

Citizens preferences towards One-Stop Government

Alexander Schellong¹, Dieter Mans²

Faculty of Social Sciences, Johann Wolfgang Goethe- University Frankfurt am Main
Institute für Methodology - Qualitative Methods and Software Engineering
Robert Mayer Str. 1, 60054 Frankfurt am Main, Germany
schellong@em.uni-frankfurt.de, mans@soz.uni-frankfurt.de

Abstract

The poster presents the major results of a survey conducted in several German cities to assess preferences citizens have towards aspects of One-Stop Government. One Stop Government has a lot in common with the concept of collaborative CRM. Aspects that play an important role for its success are: channel adoption and assignment, collaborative data usage and privacy, cost reduction potentials and information policy (marketing) for e-government services. Citizens seem to be ready for transaction type public online services and new forms of service delivery but more and continuous detailed research is necessary.

Keywords: CRM, channels, one-stop government, survey, citizens

Introduction

The implementation of the concept of One-Stop Government is still in its infancy however, it is important to integrate the citizens in the planning process. In its optimum One-Stop Government gives the citizens the chance to handle all government services via their preferred channel and without the need to approach different civil servants of various authorities. Even a seamless switch-over to another channel should be possible. Therefore, One-Stop Government has a lot in common with the concept of collaborative CRM of the private sector. Collaborative CRM is a part of the holistic CRM concept and tries to optimize the communication with the customers over the different channels. Although the goal is different, both have much in common. A successful implementation requires a network oriented organization, collaboration between government levels, multi channel options, a reengineering of public services and the underlying laws. The internet channel has the potential to reduce costs as information, communication and transactions are possible and plays a vital role in the One-Stop concept.

Hence, issues that might be important for citizens in a One-Stop Government environment are among others: existing public service experiences, channels, service depth per channel, data collaboration, trust, costs or usability.

Materials & Methods

The database for this study is based on an offline and online survey conducted from July to September 2002. The offline survey (n=400) was conducted in the cities of Frankfurt, Heidelberg, Düsseldorf, Cologne, Neuss and Hamburg. The survey was displayed in several doctor's practices. The patients had all types of age, education, income or employment backgrounds. Citizens were randomly asked if they would like to take part or decided independently. Thus the analysis can not be truly representative for the German population but matches results of other surveys³ based on random samples. As the cities in Germany have the right of local self-administration⁴, e-government maturity levels and strategies differ significantly. To take this into account different cities were selected and their e-government activities analyzed. The online survey (n=50) was sent mainly to students or recent university graduates in those cities. The survey took approximately 15-20 minutes to fill out.

Results

Among the many results gained, only the most interesting can be summarized here. Around 90% of the people in the survey own a PC, 60% use the internet at home/work and 90% own a mobile phone. Although, 40% use the internet for information research on public authority websites, only 6% take advantage of the

¹ Doctoral student at the Institute for Methodology - Qualitative Methods and Softwareengineering

² Prof. Dr. Dr. Dieter Mans is the Director of the Institute for Methodology - Qualitative Methods and Softwareengineering

³ Accenture 2002

⁴ GG Art. 28 (Basic Constitutional Law)

available transaction services (e.g. ELSTER – online tax return). People are more or less satisfied with their last offline public service experience but expect a significant increase of service quality through the internet channel. This is also reflected in the channel preferences which can be seen in table 1. The channel usage is dependent on the specific public service, the daily emotional form and might change over the years. Ambiguity still exists if public service processes and forms will be automatically more comprehensible through the internet.

	Private Sector	Public Sector	
Rank	PWC 2001	Accenture 2002	This Survey 2002
1	Callcenter	PC/ Internet	PC/ Internet
2	Counter	Counter/Agency	Counter/Agency
3	PC/Email	Callcenter	Callcenter
4	PC/ Internet	Terminal	Mail
5	Fax	Mail	Terminal
6	Mobile	#	TV/Internet
7	PDA	#	Mobile

Table 1.: Channel preferences for public and private sector services

Contrary to the local self administration rights, people favour a single federal website for all public services. Since this is not possible, officials should focus on a federal state level solution with respect to developments in the other federal states and not on the current isolated solutions on the communal level. The economic costs of the latter are too high and many public services and processes are the same in all federal states and need to be matched anyway to facilitate an electronic collaboration for a true One-Stop Government. People want to pay the same for online and offline services or if possible less. The willingness to pay for a digital signature card remains but 25 euros is still well below the market price for the card plus the reader. Furthermore, people would even allow personal information to be saved and shared (56%) by public authorities. Those are: name, address, date of birth, education and the current employment status. A personal history of utilized public services (25%) and personal income (12%) are barely accepted for a citizen data profile. Nevertheless the citizens have more trust in government than in private sector internet services. One of the most striking aspects of this survey, is that 87% have no information at all about e-government projects and 90% felt inadequately informed about the e-government activities of the Federal Government and local public administrations in Germany

Conclusion

The results indicate that further research in the field of One-Stop Government and Citizen Relationship Management needs to be done with respect to existing findings. The citizens seem to be ready for a new form of public services with a focus on the internet channel. However, the public authorities need a marketing and information strategy to create the critical mass for a successful adoption of their new channels and services.

