tel.:   +421 911 105 764
E-Mail: tomas.pavlik@capgemni.com

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