



# Customer Satisfaction Survey (CSS) – Wave 6

## Channels' Survey Summary

30 April 2013

# Contents

Glossary .....	3
1. Primary objective .....	4
2. Channel description .....	5
3. Sample Size .....	6
4. National Portal .....	7
5. Mobile Portal.....	9
6. Kiosk .....	11
7. e-Service Centre.....	13
8. Toll Free.....	15

# Glossary

The following abbreviations are used throughout this report

eGA	eGovernment Authority
eSC	eService Center
MP	Mobile Portal
NP	National portal
TF	Toll Free (National Contact Centre)



# 1. Primary objective

In 2013, Ernst & Young (EY) conducted a Customer Satisfaction Survey (CSS) as part of a research study for eGovernment (eGA), to gauge users (Government, Residence, Businesses and 5 Channels' Users) opinion and satisfaction level on various eGA services and channels. The primary objectives of the CSS study (Wave 6) for eGA channel users are as follows:

1. Measure customers' satisfaction rates on the usage of the respective channel
2. Understand the type of transactions carried out through different channels
3. Understand the respondent's loyalty towards various channels
4. Issues faced by the users while availing services in each of the channels
5. Obtain respondents' suggestions for introducing additional services and suggestions for improvements of all the channels



## 2. Channel description

The eGA has introduced a total of 5 channels throughout different phases. Table below provides a brief description of each of the 5 channels offered by eGA.

Channel	Description
eGovernment Portal/National Portal ('NP')	An electronic website under the address <a href="http://www.bahrain.bh">www.bahrain.bh</a> (previously registered as <a href="http://www.ega.gov.bh">www.ega.gov.bh</a> ). It is a 'one stop shop Portal' which covers a comprehensive array of government services and information
Mobile Portal ('MP')	A modified version of the National Portal designed specifically for mobile phones. The MP address <a href="http://www.bahrain.bh/mobile">www.bahrain.bh/mobile</a> provides customers direct access to certain government services which can also be availed through SMS
Kiosk	An electronic service machine with a touch screen interface enabling customers to easily gain access to a list of government services.
Toll Free ('TF')	A call center providing customer support and general information on eGA services which can be reached through (8000-8001). In addition to providing access to a vast range of services for government departments including information on office locations, documentation requirements, government procedures, laws and visa regulations, the Call Center will also provide services to the private sector
eService Center ('eSC')	eSCs are established for customers who prefer personal interactions with personnel as well as for those who are less tech-savvy, providing them with a convenient and efficient way of availing services.

### 3. Sample Size

An Ernst & Young call center was set up in Bahrain to conduct telephone calls to a list of randomly selected participants.

The contact details for channel users were retrieved from a database provided by the eGA. The sample size covered in all the channels are as follows

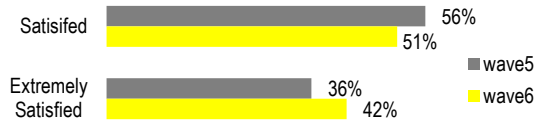
Channel	No. of responses used for analysis *
NP	351
MP	208
Kiosk	150
eSC	153
TF	157
<b>Total:</b>	<b>1019</b>

\* The responses were randomly selected from the data base of all the channel users provided by eGA.

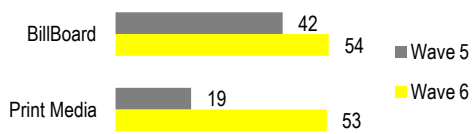
## 4. National Portal

The key summary of the findings are as follows:

**Channel Satisfaction:** 93% of the respondents have indicated that they are Satisfied or Extremely Satisfied with NP.



**Awareness:**



► Billboard and Print Media were the majority medium through which the respondents came to know about National Portal.

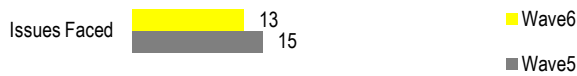
**Nature of Activities:** 74% visited the NP for transaction based activities as compared to 61% in Wave 5. There is an increase in the percentage of respondents who visit NP for General Queries.

**Services Availed:** The top services availed by the respondents using National Portal are provided below.



**Channel Loyalty:** 71% of the respondents have indicated that they are likely to continue using National Portal to avail the services and would recommend the national portal to others.