Acknowledgements

The authors gratefully thank Dr. Braun (Siemens AG) for the funding of this project.

References

- Accenture 2002, "Was-will-der-Bürger.de"
 PriceWaterhouseCoopers 2001, "Multi-channel Value Quantification", Arlington, VA

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Introduction

The implementation of the concept of true One-Stop Government is still in its infancy. However, it is important to integrate the citizens in the planning process. In its optimum One-Stop Government gives the citizens the chance to handle all government services via their preferred channel and without the need to approach different civil servants of various authorities.

Therefore, One-Stop Government has a lot in common with the concept of collaborative CRM. Collaborative CRM is a part of the holistic CRM concept and tries to optimize the communication with the customers over different channels.

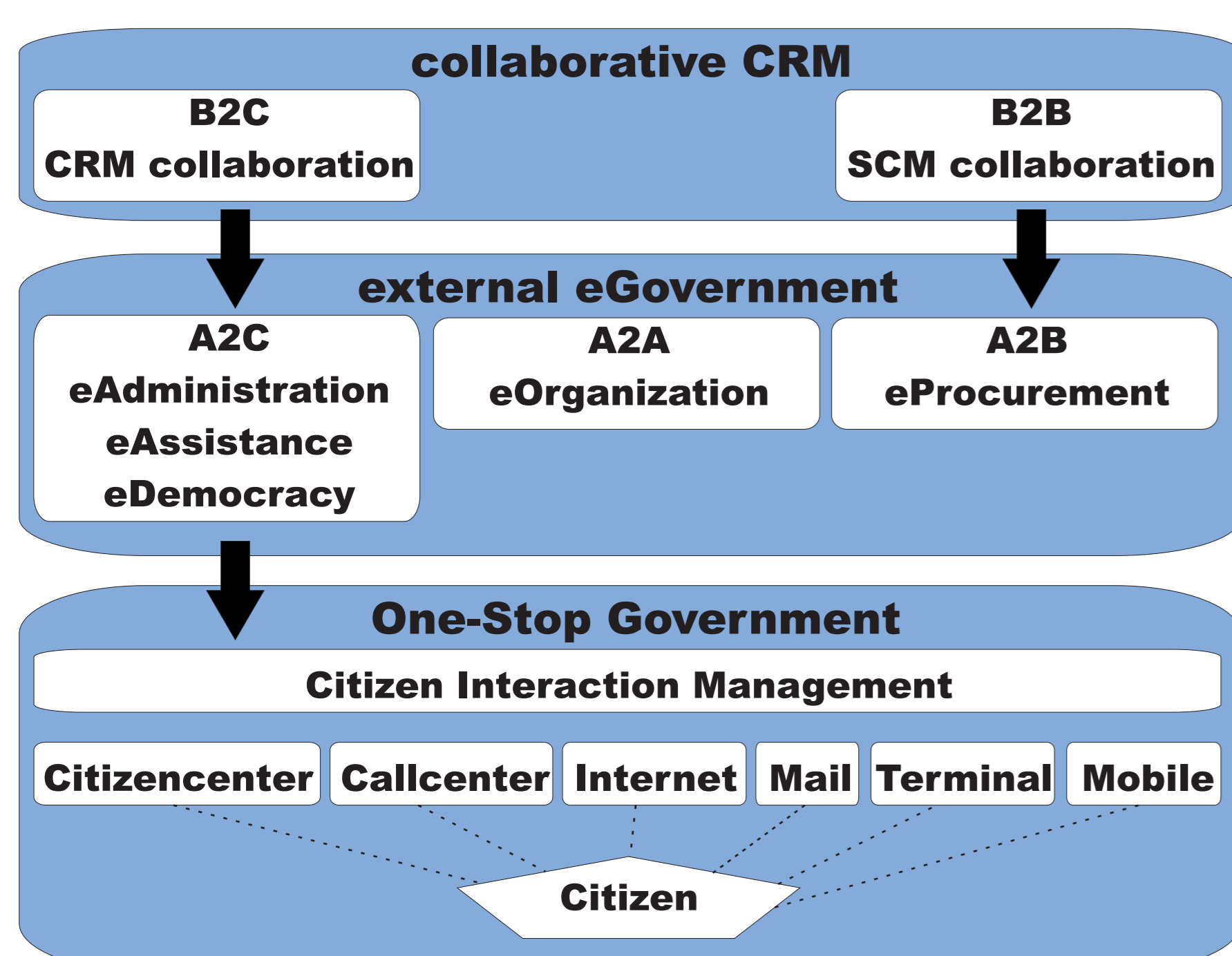


Fig. 1: From collaborative CRM to One-Stop Government

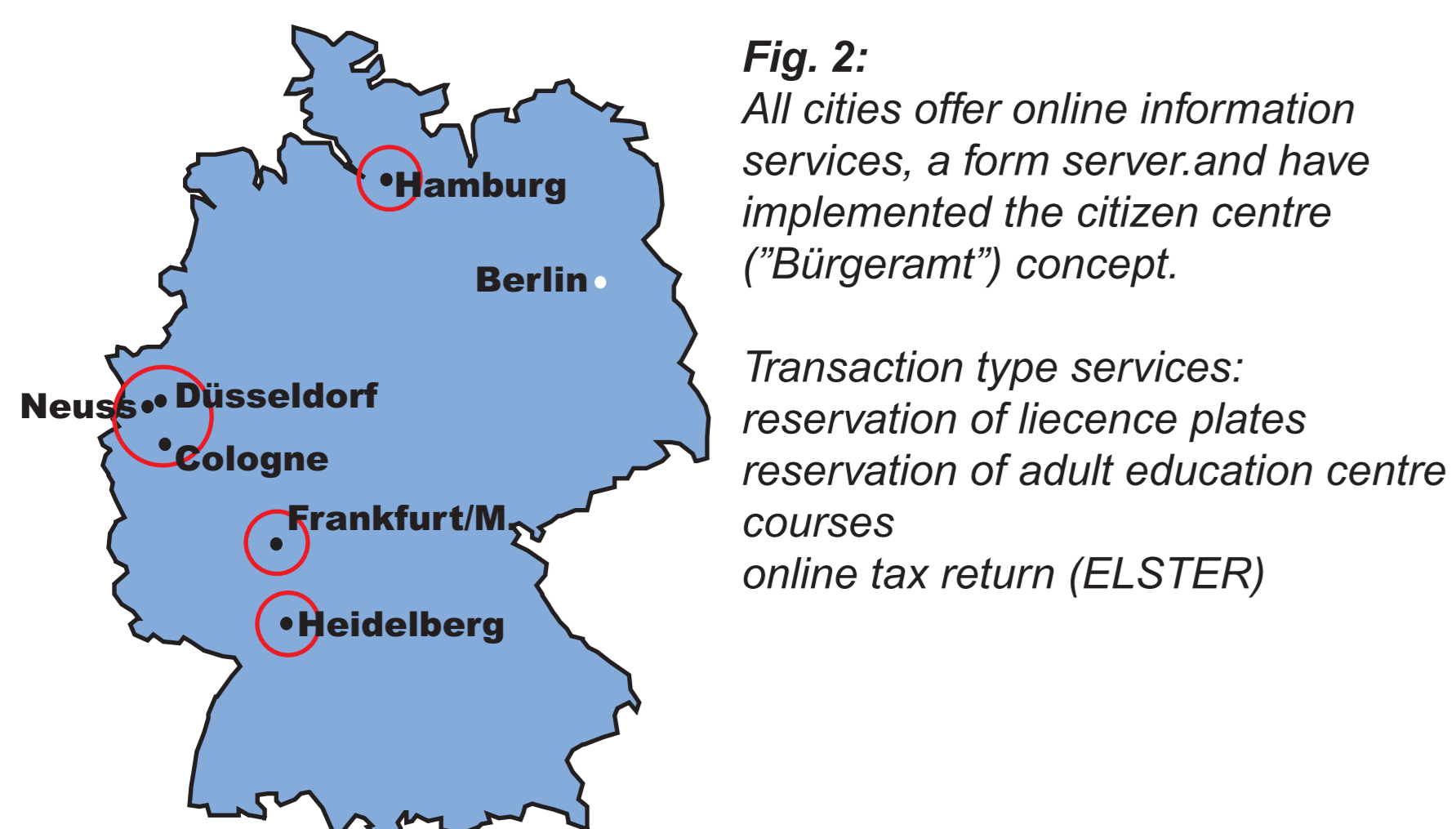
- Requirements for a successful implementation:**
- > network oriented organization
 - > collaboration between all government levels
 - > multi channel options
 - > reengineering of public services and
 - > the underlying laws.

