

Executive Summary CS and CSI Surveys

Information and eGovernment Authority

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Table of content

- Objectives
- Methodology
- Samples & Data Collection
- Demographics
- Customer Satisfaction Index Results

Objectives

What are we measuring?

Customer Satisfaction (CS)

- ▶ **Awareness** of the eGovernment program and eService and channels.
- ▶ **Usage** of the eServices and channels.
- ▶ **Satisfaction** of channels.
- ▶ For two stakeholders:

Residential

Business

Customer Satisfaction Index (CSI)

- ▶ Bahrain Customer Satisfaction Index (BHCSI)
- ▶ For three stakeholders:

Residential

Business

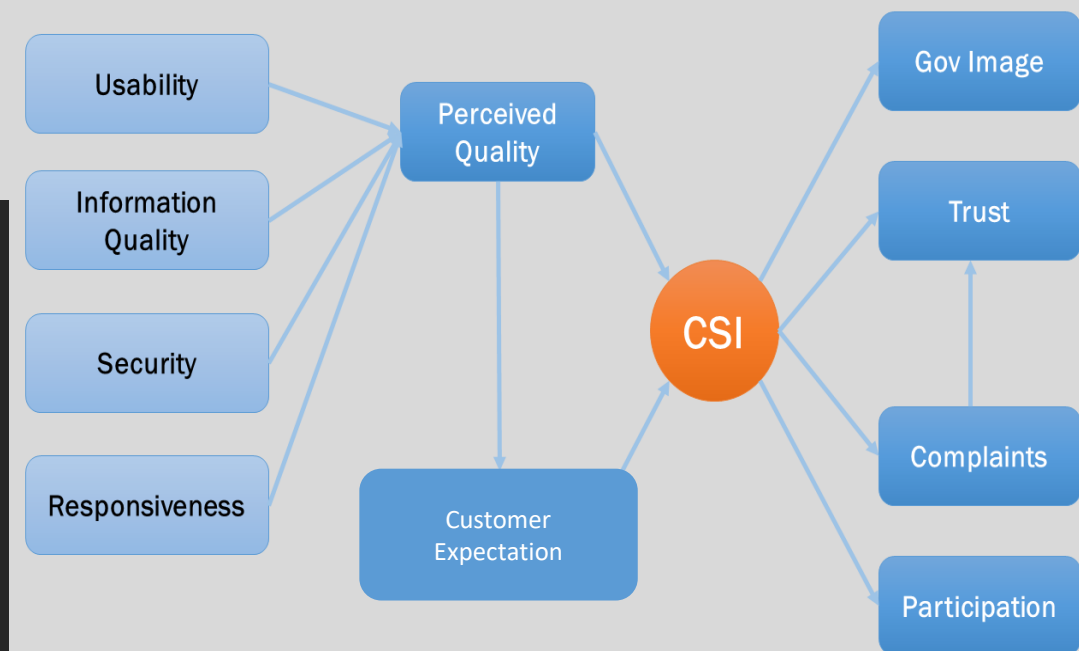
Government

Objectives CS/CSI :

- ▶ The Customer Satisfaction (CS) was measured descriptively by taking the average of the customers' perception on number of satisfaction items.
- ▶ The customer satisfaction will be used to provide an indicator to confirm the CSI results.
- ▶ The customer satisfaction can be also aligned with the awareness and usage in addition to the demographics of the customers.

Methodology for measurement

- ▶ The Customer Satisfaction Index (CSI) measures the satisfaction of three stakeholders adopting the exploratory approach using BHCSI model.
- ▶ BHCSI model is an annual measurement model which is based on the American CSI model.
- ▶ BHCSI can be benchmarked internationally.



Samples & Data Collection

Sampling and Sample Size

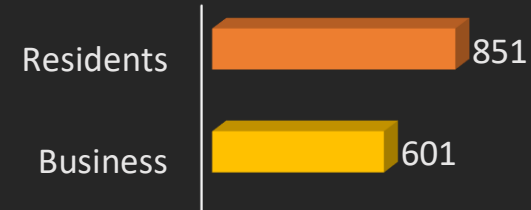
■ Residents Survey

- **Sampling Approach:**
- Probabilistic simple random sampling followed by clustering based on governorates.
- **Sample size:**
- An appropriate formula has been used, with the following parameters, to calculate the sample size:
 - Confidence level = 95%
 - Confidence interval = ± 2 .

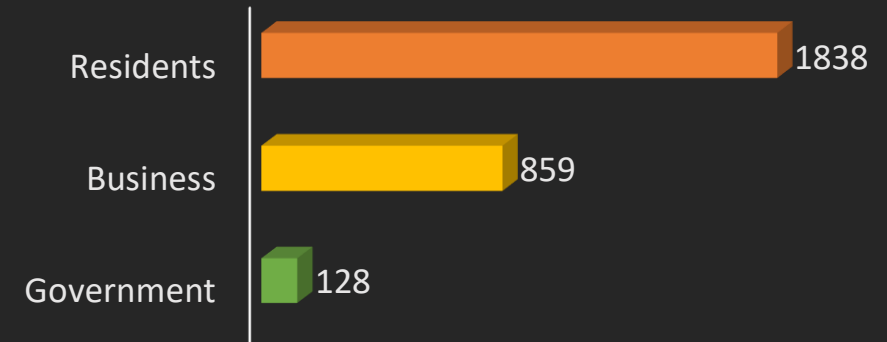
■ Business Survey

- Proportional stratified sampling method followed by random sampling.
- An appropriate formula has been used, with the following parameters, to calculate the sample size:
 - Confidence level = 95%
 - Confidence interval = ± 5 .

CS Sample Size



CSI Sample Size



Government sample extracted from the residents data based on the occupation

CS & CSI Sample

CS Residents

Total valid responses

851

Dealing/interacting with government

682 (80%)

169

Aware of eServices

Aware

733 (86%)

118

Using eServices

Use

618 (84%)

115

CS Business

Total valid responses

601

Dealing/interacting with government

507 (84%)

94

Aware of eServices

547 (91%)

54

Using eServices

488 (89%)

