

Efficient Electronic Services

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Agenda

- E-government?
- Electronic services
- Service infrastructure
- Partnerships

eGov - rationalization, service and democracy

(Presented as) IT use for achieving:

- More efficient administration
- Better services; access, speed, completeness...
- Increased participation in democratic processes

....with various emphasis

What people want from eGov (1/2)

- Renewing a driver's license
- *Voter registration*
- State park information and reservations
- *Voting on the Internet*
- Access to one-stop shopping
- Ordering birth, death, and marriage certificates
- Filing state taxes

(Center for Technology in Government, University at Albany)

What people want from eGov (2/2)

- Access to medical information (80%),
- Access to a *candidate's voting record* (77%).
- Cost savings for government (71%)
- A *legislation comment site* (71%)

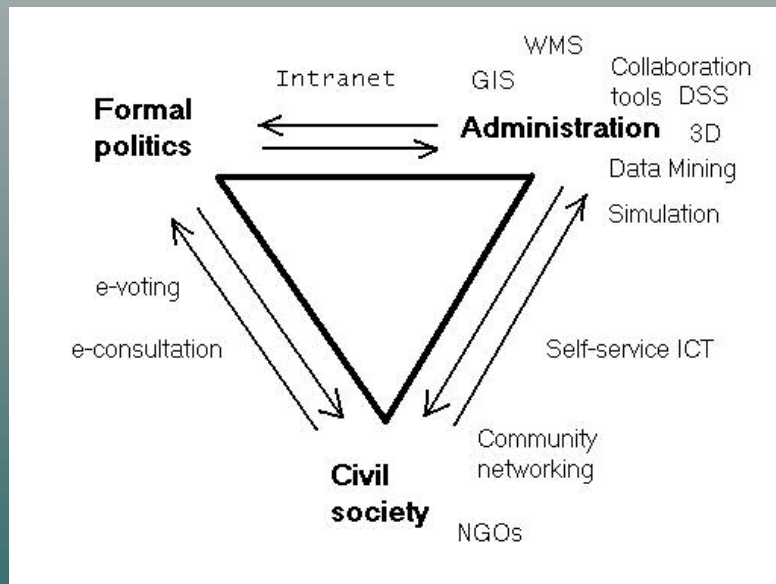
(Hart-Teeter for Council for Excellence in Gov)

Citizens' eGov motivation

- Increased government accountability to citizens (36%),
- Greater public access to information (23%), and
- More efficient/cost-effective government (21%).

(Hart-Teeter for Council for Excellence in Gov)

Scope of eGov



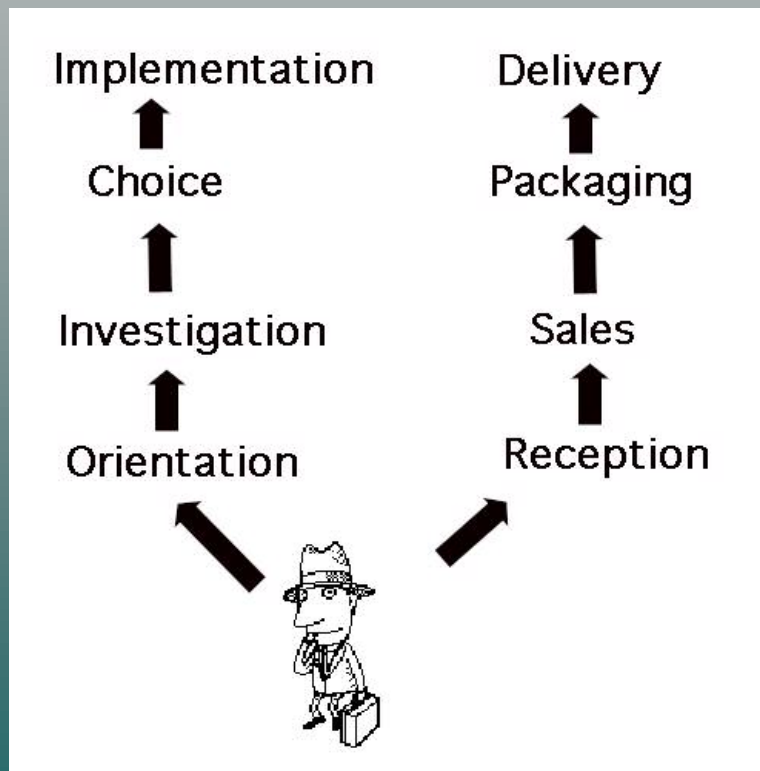
- Internal
- External
- Administration
- Policy