Materials & Methods

Background: According to Art. 28 (basic constitutional law), German cities have the right of local self administration. Therefore, e-government maturity levels and strategies differ significantly.

Offline Survey (n=400) displayed in several doctor's practices in the cities of Frankfurt/M., Heidelberg, Düsseldorf, Cologne, Neuss and Hamburg.

Online Survey (n=50) sent to recent graduates and students in the mentioned cities



Details: 9 pages / 45 questions / 123 variables

Timeframe: July - September 2002

Statistical Significance: 5%

Type: Explorative

Research Areas

- > General experience with new technologies
- > General experience with public services
- > Preferences towards public online services and online concepts of service delivery (e.g. life events, federal online solution)
- > Channels
- > Costs
- > Security and Trust
- > Data handling
- > Digital signature and costs

Results

Individuals

- > Gender: Female: 47% / Male: 52%
- > Age: 72% 15-44 years
- > Average income: 20. - 30.000 Euro (approx. 23. - 35.500 USD).
- > PC ownership: 90%
- > Mobile phone ownership: 90%
- > Internet use at home/work: 60%
- > 22% have no internet access at home and will not obtain one
- > Degree of utilization: 18-34 years approx. 10 h/week
- > 34 years approx. 4h/week

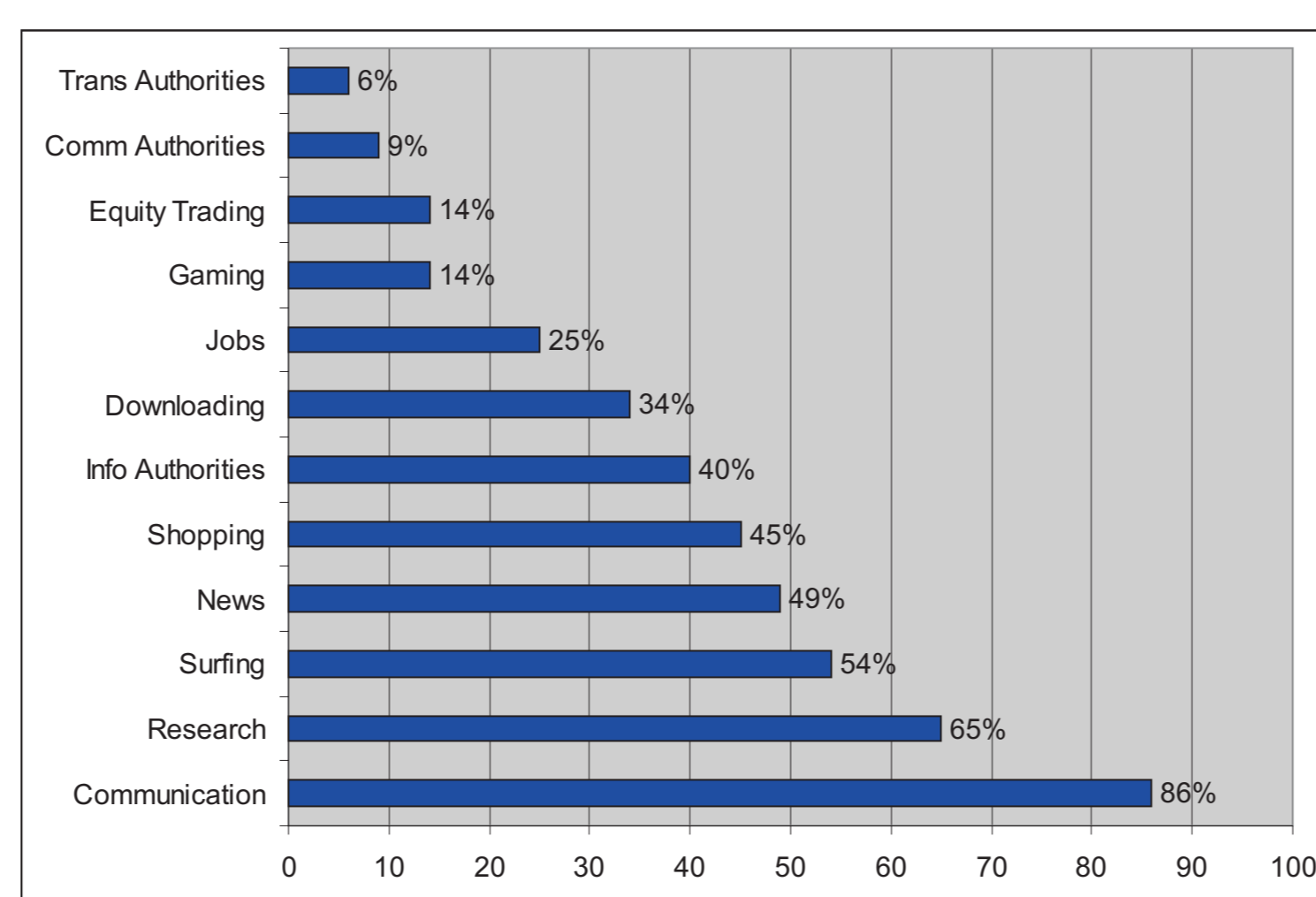


Fig. 3: Regular internet activities

Only 6% take advantage of transaction services (e.g. ELSTER). This also relates to the few true transaction services available.

Channels

- > Public service (e.g. Welfare, building application), daily emotional form, time, age influence channel preferences.

Rank	Private Sector	Public Sector	
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4	PC/Internet	Terminal	Mail
5	Fax	Mail	Terminal
6	Mobile	#	TV/Internet
7	PDA	#	Mobile

Table 1: Channel preferences for public and private sector services

- > Internet channel does not automatically reduce costs.
- > Fixed costs are essential as total channel mix costs do not change in inverse proportion to channel volumes.
- > Only reduction of fixed costs of the offline channel (counter/agency) can lead to long term savings.