59

CSI Resident

Total valid responses

1838

CSI Residents

1360

478

CSI Business

Total valid responses

859

CSI Business

654

205

CSI Government

Total valid responses

1838

CSI Residents

1360

478

CSI Government

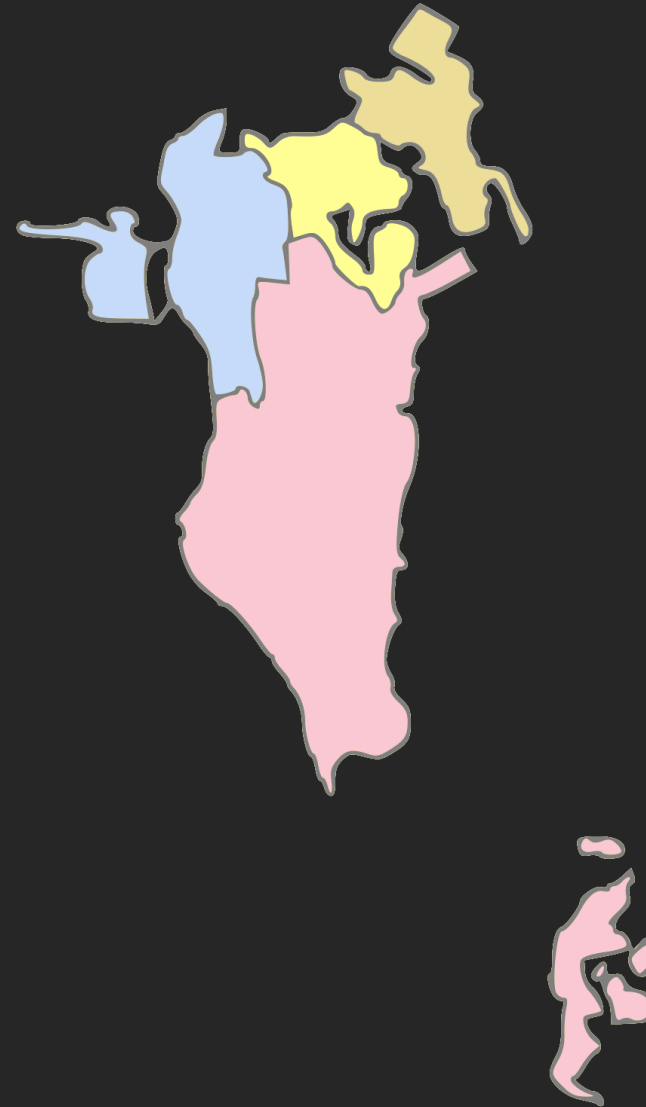
128

1232

Data Collection Method

Data collection for both CS & CSI was through:

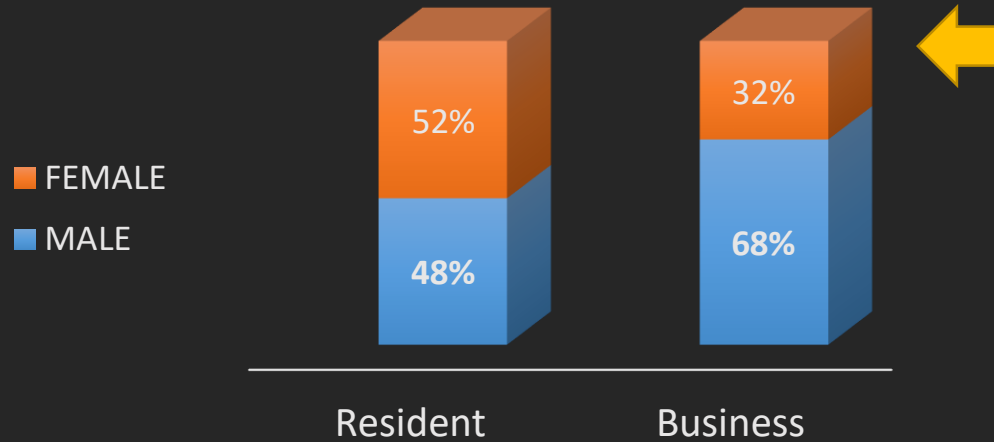
- Face-to-face only
- Covering all Governorates



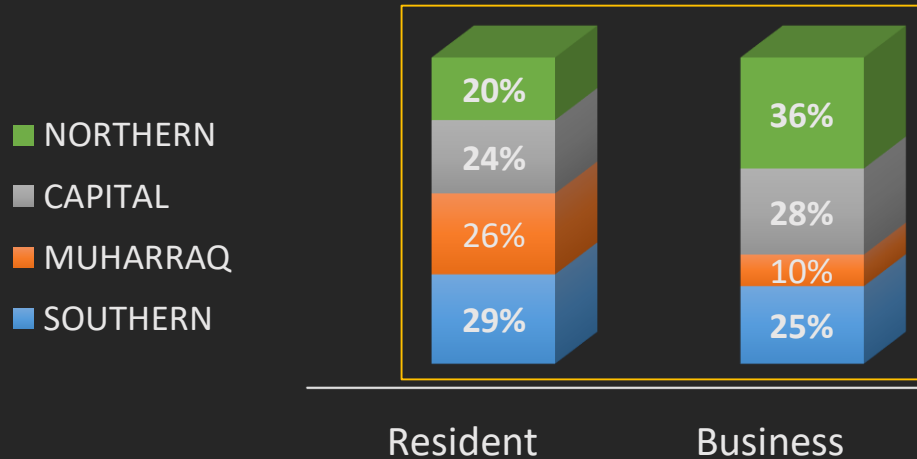
Customer Satisfaction (CS)