Efficiency?

- **Client-organization communication (Service processes)**
- **Service infrastructure**
- **Partnerships**
- **Getting there – Integrating perspectives**

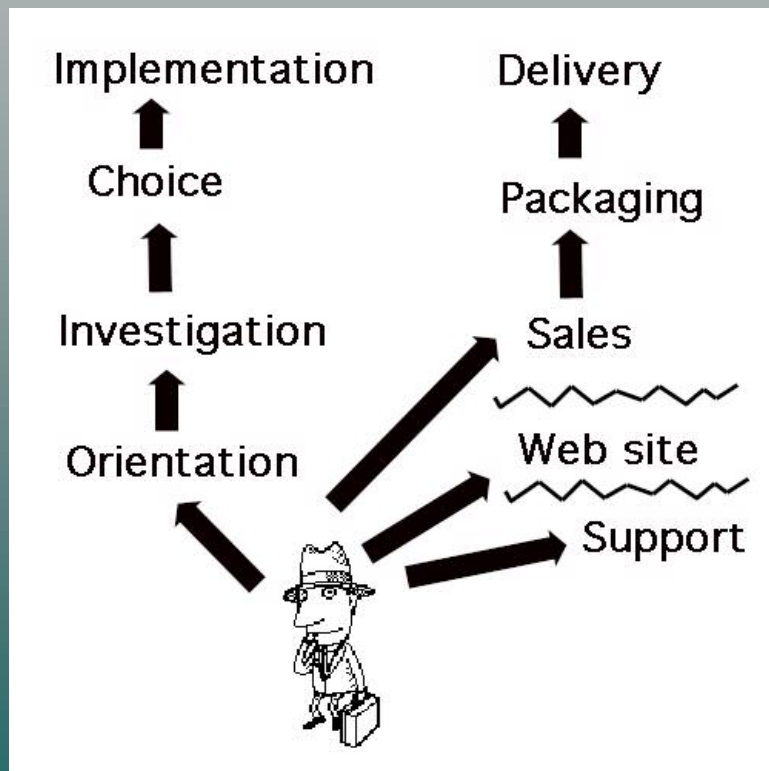
1. Service processes

Service processes in the physical world



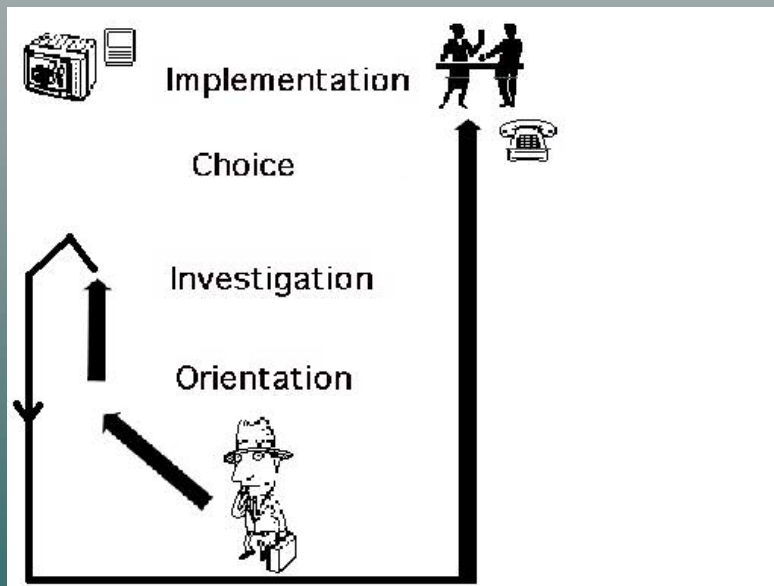
- "Flowers are over there"
- "Yes, you can combine those"
- "Yes, you can exchange that part for..."
- "Delivery on Monday"

