

Executive Summary RS and CSI Surveys

INFORMATION AND EGOVERNMENT AUTHORITY
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Table of content

- Objectives
- Methodology
- Samples & Data Collection
- Demographics
- Customer Satisfaction Index Results
- Relevant Services Results
- Key Highlights

Objectives

What are we measuring?

Customer Satisfaction Index (CSI)

- Awareness of the eGovernment program and eService and channels.
- Usage of the eServices and channels.
- Satisfaction of channels.
- Bahrain Customer Satisfaction Index (BHCSI)
- For three stakeholders:



Relevant Services (RS)

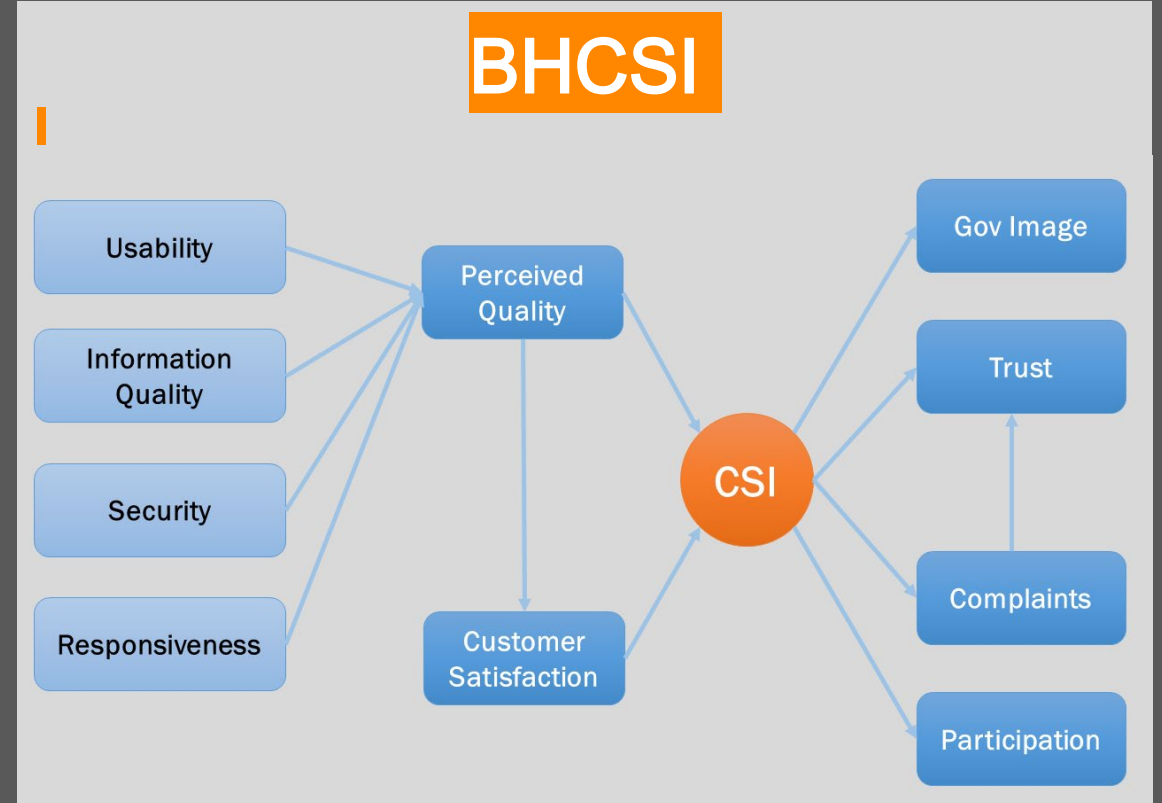
- Awareness of selected eGovernment eService.
- Usage of selected eServices
- Satisfaction of selected eServices.
- For two main stakeholders:



Methodology

How we are measuring?

- Descriptive approach was followed for awareness, usage and satisfaction to all stakeholders, except for the BHCSI exploratory approach was used.
- 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

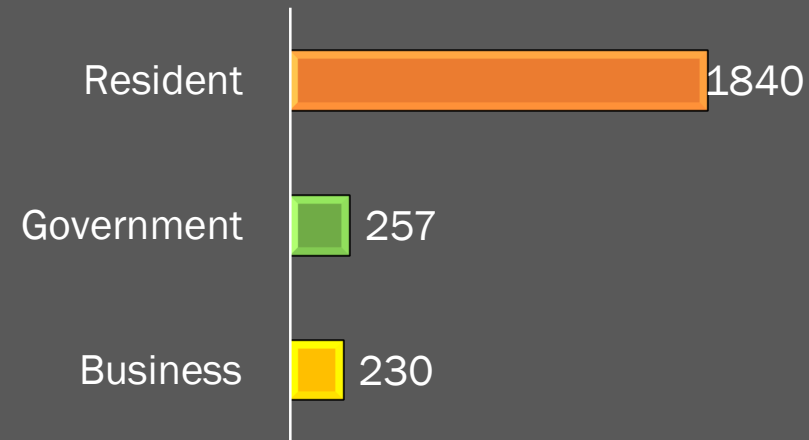
- **Resident Survey**

- **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 .