Demographic

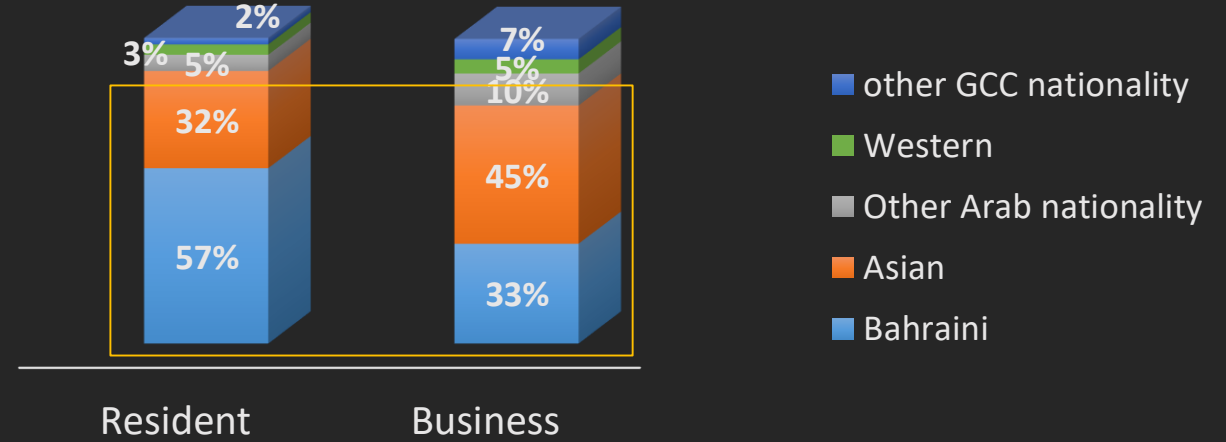
Gender



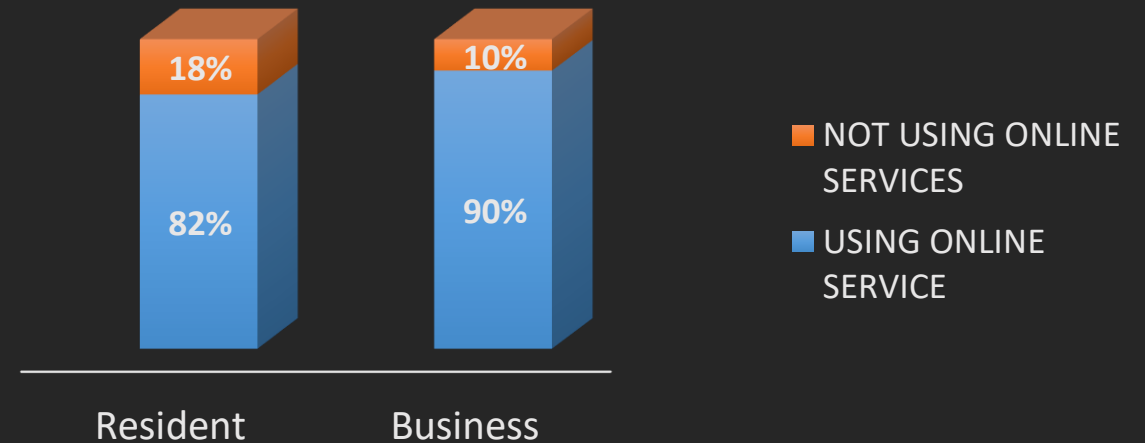
Governorate



Nationality

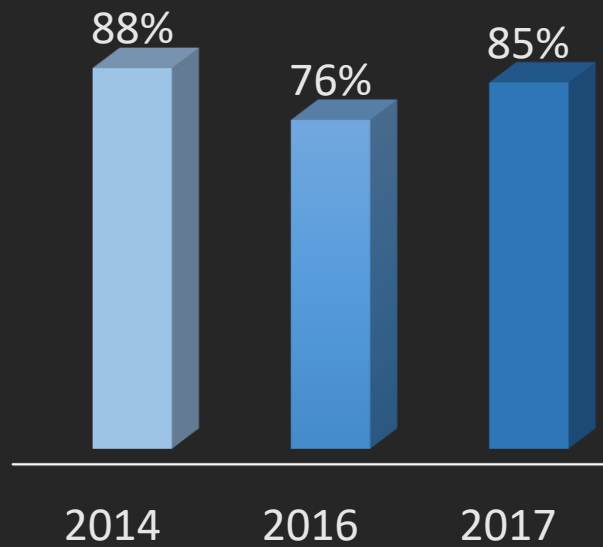


Online Services Usage



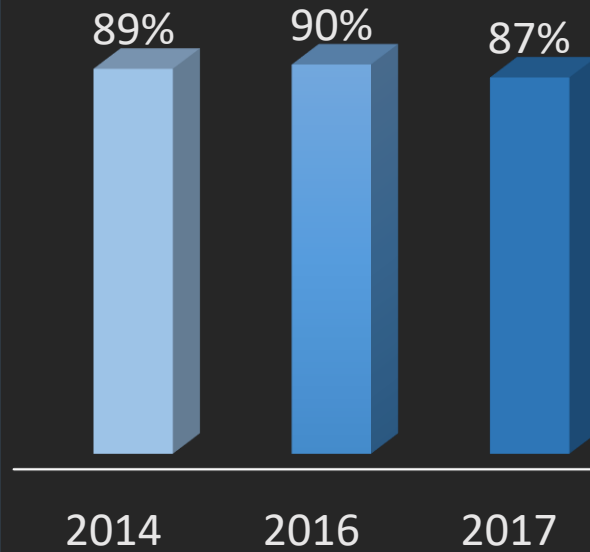
Interaction

Overall Interaction with Government Entities



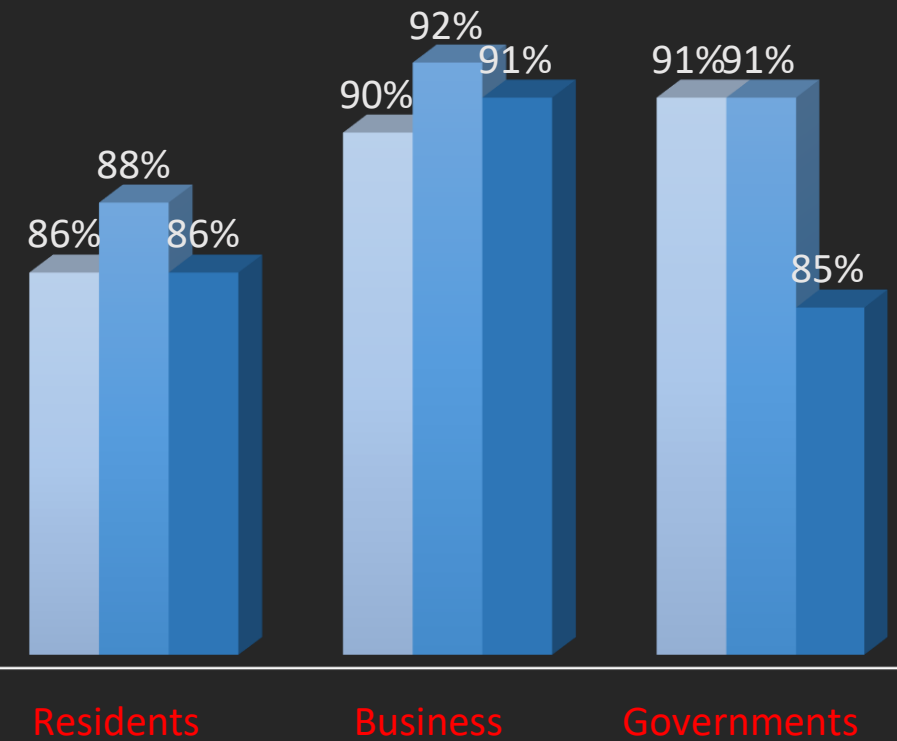
Awareness

Overall Awareness of eServices



Overall Awareness Per Stakeholder of eServices

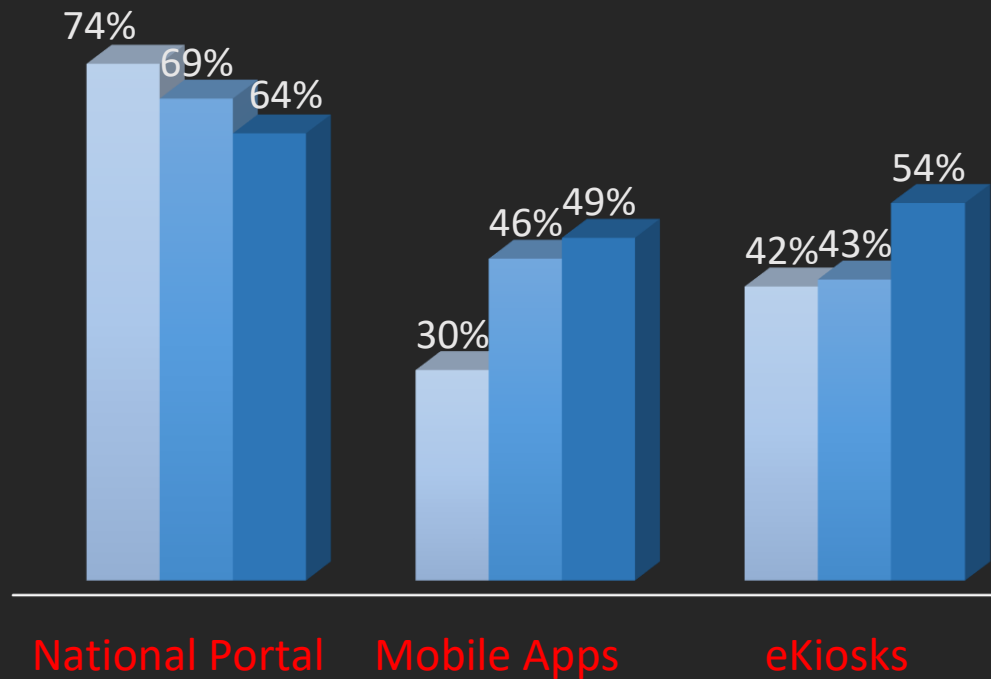
■ 2014 ■ 2016 ■ 2017



Channels Awareness

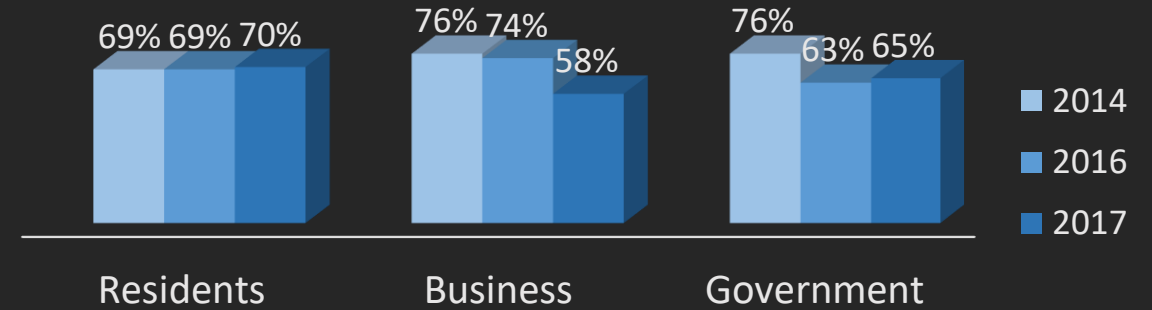
Overall Awareness of e-Government Channels