Service processes in the electronic world



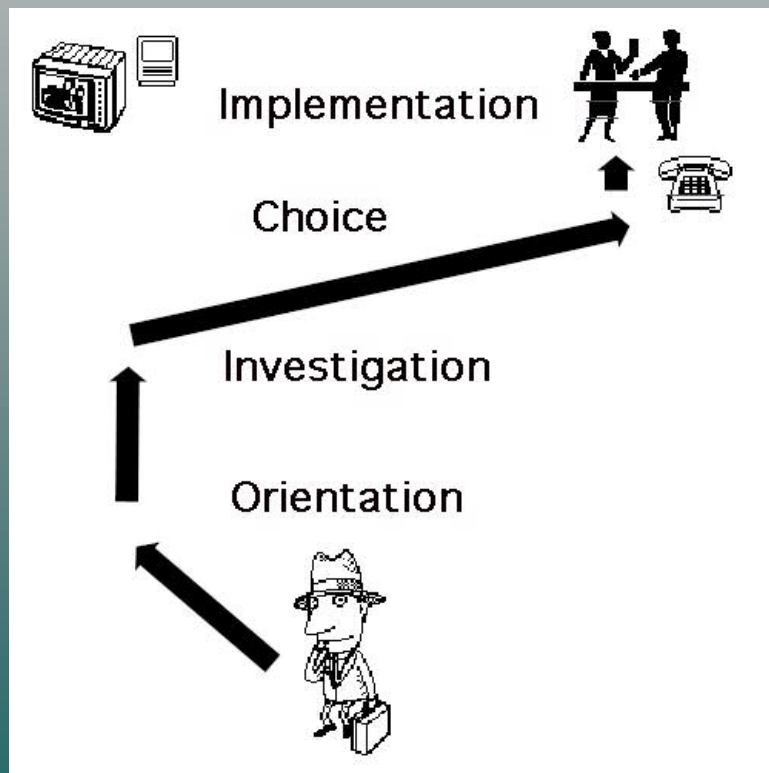
- "Why don't you check out our web?"
- "So it's on the web, but we don't have it"
- "Where did that go?" (45%)
- "Why not here?" (20%)
- Faulty delivery (71%)

Improving service processes



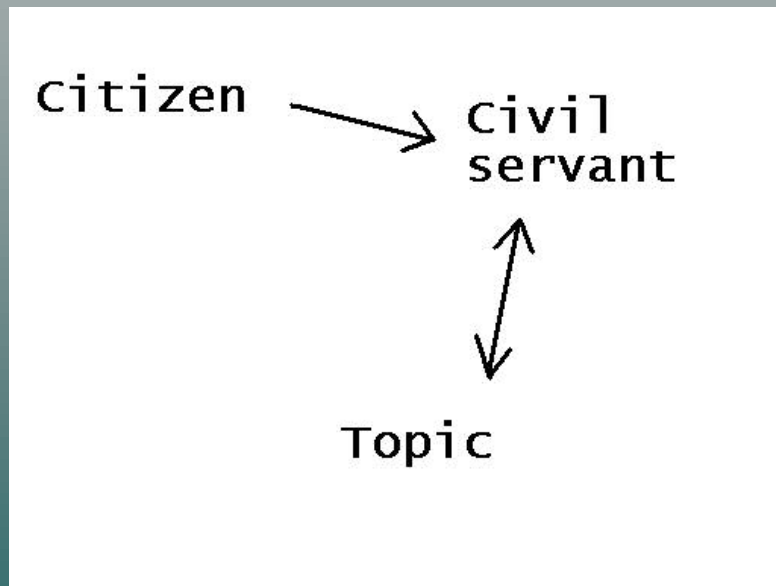
- Integrate media
- Evaluate processes
- New functions:
 - Reception
 - Quality board
 - “Dispatcher”

