

INFORMATION &  
eGOVERNMENT AUTHORITY



هيئة المعلومات  
والحكومة الإلكترونية

# Customer Satisfaction Survey 2020

**March 2021**

## Overall Customer **Satisfaction** on eGovernment National Portal Bahrain.bh

## Customer **Opinion** on What Portal Needs to Improve

### Objectives



Design



Usability



Reachability



### Timeline

30 Dec. 2020



Email Invitation  
to 30K+

4 Jan. 2020



WhatsApp  
Invitation

21 Jan 2021



Online Banner  
on Bahrain.bh

25 Jan 2021



Pop-Up Banner  
on portal

On going



Social Media  
Promotion

15 Feb 2021



End of  
Survey

### Data Collection Channels



Direct Email  
Invitation



WhatsApp  
Invitation



iGA Social  
Media



Online Banner on  
Bahrain.bh

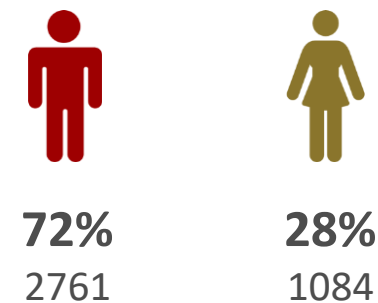


Pop-out invitation  
on Bahrain.bh