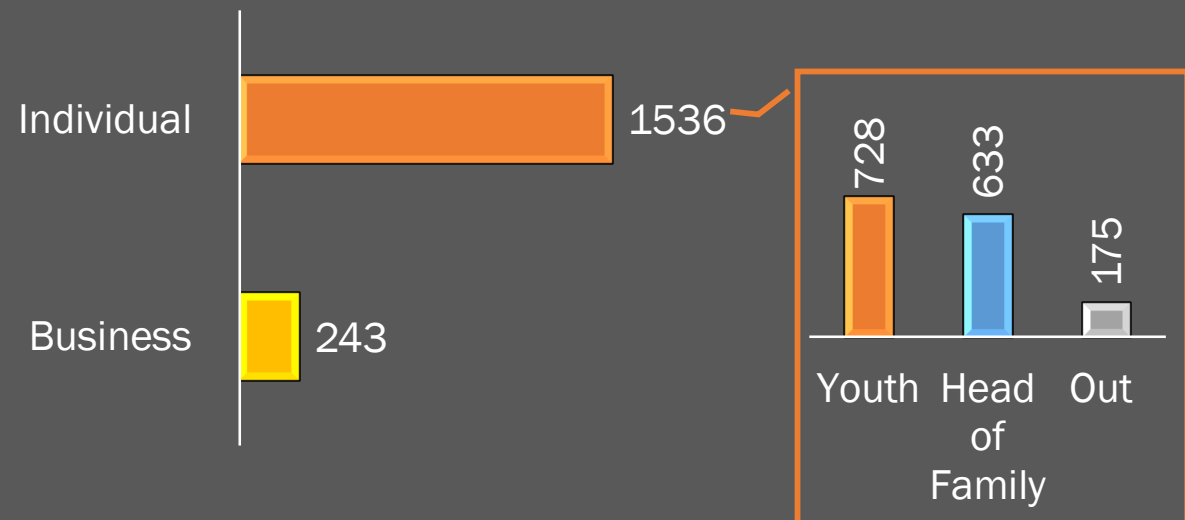
- **Business and Government**

- 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 .