Improving service processes



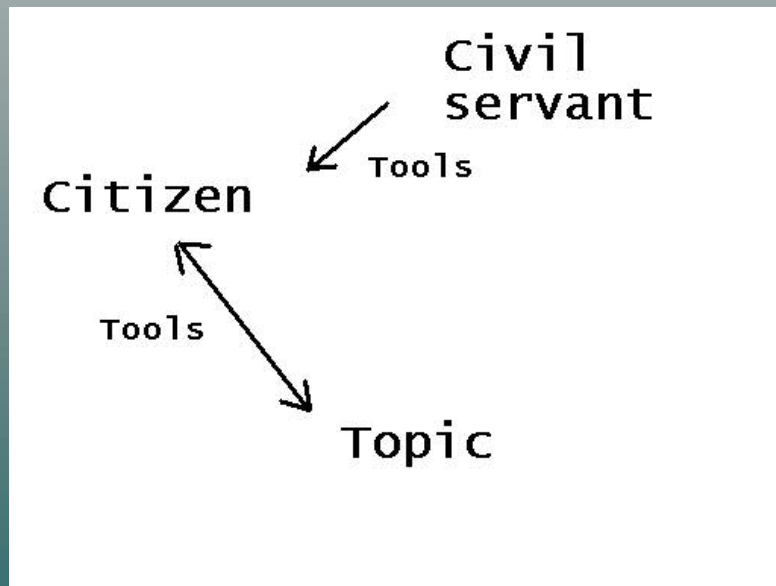
- Integrate media
- Evaluate processes
- New functions:
 - Reception
 - Quality board
 - “Dispatcher”

Traditional service model



- Civil servant centered:
 - Expert
 - Advisor
 - The face of government
 - Gateway to knowledge

E-service model

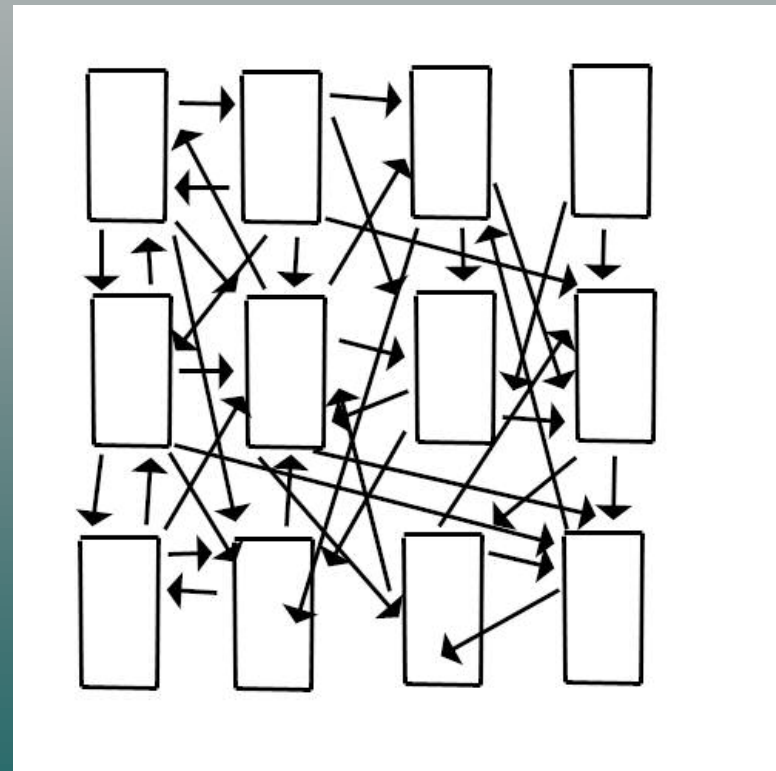


- Customer centered
 - Customer does the job
 - Civil servant monitors...
 - ...and assists (yet to be developed)

Not just Web browsing

Quicker or cheaper:

- Search engines (specialized)
- Agents
- Subscription services
- Newsletters
- Personalization



Usability - what gets people lost?