**Issues Faced:** 13% of the respondents have indicated that they have faced issues while accessing the NP.



The issues faced by the respondents as indicated by them are categorised as follows:

**Payment Related Issues**

- ❖ The website giving error message for the payment of Electricity & Water bill
- ❖ Cases of payment being made twice
- ❖ Time limit issue for payment relating to UOB
- ❖ Paid for Saudi bridge insurance through postal but the staff in the counter said the payment is not showing in system
- ❖ When electricity & water bill payment is made, copy of the receipt is not received

**Performance Related Issues**

- ❖ The site is very slow
- ❖ Non receipt of password through email while trying to register in NP
- ❖ Registration Problems
- ❖ The search option did not work

**Usability Issues**

- ❖ The site is very complex and it is difficult to use
- ❖ New users will find the use of NP as a complicated one due to cluttered information
- ❖ Not helpful for the traffic related services

**Additional Services and Suggestions:**

**Additional Services**

- ❖ Booking appointment for hospital
- ❖ Renewal reminder
- ❖ Personalization of services on the portal and its appearance
- ❖ Targeting expats/residence provide information on property rental prices per governorate
- ❖ Provide currency exchange rate information
- ❖ Purchase of airline tickets for national carriers
- ❖ Post available rentals across Bahrain
- ❖ Extend registration renewal for new vehicle under manufacturing warranty for up to 5 years
- ❖ Enabling online registration and admission for additional universities (private) and training institutes
- ❖ Flexibility in payment related to electricity and water bill (Allow Part payments)

**Key Suggestions for Improvements**

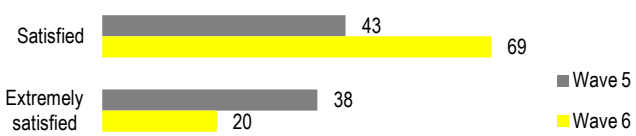
- ❖ Improve the aesthetics of the NP through items such as
  - More Graphical icons
  - Improved Visual Design
  - Reduced process steps involved in carrying out transactions
- ❖ Enhance connectivity speed
- ❖ Option for Debit card payment for all the payment related services



# 5. Mobile Portal


The key summary of the findings are as follows:

**Channel Satisfaction:** 89% of the respondents have indicated that they are Satisfied or Extremely Satisfied with MP.



Satisfaction Level	Wave 5	Wave 6
Satisfied	43	69
Extremely satisfied	38	20

**Awareness:**

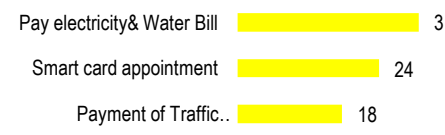


Medium	Wave 5	Wave 6
Billboard	39	52
Print Media	6	43

► Billboard and Print Media were the majority medium through which the respondents came to know about Mobile Portal.

**Nature of Activities:** 72% visited the MP for transaction based activities as compared to 55% in Wave 5.

**Services Availed:** The top services availed by the respondents using Mobile Portal are provided below.



Service	Percentage
Pay electricity & Water Bill	31
Smart card appointment	24
Payment of Traffic..	18

**Channel Loyalty:** 22% of the respondents have indicated that they are completely likely to continue using Mobile Portal to avail the services and 23% indicated that they would recommend the Mobile Portal to others.

**Issues Faced:** 9% of the respondents have indicated that they have faced issues while accessing the MP.



The issues faced by the respondents as indicated by them are categorised as follows:

**Performance Related Issues**

- ❖ Very slow in accessing the services through mobile portal
- ❖ Time taken to process the transaction is very slow
- ❖ Service is Down sometimes

**Usability Issues**

- ❖ *Difficult to find the information*

**Additional Services and Suggestions:**

**Additional Services**

- ❖ Online Passport renewal
- ❖ Online Smart Card renewal
- ❖ Provide more services of Ministry of Finance through Mobile Portal
- ❖ Ability to avail medical services and quick online medical reports
- ❖ More information about Bahrain
- ❖ Purchase of airline tickets for national carriers
- ❖ Airplane check-in
- ❖ Purchase of Movie Theatres tickets
- ❖ Hospital appointments
- ❖ Taxi Booking Services
- ❖ Restaurants reservations and confirmations through mobile service

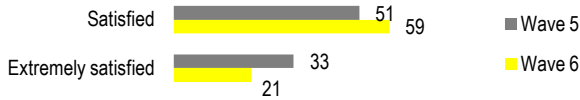
**Key Suggestions for Improvements**

- ❖ Provide services through various applications that are model independent (not specific to a particular model like iPhone alone)
- ❖ Provide an organized and categorized display of information and reduce cluttered information
- ❖ Improve the speed of the portal and enable the links to open faster (Reduce the down time of the MP)
- ❖ Improve the processing speed of carrying out transactions through MP

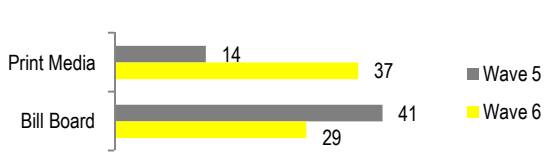
## 6. Kiosk

The key summary of the findings are as follows:

**Channel Satisfaction:** 80% of the respondents have indicated that they are Satisfied or Extremely Satisfied with Kiosk.