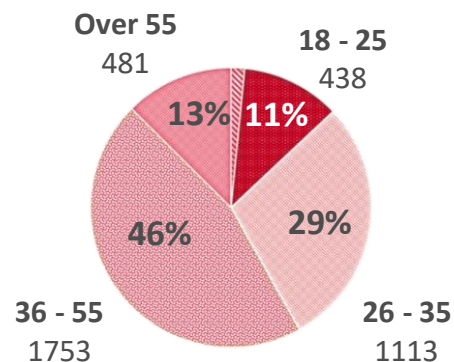
## Sample Size



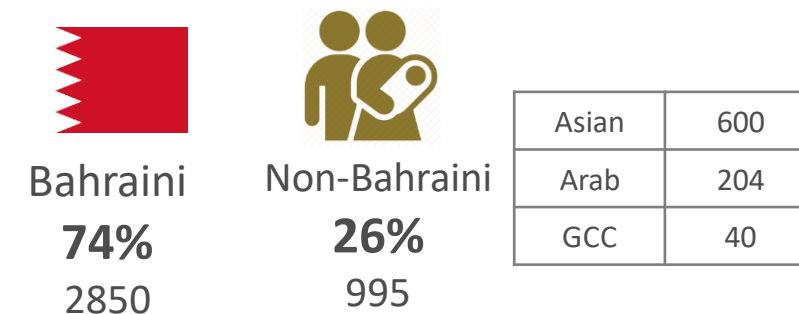
## Gender



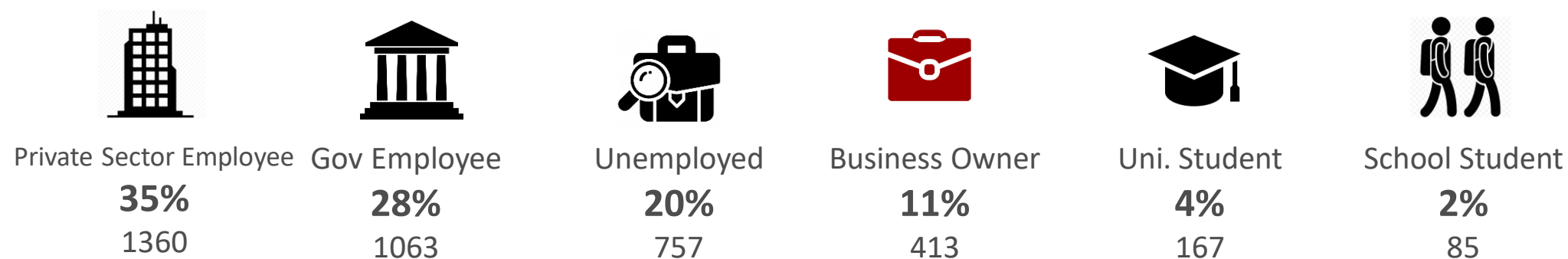
## Age Group



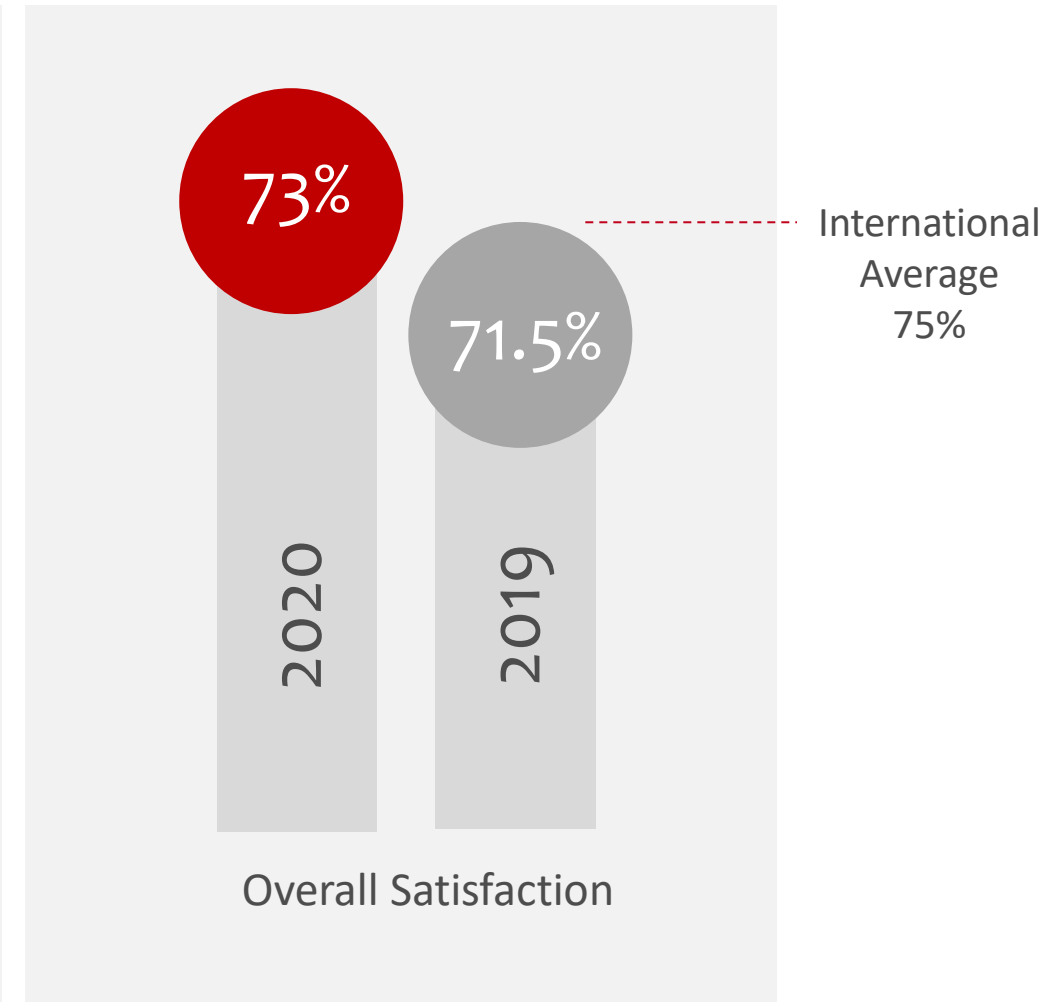
## Nationality



## Occupation

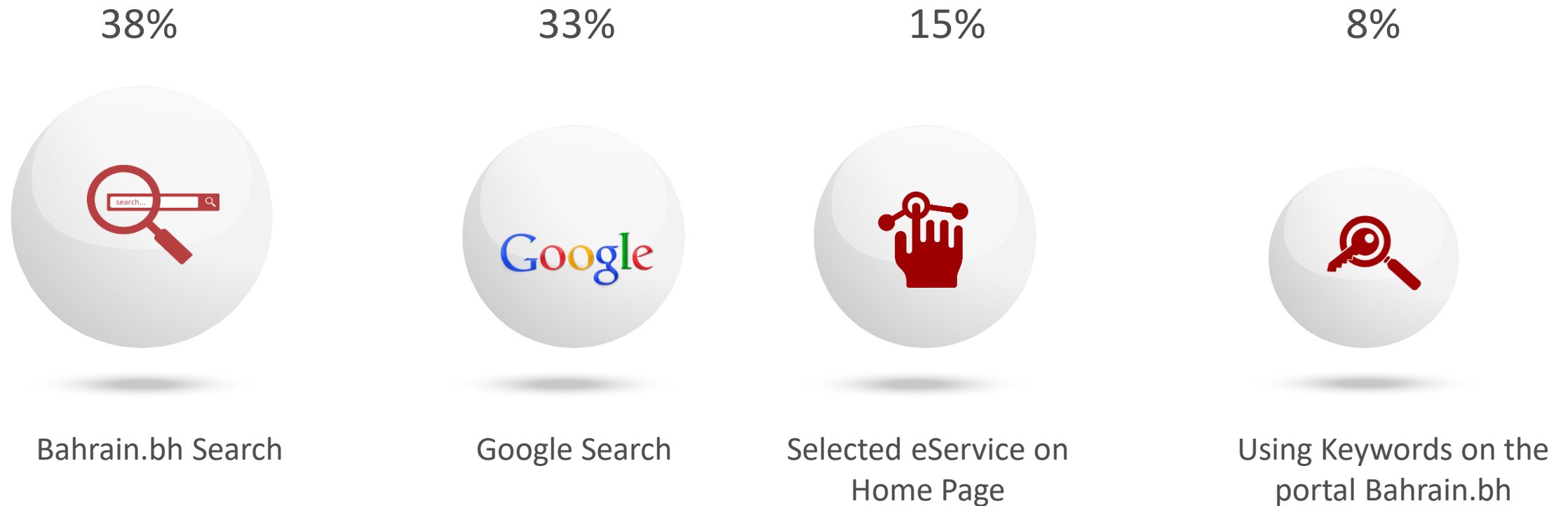


Overall Satisfaction Results in 2020 **73%**



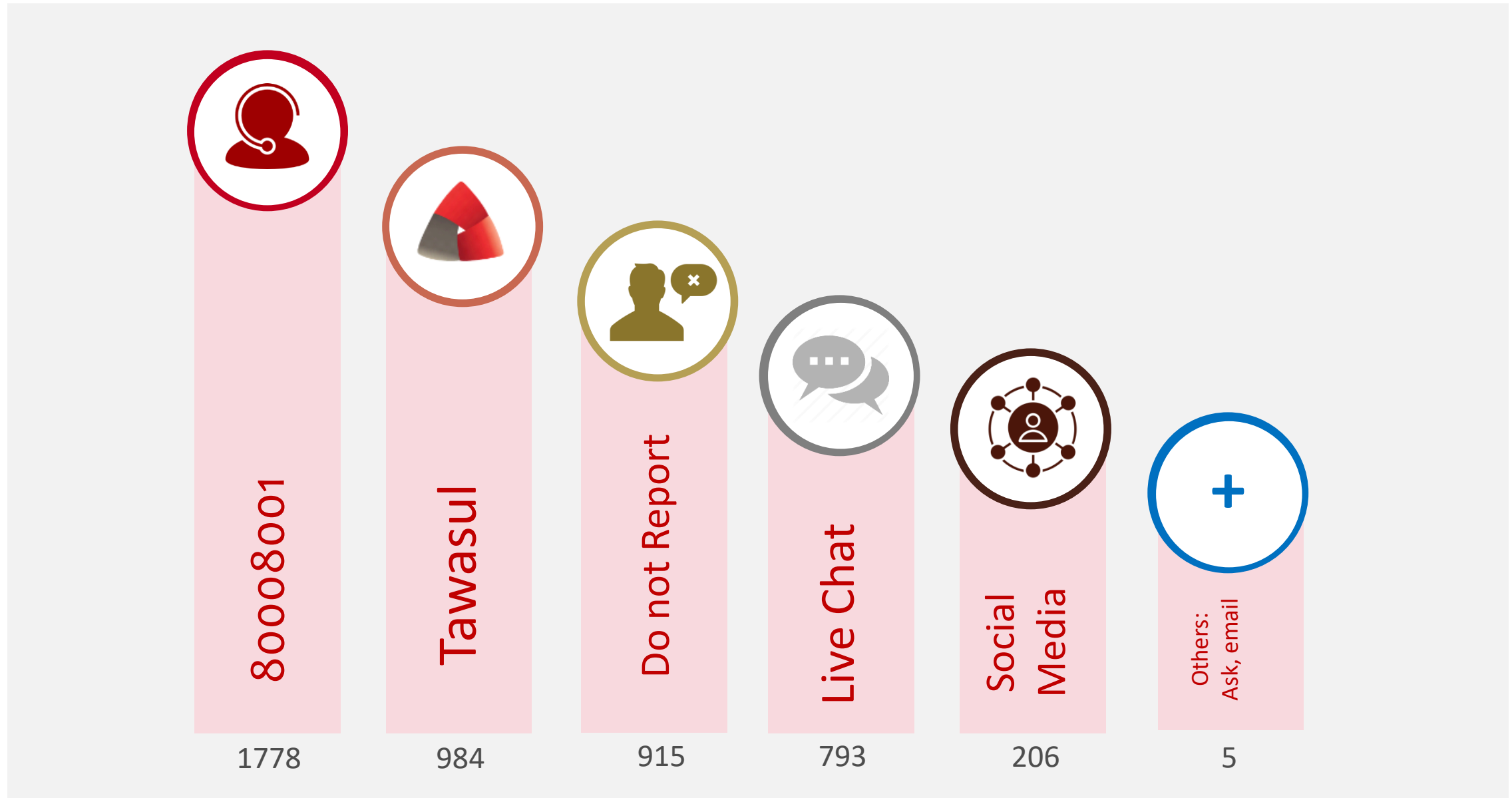
Survey of 2020 is only on portal due to COVID-19