Cornofactunimbus?



- Terminology (90%)
- Handling system (0%)
- Familiarity with task domain
- Familiarity with local conditions
- System cues

2. Service infrastructure

Electronic Service Infrastructure

Services:

Shops
Community networks
Government services

Service infrastructure:

Malls Portals
Reception Customer interaction center
Complaints Delivery logistics
Search engines Electronic meeting places
Payments

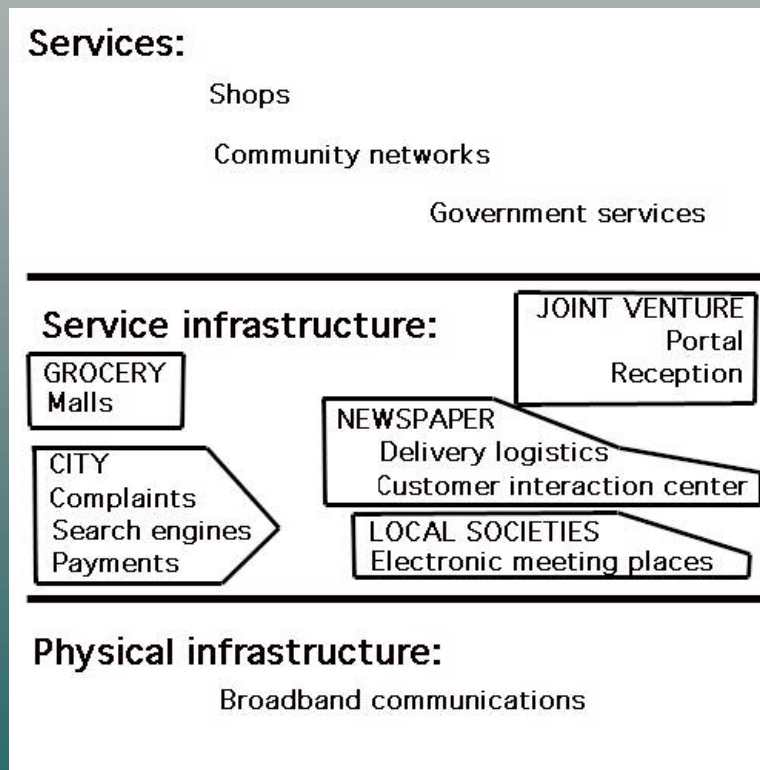
Physical infrastructure:

Broadband communications

A common framework into which multiple services can be fitted

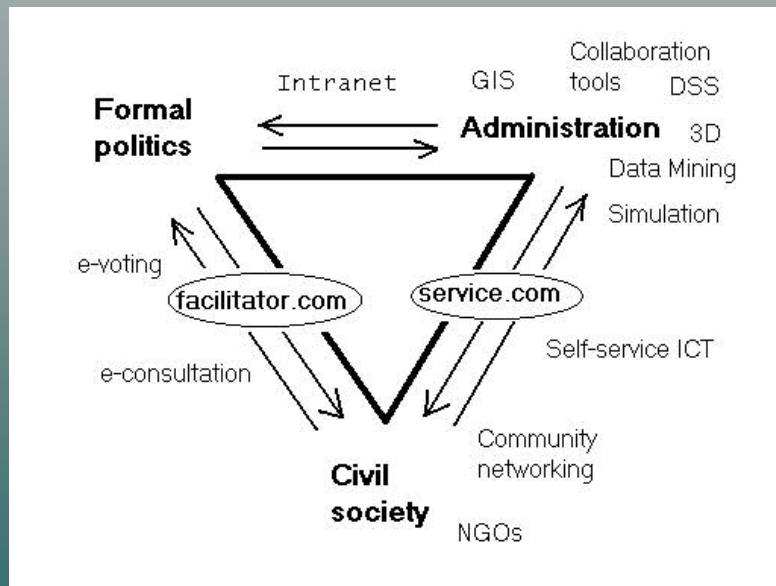
- Sharing of resources
- A general service model
- Integrating services across organizations
- Integrating services across media