**Awareness:**



► Print Media and Bill Board were the majority medium through which the respondents came to know about Kiosk.

**Nature of Activities:** 67% visited Kiosk for transaction based activities as compared to 95% in Wave 5.

**Services Availed:** The top services availed by the respondents using Kiosk are provided below.



**Channel Loyalty:** 29% of the respondents have indicated that they are completely likely to continue using Kiosk to avail the services and 28% indicated that they would completely likely to recommend the Kiosk to others.

**Issues Faced:** 15% of the respondents have indicated that they have faced issues while accessing the Kiosk.



The issues faced by the respondents as indicated by them are categorised as follows:

**Payment Related Issues**

- ❖ Unable to complete the transaction and
- ❖ Unable to pay through Kiosk

**Performance Related Issues**

- ❖ Non-working Kiosk Machines
- ❖ Some Services are Down and unable to avail these services

**Additional Services and Suggestions:**

**Additional Services**

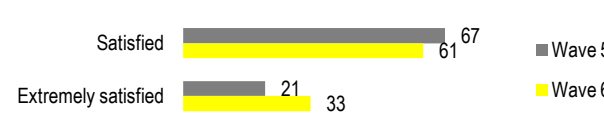
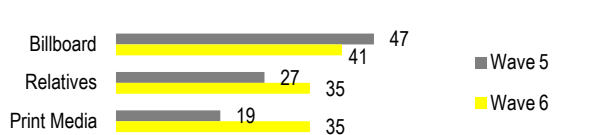
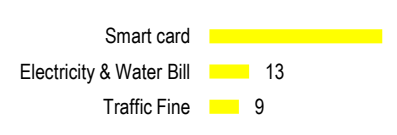
- ❖ Provide Batelco Bill Payment options through eGA Kiosks
- ❖ Allow Batelco prepaid top-ups through eGA Kiosks
- ❖ Air ticket services
- ❖ Car Insurance payment
- ❖ Handling Domestic labour applications (work permit, renewals)
- ❖ Municipality payment and services
- ❖ Hotel reservation services
- ❖ Passport Issuance & renewals
- ❖ Restaurant reservation services

**Key Suggestions for Improvements**

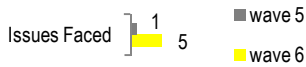
- ❖ Improve the Identity of Kiosk Machines
- ❖ Allow for making payment transactions through cash in Kiosk Machines
- ❖ Increase the connectivity speed
- ❖ Improve the touch screen sensitivity

# 7. e-Service Centre

The key summary of the findings are as follows:

<p><b>Channel Satisfaction:</b> 94% of the respondents have indicated that they are Satisfied or Extremely Satisfied with eSC.</p>  <table border="1"> <thead> <tr> <th>Satisfaction Level</th> <th>Wave 5</th> <th>Wave 6</th> </tr> </thead> <tbody> <tr> <td>Satisfied</td> <td>67</td> <td>61</td> </tr> <tr> <td>Extremely satisfied</td> <td>21</td> <td>33</td> </tr> </tbody> </table>	Satisfaction Level	Wave 5	Wave 6	Satisfied	67	61	Extremely satisfied	21	33			
Satisfaction Level	Wave 5	Wave 6										
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Extremely satisfied	21	33										
<p><b>Awareness:</b></p>  <table border="1"> <thead> <tr> <th>Medium</th> <th>Wave 5</th> <th>Wave 6</th> </tr> </thead> <tbody> <tr> <td>Billboard</td> <td>47</td> <td>41</td> </tr> <tr> <td>Relatives</td> <td>27</td> <td>35</td> </tr> <tr> <td>Print Media</td> <td>19</td> <td>35</td> </tr> </tbody> </table> <p>► Bill board, Relatives and Print Media were the majority medium through which the respondents came to know about eSC.</p>	Medium	Wave 5	Wave 6	Billboard	47	41	Relatives	27	35	Print Media	19	35
Medium	Wave 5	Wave 6										
Billboard	47	41										
Relatives	27	35										
Print Media	19	35										
<p><b>Nature of Activities:</b> 80% visited eSC for transaction based activities as compared to 60% in Wave 5.</p>												
<p><b>Services Availed:</b> The top services availed by the respondents using eSC are provided below.</p>  <table border="1"> <thead> <tr> <th>Service</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Smart card</td> <td>54</td> </tr> <tr> <td>Electricity &amp; Water Bill</td> <td>13</td> </tr> <tr> <td>Traffic Fine</td> <td>9</td> </tr> </tbody> </table>	Service	Percentage	Smart card	54	Electricity & Water Bill	13	Traffic Fine	9				
Service	Percentage											
Smart card	54											
Electricity & Water Bill	13											
Traffic Fine	9											
<p><b>Channel Loyalty:</b> 35% of the respondents have indicated that they are completely likely to continue using eSC to avail the services and to recommend eSC to others.</p>												