■ 2014 ■ 2016 ■ 2017

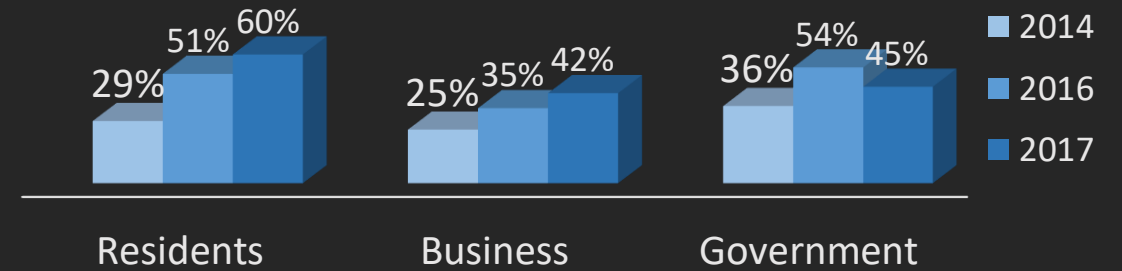


Awareness of eGovernment Channel Per Stakeholder

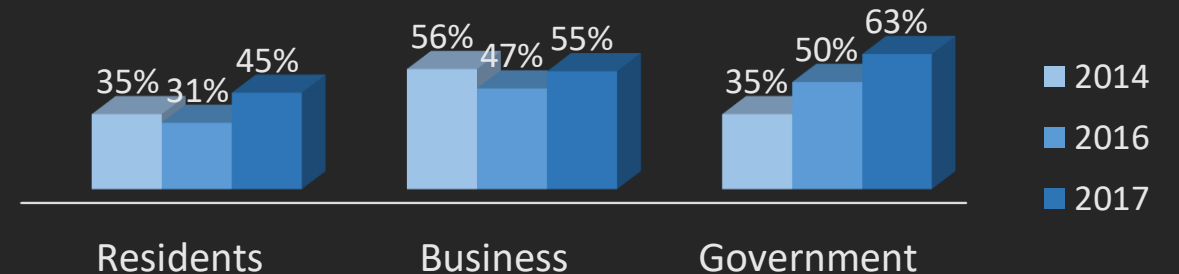
National Portal



Mobile Apps



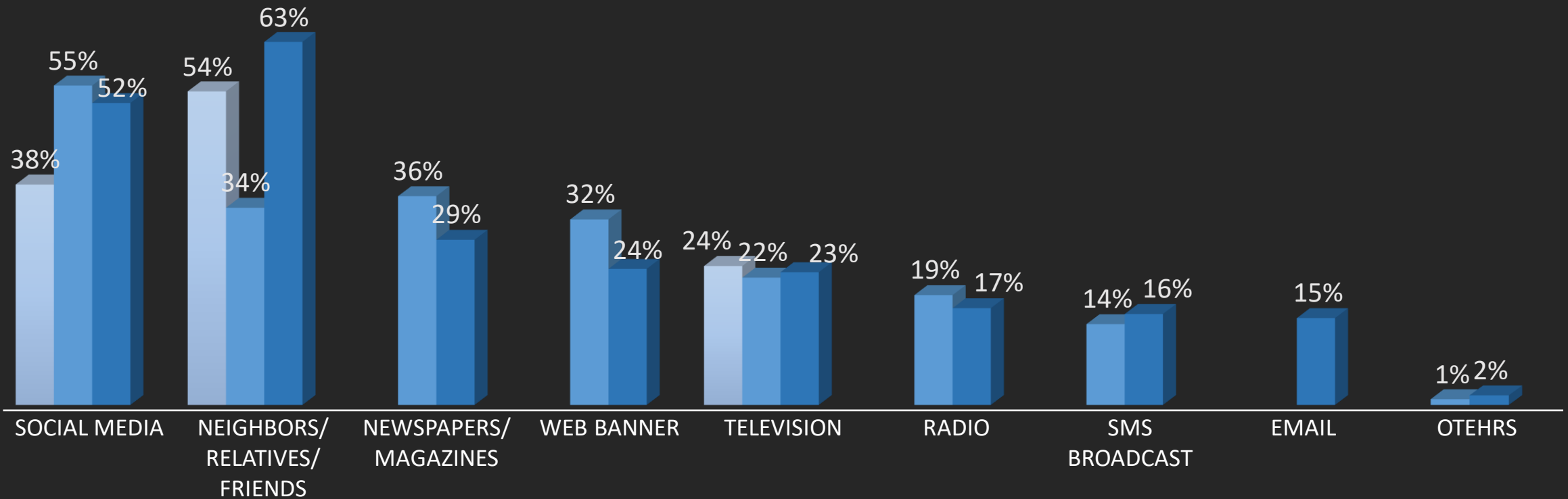
eKiosks



Media Awareness

