WHY EXPERIENCE MATTERS IN THE PUBLIC SECTOR
How Singapore compares and what citizens are saying
USER CENTRICITY IS NOT THE SAME AS USER EXPERIENCE
KEY ENABLERS ARE IMPORTANT BUT ONLY PART OF THE USER EXPERIENCE

National Digital Identity

E-Payment
GREAT EXPECTATIONS...
WHY EXPERIENCE MATTERS IN GOVERNMENT SERVICES

- Increasing the uptake of online government services.
- Reducing the need for offline support.
- Supporting citizens to complete transactions more accurately.
- Increasing optimisation.
- Meeting and exceeding expectations.
- Engaging citizens.

- Communication is not regularly involved in policy development (85%)
- Citizen is not taken into account in decision making (75%)
- Communication skews towards purely one-way (organisation to public) flow of information (60%)
Even in countries with the highest levels of trust, 1 in 4 citizens do not trust their government is doing the right thing.
GOVERNMENTS ARE ON A DIGITAL TRANSFORMATION JOURNEY

departments.gov → services.gov → me.gov
OUR RESEARCH
A citizen driven approach
GLOBAL STUDY TO UNDERSTAND THE ATTITUDES AND EXPERIENCES FOR NATIONAL GOVERNMENT ONLINE SERVICES

• Adobe and WPP’s Government & Public Sector Practice pooled knowledge and expertise to conduct this research.

• Understand what drives citizen needs and influences their online experiences of government digital services.

• Attitudes and experiences of digital public services of more than 8,000 citizens in eight countries.

Results Anonymized for Public Report.
Full Details for Private Government Meetings
RESEARCH WAS CENTRED AROUND 5 KEY DIMENSIONS

- Citizen Journey
  - Seamless
  - Efficient
  - Complete

- Mobile
  - Smartphone
  - Tablet
  - Desktop

- Design
  - Graphics
  - Visuals
  - Content

- Relevance
  - Tailored Content
  - Prioritised

- Relationship
  - Pleasing experience
  - Creates loyalty
FUNCTIONAL AREAS BEING MET, EMOTIVE EXPERIENCES UNDER-SERVED

• Globally, Governments performing better on functional delivery - Citizen Journey and Mobile.

• Performing less well in the emotive experience components – Relationship and Relevance – areas typically not prioritised by governments.
DIFFERENT PERFORMANCE ACROSS THE 5 DIMENSIONS BUT SIMILAR TRENDS

Performing dimensions per country: 
- Lowest
- Average
- Highest

Country | A | B | C | D | E | F | G | H
---|---|---|---|---|---|---|---|---
Citizen Journey | | | | | | | | 
Mobile | | | | | | | | 
Design | | | | | | | | 
Relationship | | | | | | | | 
Relevance | | | | | | | |
OVERALL A POSITIVE EXPERIENCE IN SINGAPORE BUT STILL ROOM FOR IMPROVEMENT

How satisfied are you with your experience of online government services?
(Very satisfied = 7)

Global average
4.74

Singapore
4.76

Global average – 8 countries
A DEEP DIVE INTO THE SINGAPORE CITIZEN EXPERIENCE
THERE IS A STRONG APPETITE FOR ONLINE SERVICES TO HELP MAKE LIFE EASIER

I would **prefer to access** all government services I require **offline**, e.g. on the phone or in person.

- Singapore: 14%
- 52% prefer online access, e.g. through websites or apps.

It would make my **life more difficult** if I had to access all government services I require **online**, e.g. through websites or apps.

- Singapore: 14%
- 52% would find it easier if services were accessible offline.
RELATIONSHIP HAS THE STRONGEST INFLUENCE ON OVERALL SERVICE IMPACT BUT BEST PERFORMING DIMENSIONS ARE DESIGN AND MOBILE

1 = Very poor          3.5 = Average          7 = Excellent
EFFICIENCY AND EASY-TO-USE ARE THE STRONGEST FACTORS TO DRIVE A POSITIVE EXPERIENCE.
HIGHEST USAGE (PERSONAL TAX, TRANSPORTATION) DOES NOT CORRESPOND TO BEST PERFORMING SERVICES (NATIONAL PARKS AND IMMIGRATION & CITIZENSHIP)

- Overall: 87%
- Employment and Related: 24%
- Personal tax services: 50%
- Benefits and pensions: 23%
- Health insurance: 29%
- National parks: 11%
- Immigration and citizenship: 37%
- Town Council / Residential services: 18%
- Transportation services: 39%

Overall Usage:
- Personal tax services: 4.86
- Health insurance: 4.60
- National parks: 5.00
- Immigration and citizenship: 5.10
- Transportation services: 4.69

Employment and Related Usage:
- National parks: 5.00

Benefits and pensions Usage:
- National parks: 5.00

HIGHEST USAGE (PERSONAL TAX, TRANSPORTATION) DOES NOT CORRESPOND TO BEST PERFORMING SERVICES (NATIONAL PARKS AND IMMIGRATION & CITIZENSHIP)
### Functional Changes and Personalisation Will Improve the Online Experience

<table>
<thead>
<tr>
<th></th>
<th>Employment and Related</th>
<th>Health Insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Satisfaction Usage</strong></td>
<td>4.34 24%</td>
<td>4.60 29%</td>
</tr>
<tr>
<td>Save and come back later</td>
<td>41%</td>
<td>36%</td>
</tr>
<tr>
<td>Instant online communication for help and support</td>
<td>28%</td>
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</tr>
<tr>
<td>Offer additional relevant information/services</td>
<td>32%</td>
<td>34%</td>
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<td>27%</td>
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<tr>
<td>Already have some of my information pre-populated</td>
<td>22%</td>
<td>30%</td>
</tr>
<tr>
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<td>22%</td>
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</tr>
<tr>
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<td>19%</td>
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Which (from list) would improve experience of online services for ... (% of service users)
**FUNCTIONAL CHANGES AND PERSONALISATION WILL IMPROVE THE ONLINE EXPERIENCE**

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Which (from list) would improve experience of online services for ... (% of service users)
RECOMMENDATIONS
RECOMMENDATIONS

INDICATORS TO PRIORITISE

% drives overall service impact

- Improve the aesthetic of online services so they are pleasing to use
- Ensure online services proactively adapt to citizen needs
- Have the right instant online help and support
- Allow citizens to save what they were doing and return later

DESIGN
Attractive  8.9%
Exceeds expectations  7.8%

RELATIONSHIP
Enjoyment  8.7%

RELEVANCE
Adaptive response  7.6%
FOR ADDITIONAL INFORMATION

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THANK YOU