**Issues Faced:** 5% of the respondents have indicated that they have faced issues while accessing the eSC.



The issues faced by the respondents as indicated by them are categorised as follows:

**Payment Related Issues**

- ❖ Payment of EWA bill made through eGA but not reflected in EWA system

**Performance Related Issues**

- ❖ Long time to complete the transactions
- ❖ The system is down

**Staff Knowledge Related Issues**

- ❖ Lack of knowledge of eSC staff on the services offered and in operating the system

**Additional Services and Suggestions:**

**Additional Services**

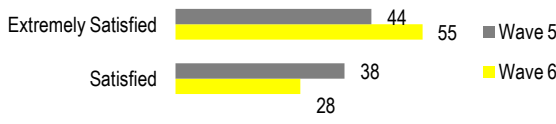
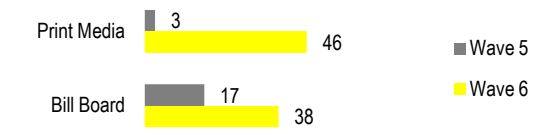

- ❖ Online Smartcard Renewal
- ❖ Receipt of Smart Cards in eSC centres
- ❖ Hospital Appointments
- ❖ Online Passport Renewal
- ❖ Provide Batelco Bill Payment options through eSC
- ❖ Allow Batelco prepaid top-ups through eSC

**Key Suggestions for Improvements**

- ❖ Ability to pay by debit cards for all payment services
- ❖ Increase the service provided by eSC
- ❖ Include a suggestion/complaint box in every CSC location for customers
- ❖ Need more advertisement so that People will know about eSC
- ❖ Provide more spacious and adequate parking spaces for the customers
- ❖ Explore the possibility of making payment transactions using cash
- ❖ The staff should be able to market the services offered in eSC to the public living in the near vicinity
- ❖ eSC Employees need to be trained on the system and customer service

## 8. Toll Free

The key summary of the findings are as follows:

<p><b>Channel Satisfaction:</b> 83% of the respondents have indicated that they are Satisfied or Extremely Satisfied with TF.</p>  <table border="1"> <thead> <tr> <th>Satisfaction Level</th> <th>Wave 5</th> <th>Wave 6</th> </tr> </thead> <tbody> <tr> <td>Extremely Satisfied</td> <td>44</td> <td>55</td> </tr> <tr> <td>Satisfied</td> <td>38</td> <td>28</td> </tr> </tbody> </table>		Satisfaction Level	Wave 5	Wave 6	Extremely Satisfied	44	55	Satisfied	38	28
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Medium	Wave 5	Wave 6								
Print Media	3	46								
Bill Board	17	38								
<p><b>Nature of Activities:</b> 29% visited TF for transaction based activities as compared to 7% in Wave 5.</p>										
<p><b>Services Availed:</b> The top services availed by the respondents using TF are provided below.</p>  <table border="1"> <thead> <tr> <th>Service</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Smart Card appointment</td> <td>29</td> </tr> <tr> <td>Electricity &amp; Water Bill</td> <td>23</td> </tr> <tr> <td>Traffic Fine</td> <td>18</td> </tr> </tbody> </table>		Service	Percentage	Smart Card appointment	29	Electricity & Water Bill	23	Traffic Fine	18	
Service	Percentage									
Smart Card appointment	29									
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Traffic Fine	18									
<p><b>Channel Loyalty:</b> 67% of the respondents have indicated that they are completely likely to continue using TF to avail the services and 66% have indicated that they are completely likely to recommend TF to others.</p>										

**Issues Faced:** 5% of the respondents have indicated that they have faced issues while accessing the TF.



The issues faced by the respondents as indicated by them are categorised as follows:

**Performance Related Issues**

- ❖ Time taken to answer the calls
- ❖ Repetitive reply saying could not help as the system was down

**Staff Knowledge Related Issues**

- ❖ Lack of customer orientation while handling calls
- ❖ Unaware of the services offered by eGA

**Additional Services and Suggestions:**

***Additional Services***

- ❖ Driving license expiry reminder
- ❖ Passport renewal
- ❖ Smart card expiry information

***Key Suggestions for Improvements***

- ❖ Training of the TF agents in the following areas
  - Services offered by eGA
  - Providing alternative solutions and
  - Agents ability to handle calls
- ❖ Improve the response time to answer a call
- ❖ Consider the possibility of introducing the TF service 24/7
- ❖ Create more awareness on services offered through TF



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