3. Partnerships – external, internal



- Knowledge/skill
- Incentives
- Critical mass
- Attention
- Accountability
- Endurance

Examples:



- EZGov (USA)
- EGAP (EU)
- ServiceArizona
- Tillsonburg (CA)
- OL2000 (NL)
- Votia (SE)

Creative Partnerships

Services:

Shops

Community networks

Government services

Service infrastructure:

GROCERY
Malls

CITY
Complaints
Search engines
Payments

NEWSPAPER
Delivery logistics
Customer interaction center

LOCAL SOCIETIES
Electronic meeting places

JOINT VENTURE
Portal
Reception

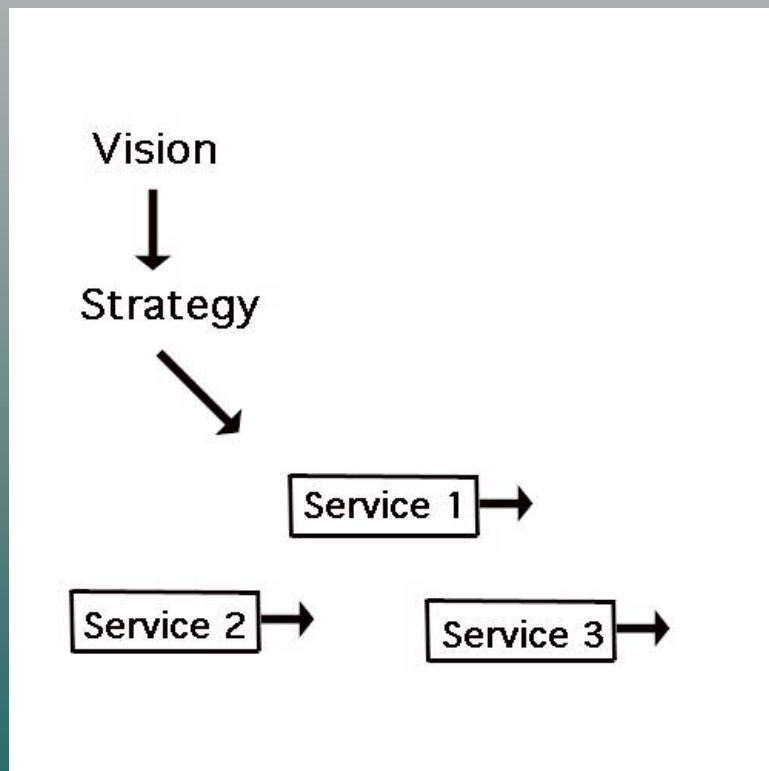
Physical infrastructure:

Broadband communications

- Find your appropriate role
- Enrol partners to complement your activities...
- ...and your competence
- Script attractive roles for all