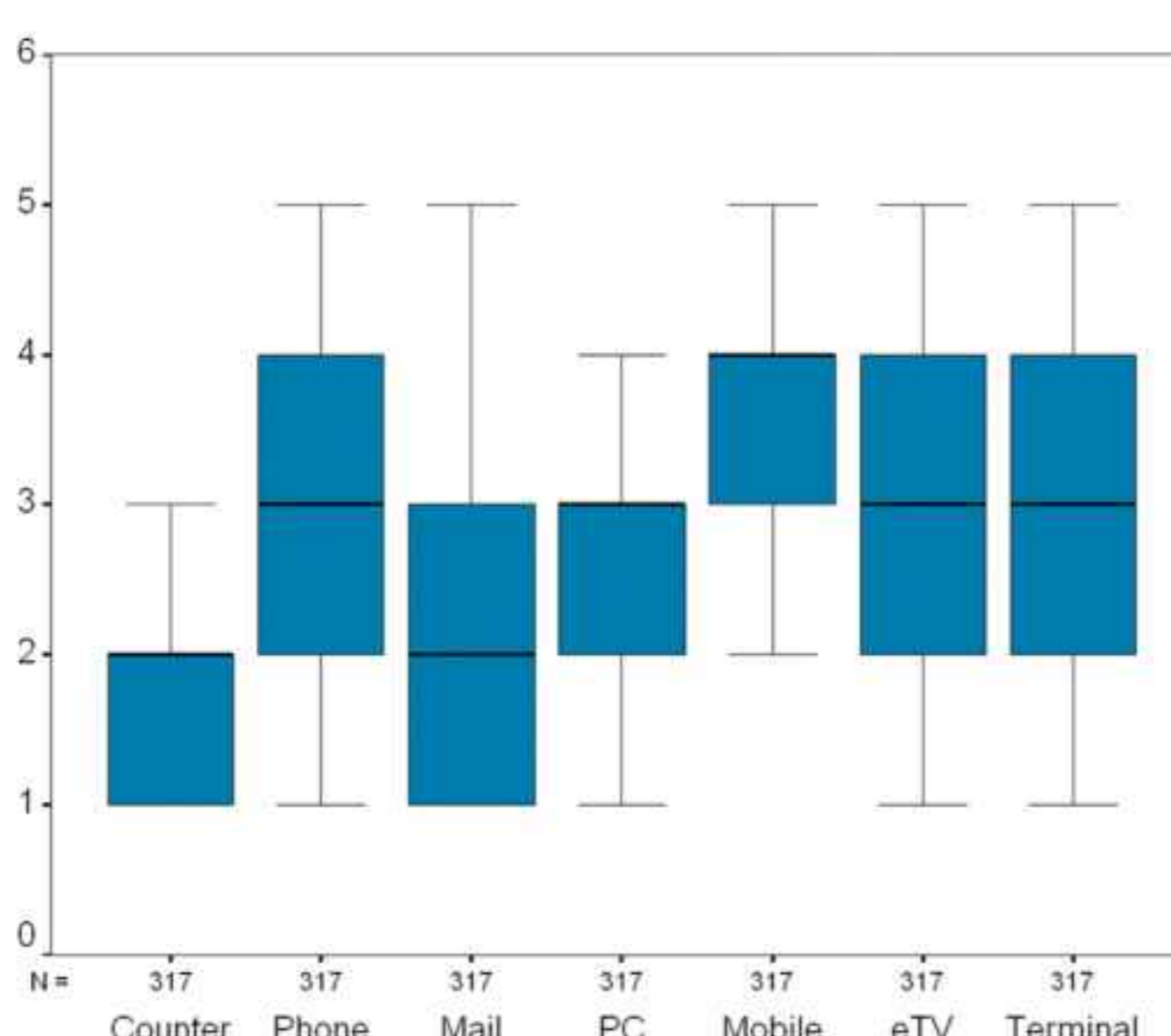


Fig. 4: Evaluation of the estimated security for each channel 5er scale; 1=secure...to...5=insecure

Public Services

- > People are more or less satisfied with their last offline public service experience.
- > People expect a significant increase of service quality through the internet channel.