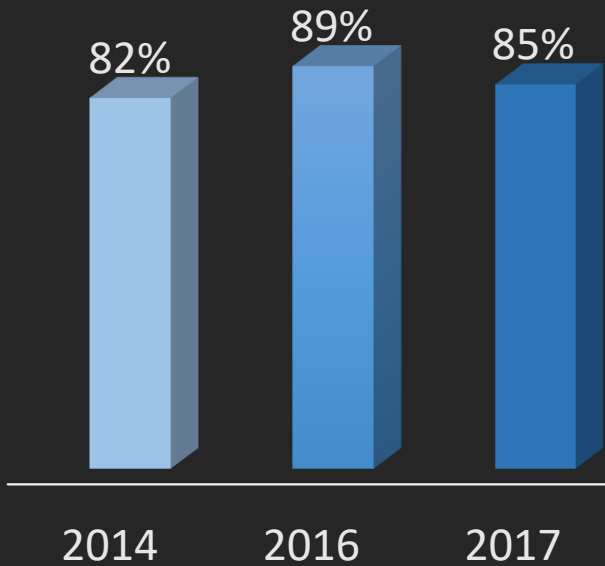
Media Awareness Per Year

■ 2014 ■ 2016 ■ 2017



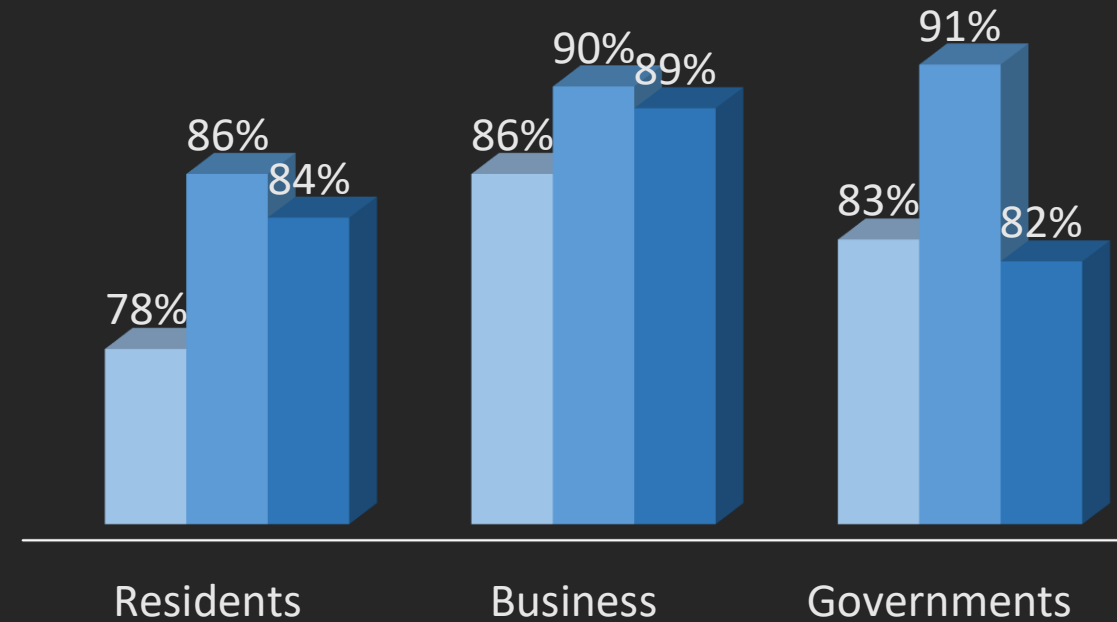
Usage

Overall Usage of eServices



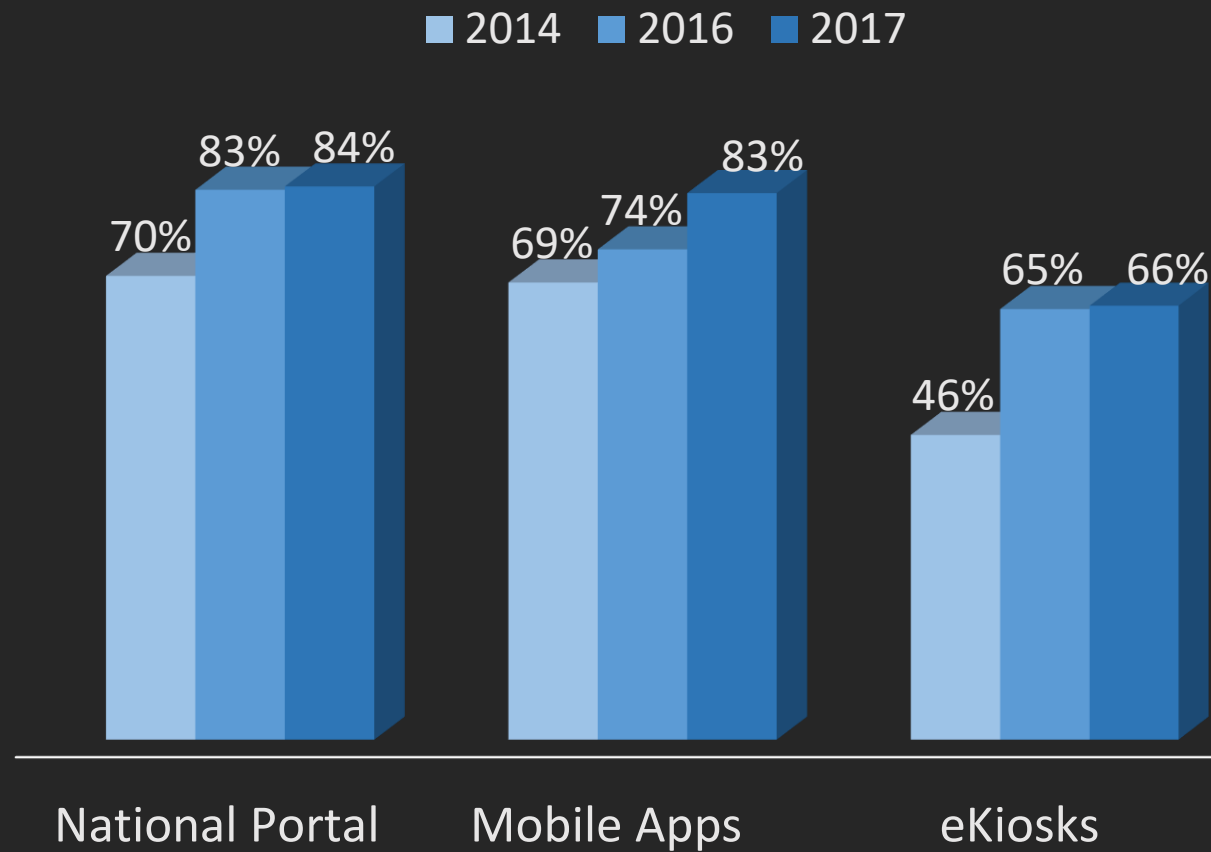
Overall Usage of eServices Per Stakeholder