4. Getting there

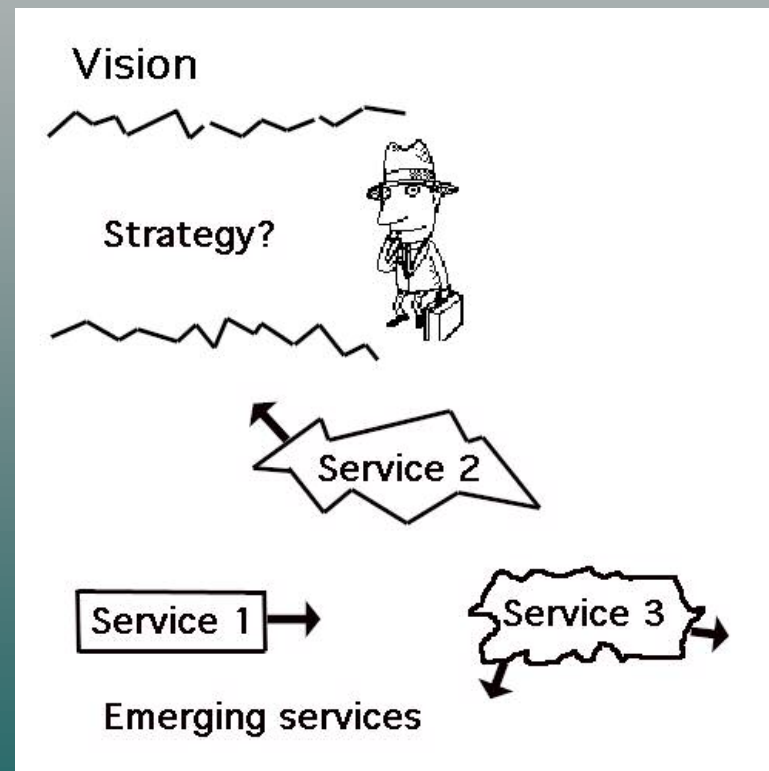
Visions of electronic government



- Citizen services
- Economic competitiveness
- Electronic democracy
- Community
- SMEs online
- Web presence

Realities of electronic (esp local) government

- Bold visions
- Emerging electronic services
- Diversity in goals
- Lack of co-ordination
- Lack of strategy
- Departmentalization
- Reactive mode
- No service infrastructure



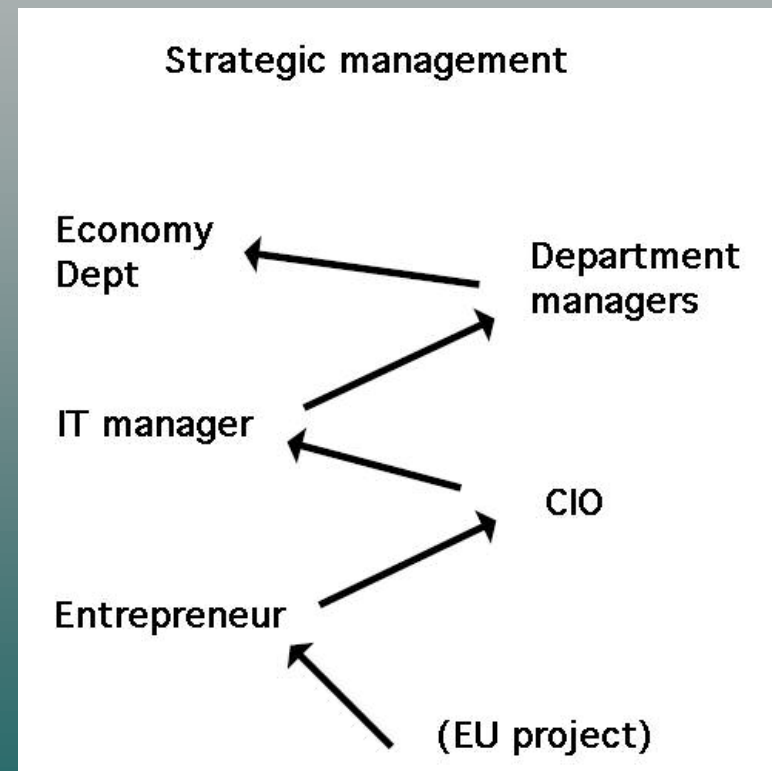
Trajectory of electronic services projects

- Top management NOT involved
- No persistent focus
- External funding - diverse goals