## Public preference when wanting to reach eServices needed



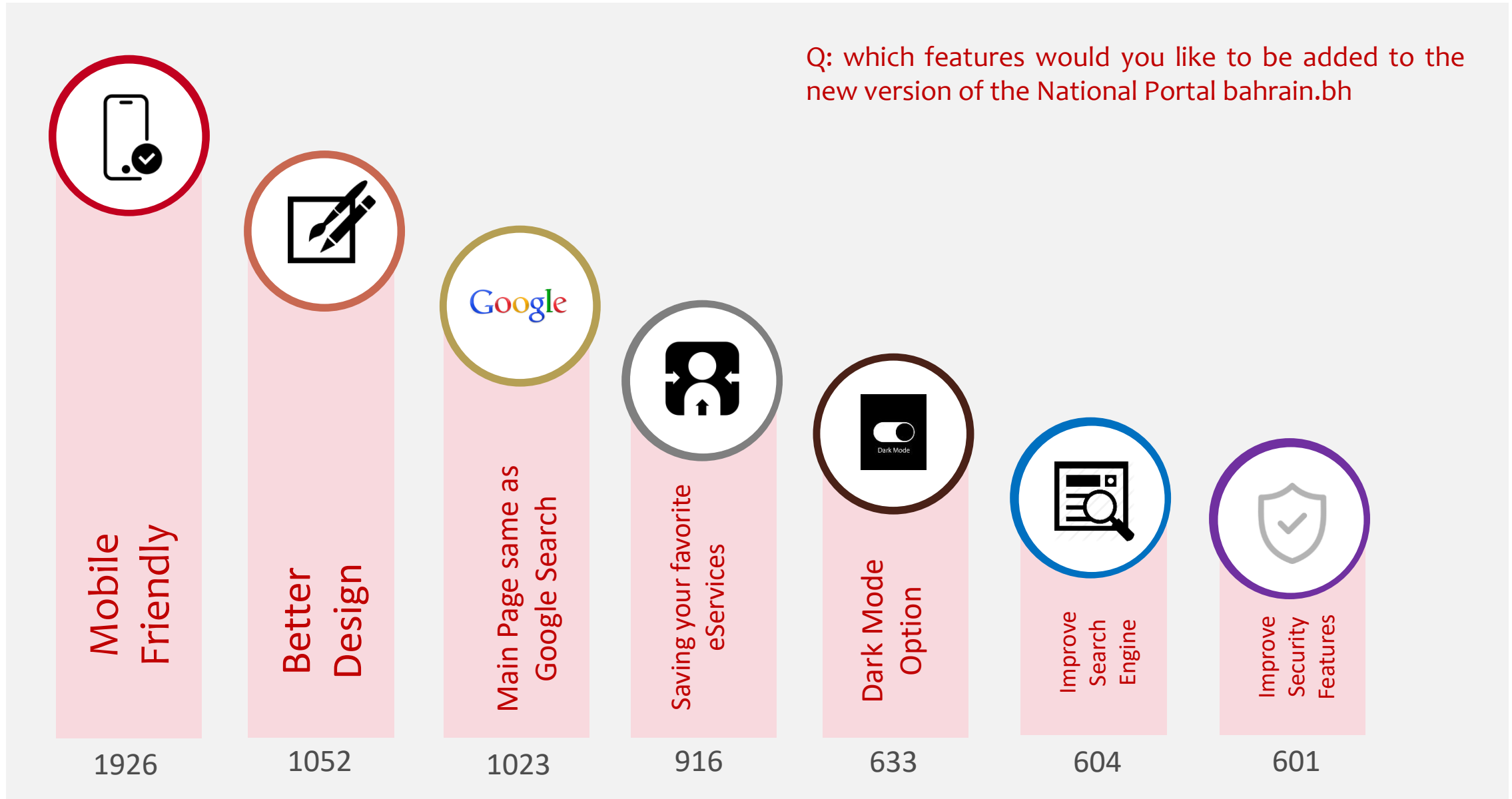
6% Others Like adding to favorite, other gov website

# If Facing issue, how is it reported?



\*Respondents was able to select more than one option

Q: which features would you like to be added to the new version of the National Portal bahrain.bh



\*Respondents was able to select more than one option



Portal Revamp to be launched in June 2021



Survey results to be discussed with SD & Channels Development during Revamp implementation



Another Survey to take place after Revamp



3<sup>rd</sup> round of Survey to be sent out by end of 2021 for better comparison





**“Advancing Bahrain to New Heights”**

**Thank You**