- > People are unsure about internet service improvements (understanding of processes and comprehensibility of forms)
- > People favor a **single federal website** for all public services and **not isolated solutions on the communal level.**

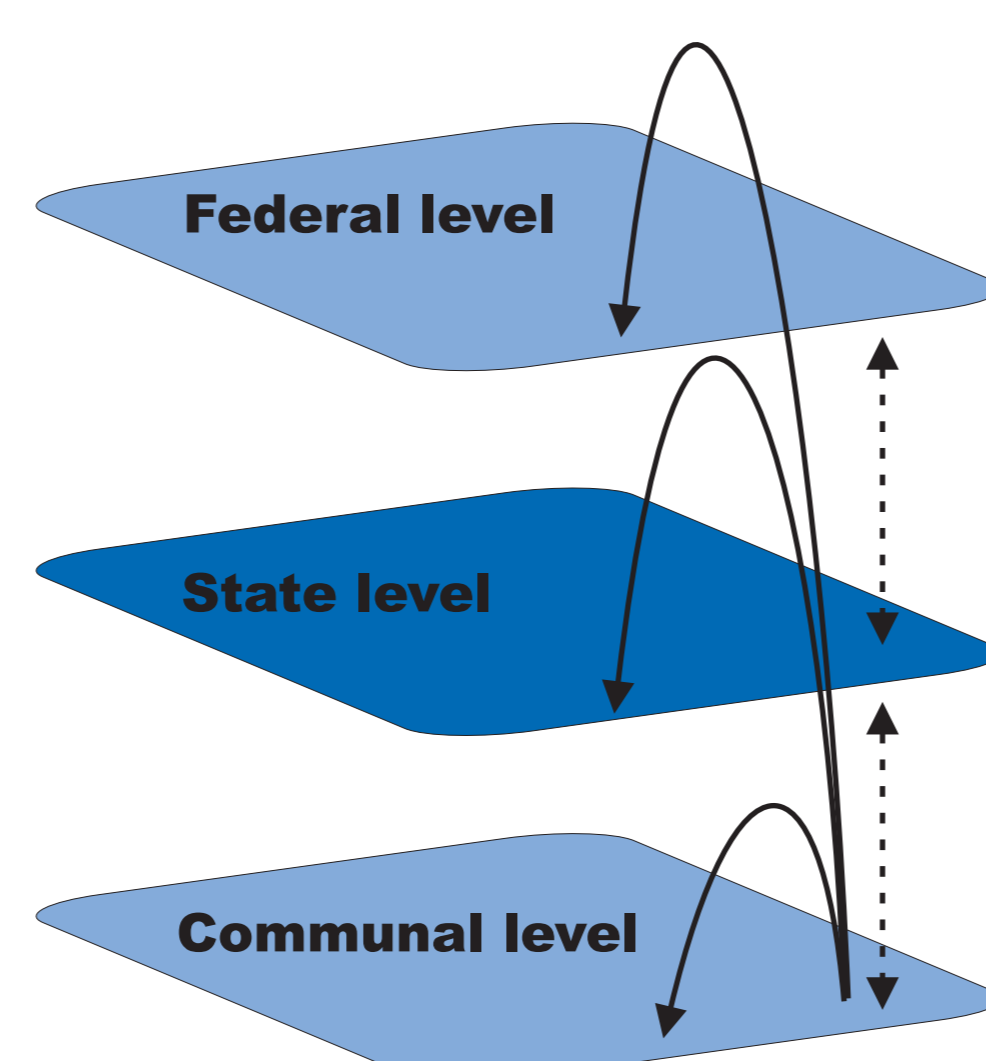


Fig. 5: Public services have to communicate on all levels for a seamless and improved service experience. (e.g. Move from city A in state A to city B in state B).

