

Is Government Optimizing One of Its Best Service Design Partners – Its Citizens?

A Closer Look at Improving Public Sector Digital Services Using Citizen Feedback

What is the best way for governments to achieve a customer-centric approach in order to enhance user experiences and engagement? Listen to their citizens, of course. And our ANZ government participants have had their eyes on the importance of user-centricity now more than ever.

“Citizen-sourcing” is on the rise both in ANZ and around the world where governments use digital platforms to -

- interact with citizens
- co-create services
- co-design policies

This approach to interaction reduces the distance between government and citizens, strengthens mutual understanding and public trust, and delivers social benefits, therefore shaping communities for the better.

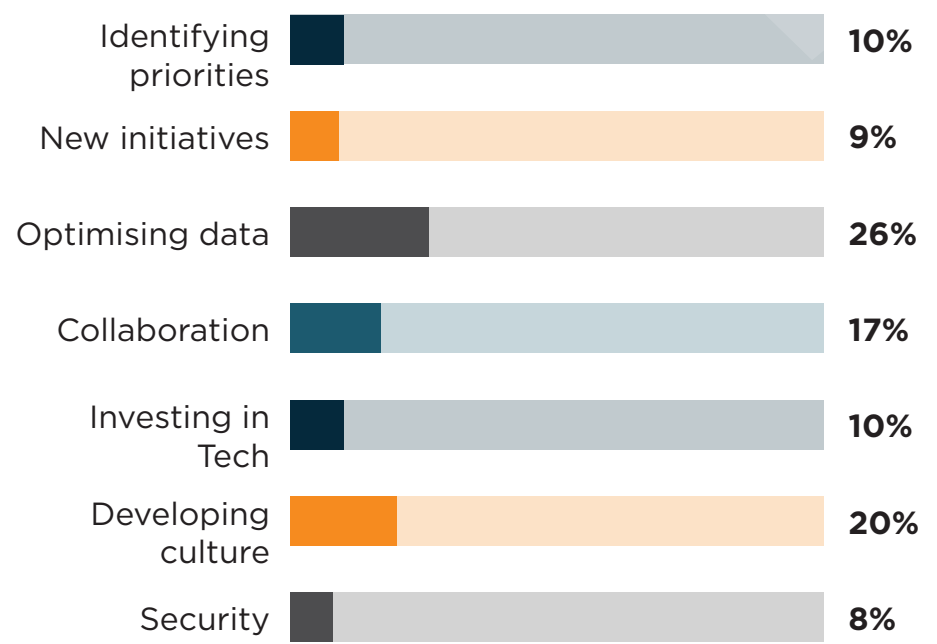
But Just How High is Citizen Collaboration on the Priority List?

We polled our government audience and discovered that on average across ANZ,

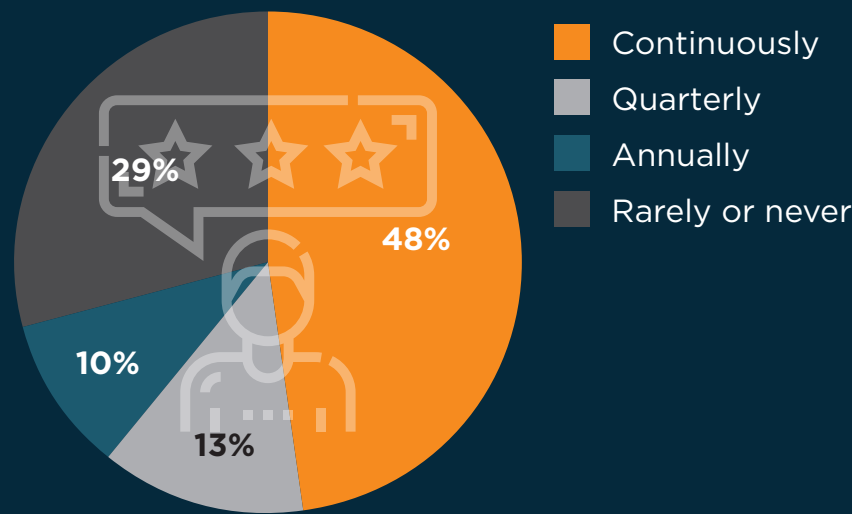
- optimising data insights to inform decision making ranked top of the food chain at **26%**
- while collaborating with users in service design sat at the mid-range mark at **17%**.

These findings when linked together, tells us that the ANZ government does intend to use the data collected from online feedback to assist their service design decisions and ultimately collaborate with citizens’ accounts of online experience to assist in service delivery improvements. A great start.

What are your main priorities for the next 12-18 months?



Ok. We See Future Priorities, But What About Now?



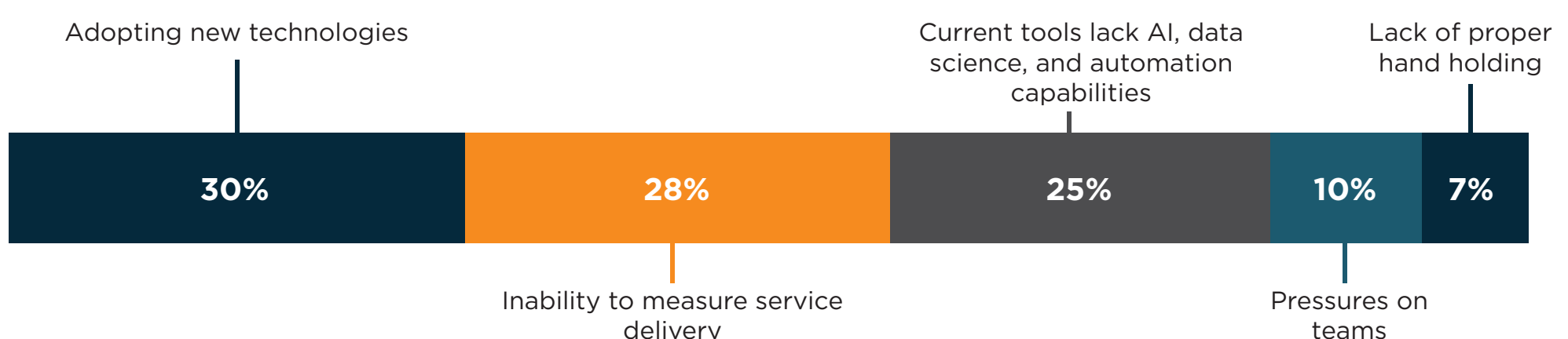
How often does your organisation collect feedback or co-design with users regarding digital services?

To achieve public satisfaction with a digital government service, it is critical to examine the citizens’ opinions on its service quality, and understand the relationship between the two. So here in ANZ, on average across the states coming in at **48%**, government is continuously collecting feedback or codesigning with users on digital services but shockingly, and at the opposite end of the spectrum, an average of **29%** of government organisations rarely or never take this approach. Hopefully this statistic will decrease as research shows that co-designing services with citizens leads to greater satisfaction and trust.

So what stands in the way of leveraging co-design strategies?

Just trailing by 2% next to adopting new technologies (a classic effect of the always-inhibiting budget constraints) for the lead in the biggest roadblock is government organisations’ inability to measure service delivery at **28%**. Similarly, **a study** on digital government service quality based on citizen feedback found that research on the topic is still relatively scarce. Most of the existing research use questionnaires, interviews, and other methods to analyse the quality of government services but these “researcher-led” methods cannot flexibly grasp the changing needs of users and target citizens’ specific demands for specific services.

What are your biggest challenges acting as roadblocks for smooth citizen services delivery and operations?



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