■ 2014 ■ 2016 ■ 2017



Channels Usage

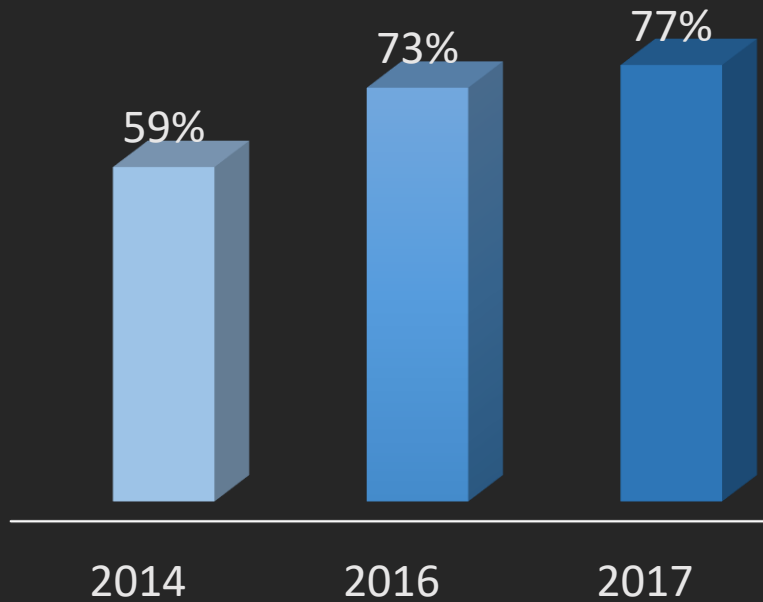
Overall Usage of eGovernment Channels



Customer Satisfaction

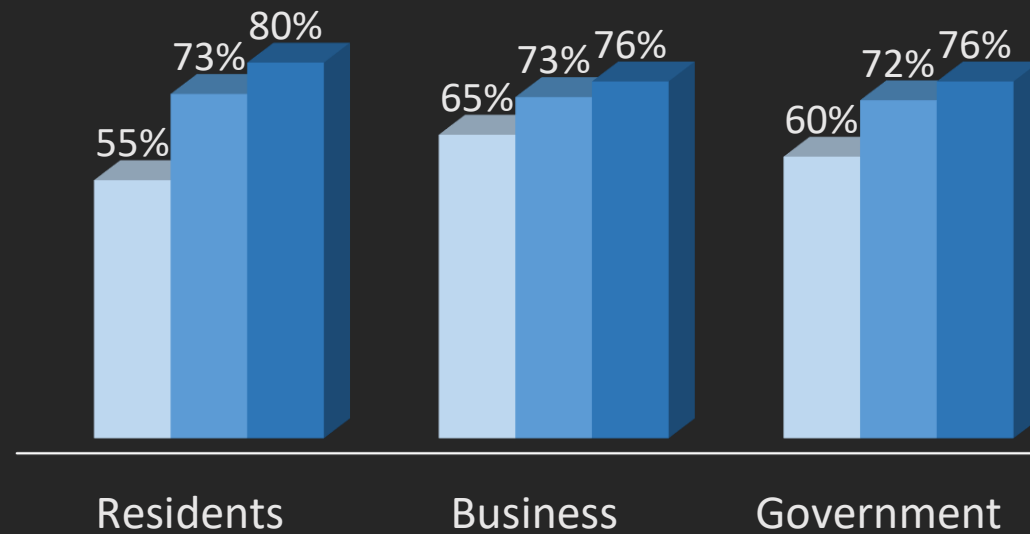
Overall Channels Satisfaction

■ 2014 ■ 2016 ■ 2017



Overall Channels Satisfaction Per Stakeholder

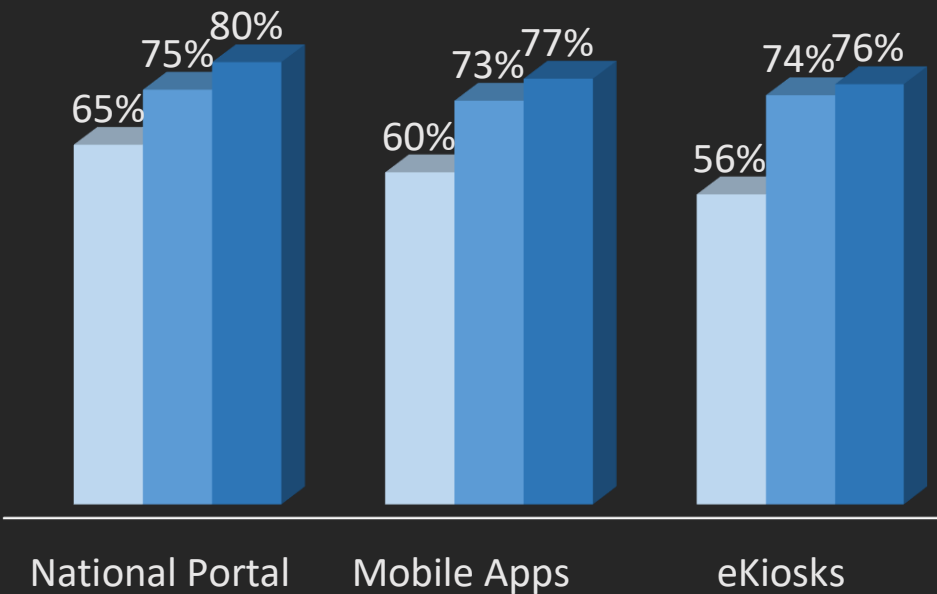
■ 2014 ■ 2016 ■ 2017



Channels Satisfaction

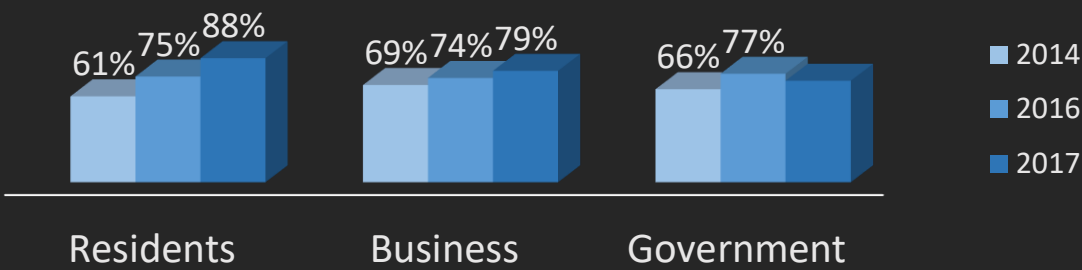
Overall Channels Satisfaction

2014 2016 2017

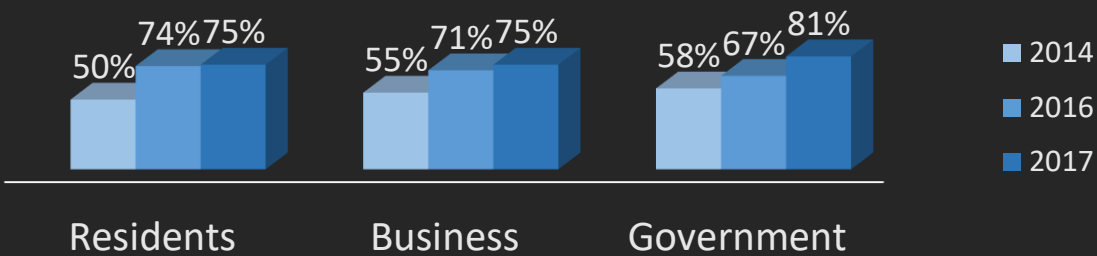


Satisfaction of eGovernment Channel Per Stakeholder