Government officials should focus on a state level online portal and standardized services processes for the communal level to avoid isolated solutions.

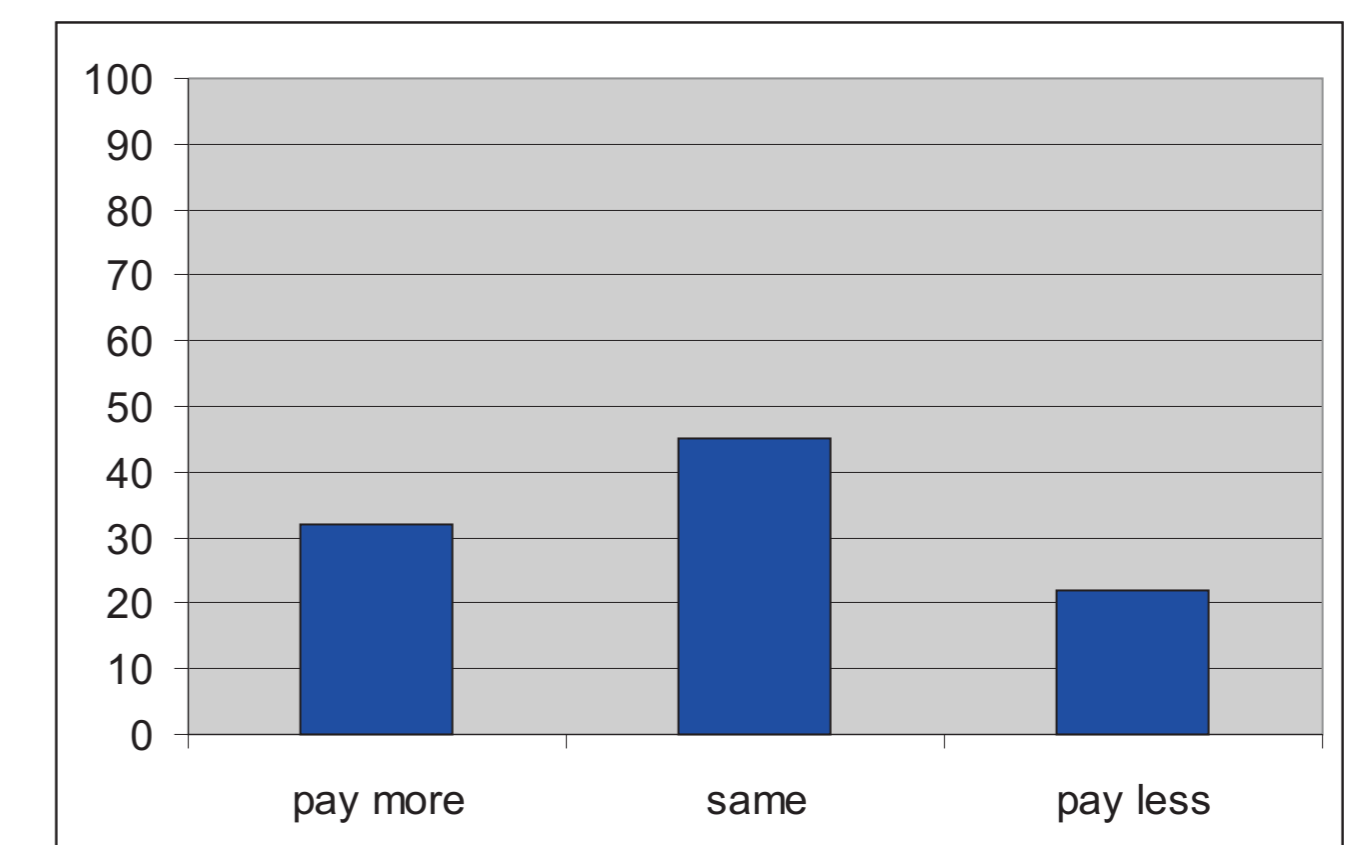


Fig. 6: Expected rates for online public services

- > People willing to pay a **one time charge** for a **digital signature card and reader** (25 Euro (approx. 29 USD))

Data & Trust

- > 56 % would accept a sharing of their personal data across public authorities
- > 82% would accept anonymous analysis of user behavior on government websites if results are used for improving public services
- > People have more trust in public sector online activities than in those of the private sector