BUT

- Several services
- Committed staff
- Demand pull

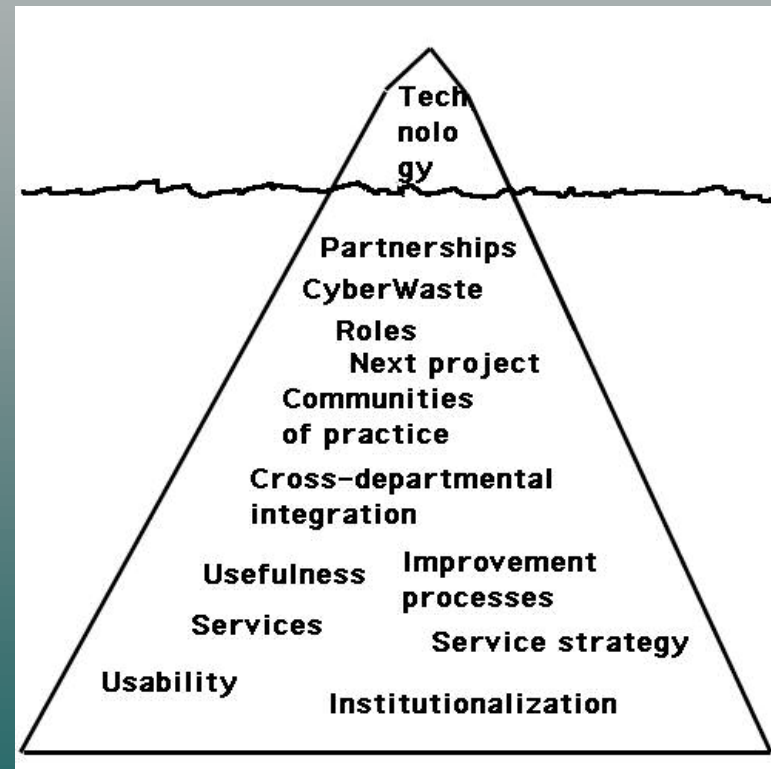
...need for strategy



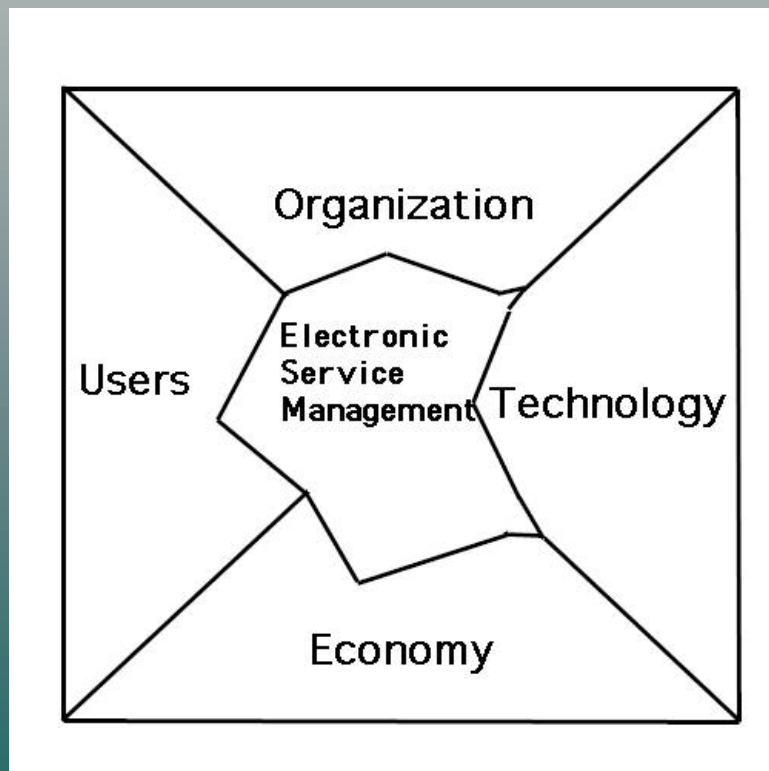
(Faulty) focus of "service" projects

People see technology when they should see

- Users wanting to achieve things
- An organization in development



Electronic Service Management



- Managing multiple services coherently
- Integrating perspectives
- Reorganization
- Outsourcing
- Partnerships