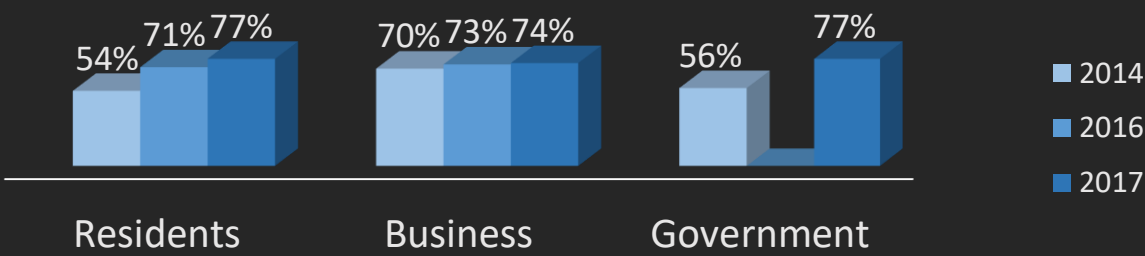
National Portal



Mobile Apps



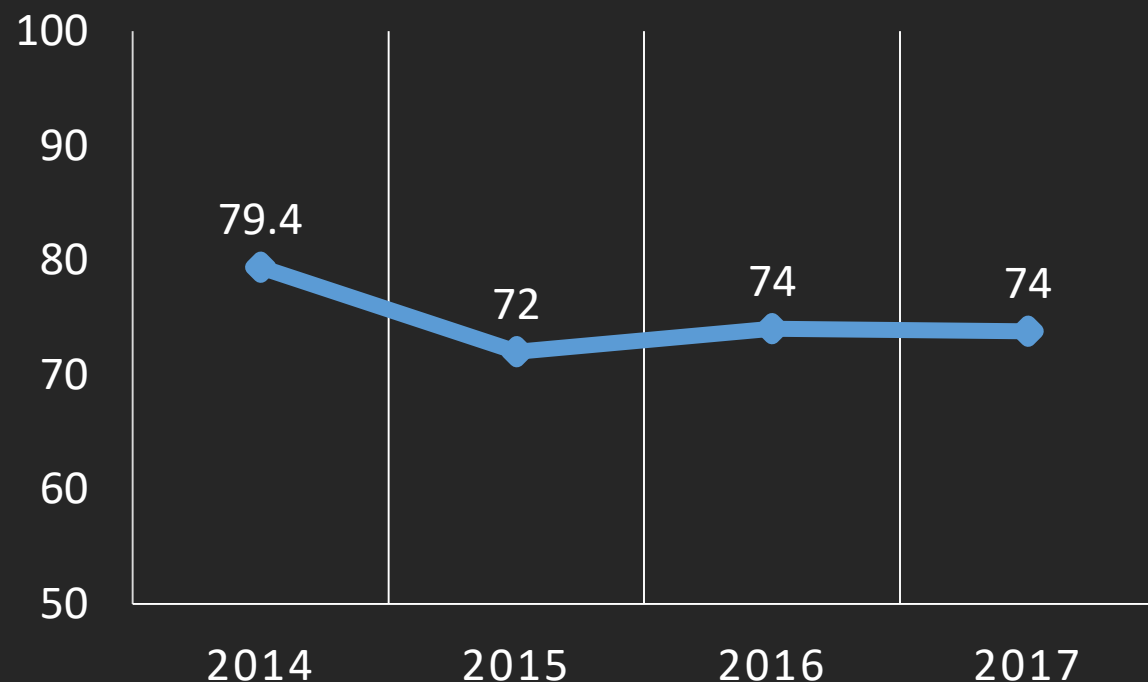
eKiosks



Customer Satisfaction Index (CSI)

Bahrain Customer Satisfaction Index (BHCSI)

OVERALL CUSTOMER SATISFACTION INDEX **BHCSI**



	2014	2015	2016	2017
CSI – Resident	79	73	74	74.1
CSI – Business	80	68	79	71.7
CSI - Government	71.5	80	74	80.8
BHCSI	79.4	72	74	73.8

BHCSI for 2018 is impacted by the declining in the CSI of business sector. BHCSI can reach 75 if business data removed