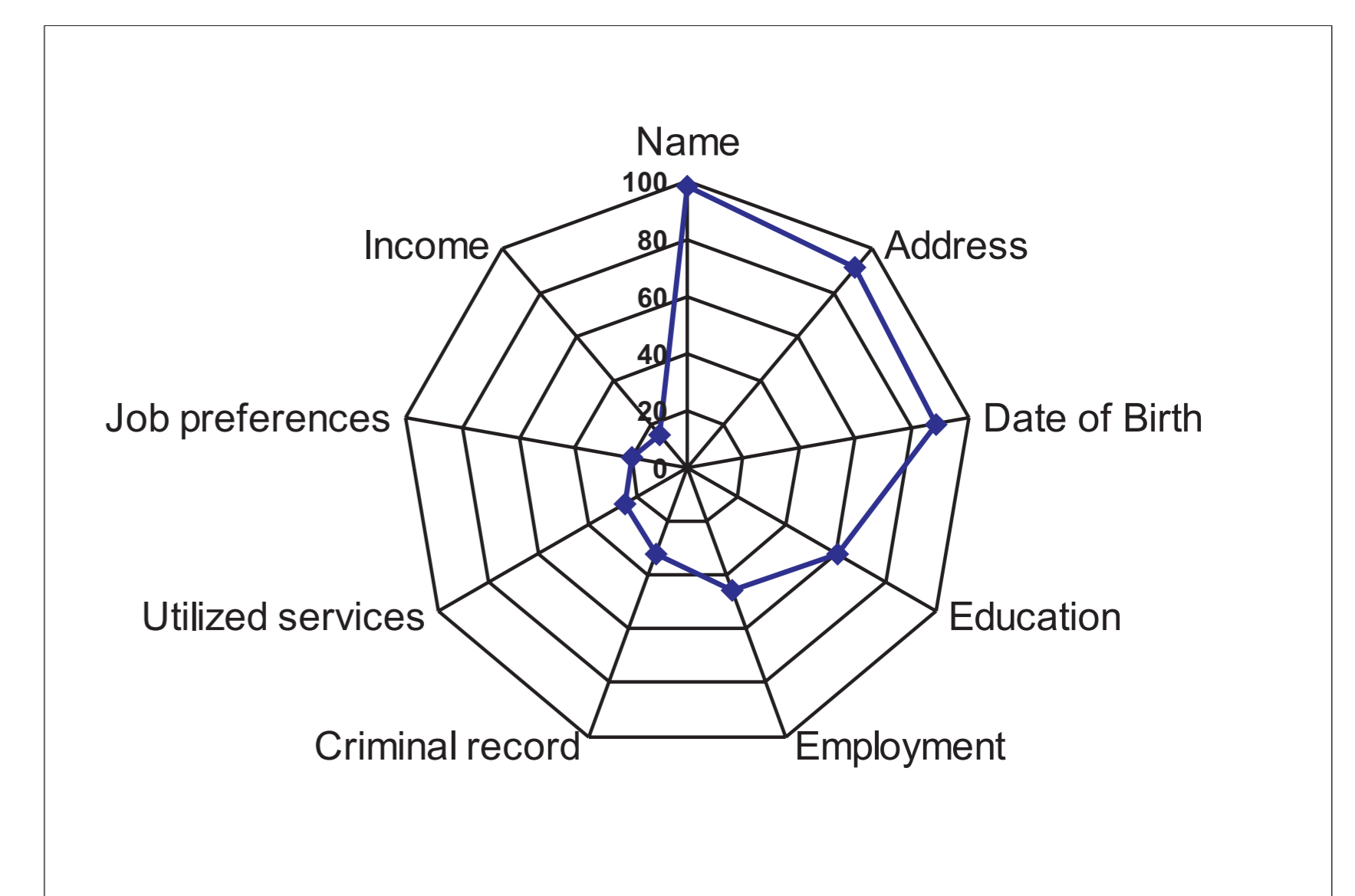


Fig. 7: Personal data that could be stored and shared by all authorities

Information on e-government projects

- > 87% have no information on any e-government projects or initiatives (local/state/federal)
- > 90% feel inadequately informed about e-government projects, initiatives and online services

Conclusion

- > Citizens seem to be ready for online channel
- > True One-Stop Government only possible if major changes of collaboration, processes, laws introduced
- > Online channel does not automatically lead to cost reductions
- > **Long term Marketing and information strategy for e-government and online services is very important**
- > Further research on service depth per channel, public sector crm, citizen channel behavior, citizens preferences needs to be done

References

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Acknowledgements

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Current research

- > Empirical and critical analysis of Citizen Relationship Management

Further information

Alexander Schellong
schellong@em.uni-frankfurt.de

Prof. Dr. Dr. Dieter Mans
mans@soz.uni-frankfurt.de