Customer Satisfaction Index (CSI) Per Stakeholder

CSI Resident

Total valid responses

1838

CSI Residents

1360

478

CSI Business

Total valid responses

859

CSI Business

654

205

CSI Government

Total valid responses

1838

CSI Residents

1360

478

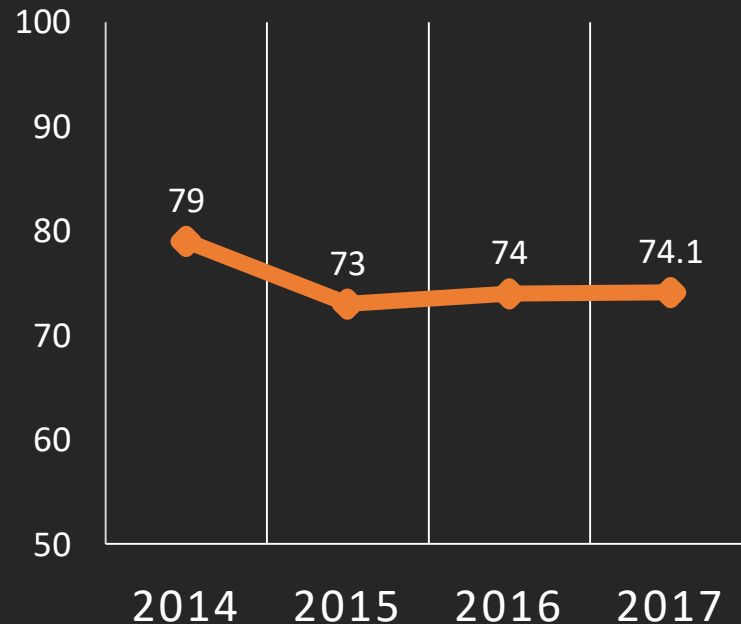
CSI Government

128

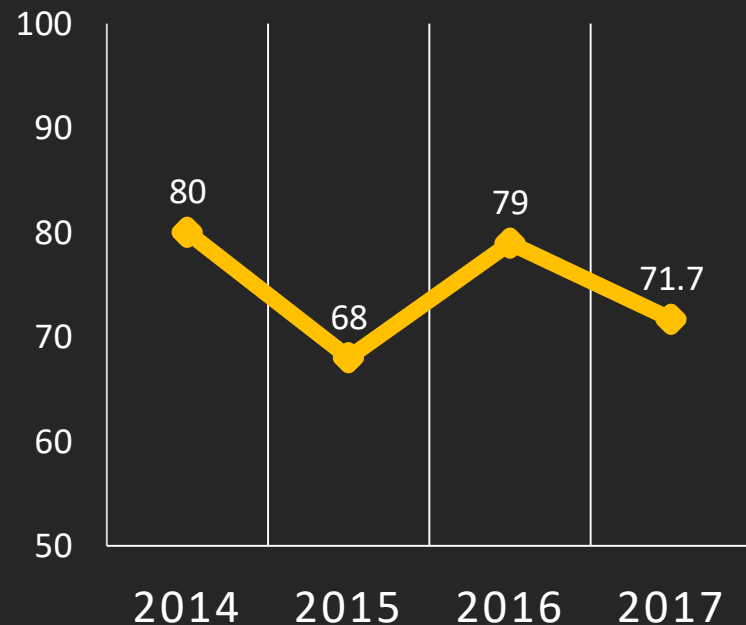
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478

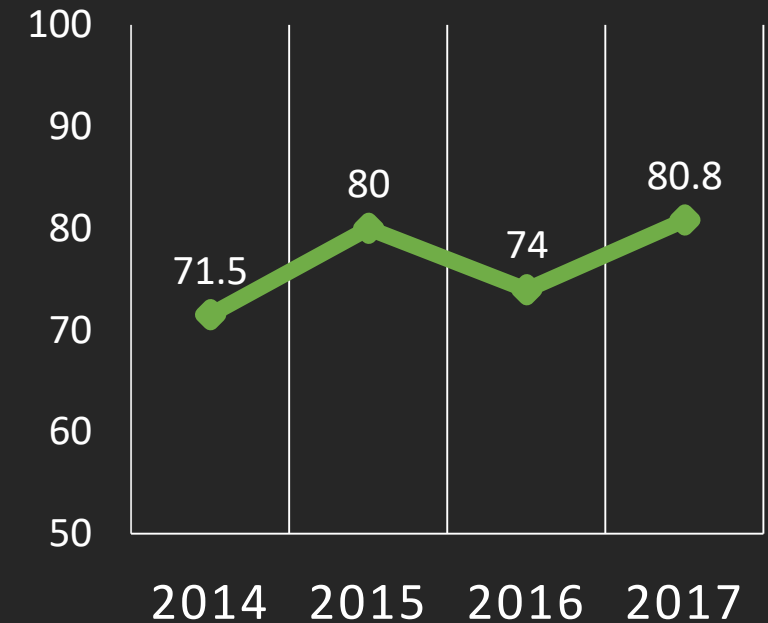
CSI – RESIDENT



CSI – BUSINESS



CSI - GOVERNMENT

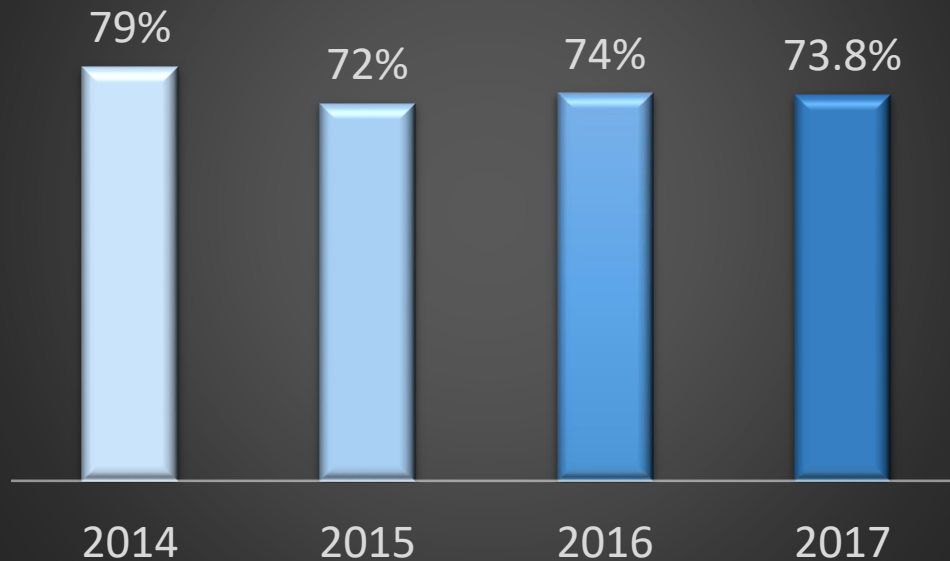


It can be noticed that both CSI of government ministries and business sectors are not stable and have high fluctuation. This fluctuations need to be investigated more to understand the situation.

Benchmarking with American Customer Satisfaction Index (ACSI)

**Overall Customer Satisfaction of Around
26 Categories of Government (Yearly)**

BHCSI



**Overall Customer Satisfaction of 101
Government Websites (Quarterly)**

ACSI