CSI Sample Size



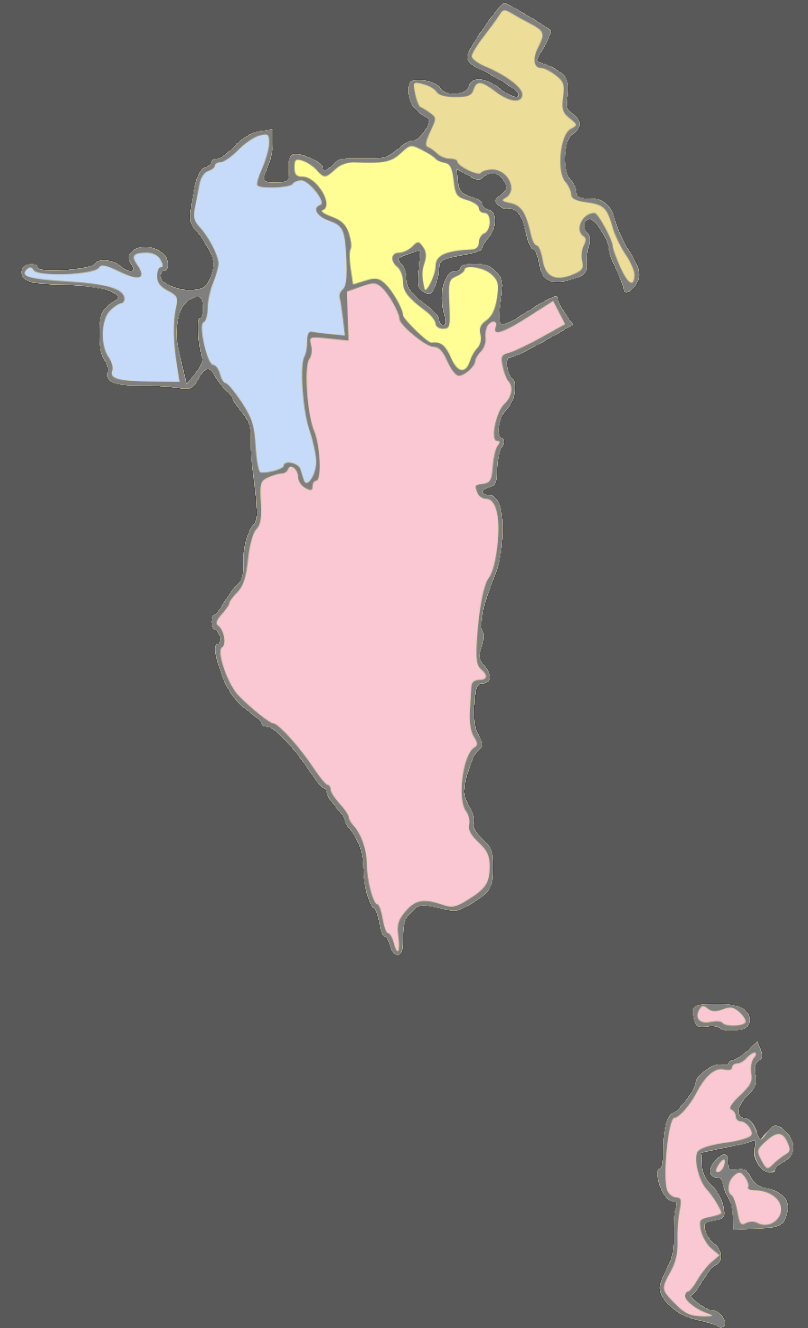
RS Sample Size



Data Collection Method

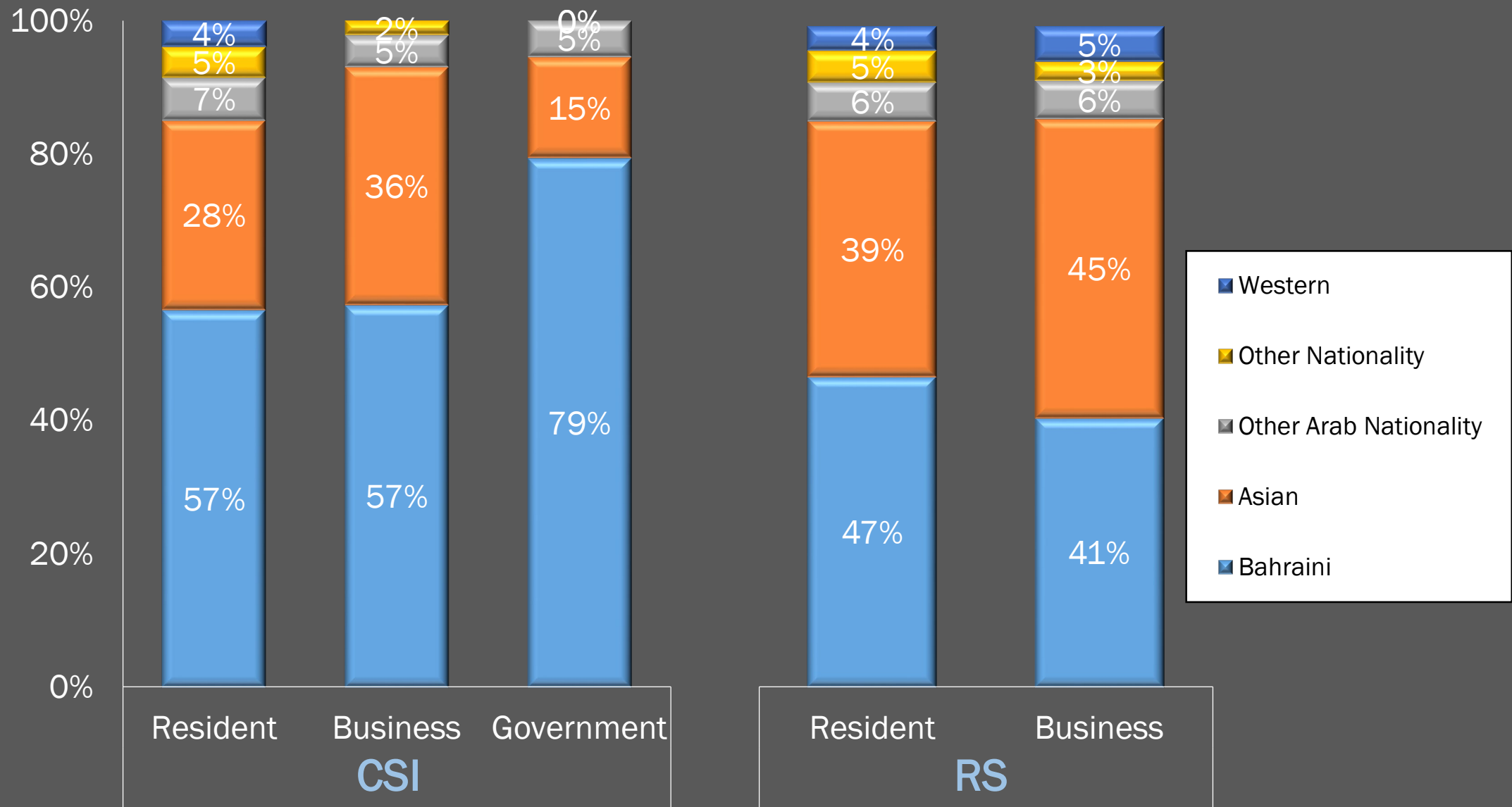
Data collection for both CSI and RS was through:

- Face-to-face
- E-mails & SMS
- Phone Calls

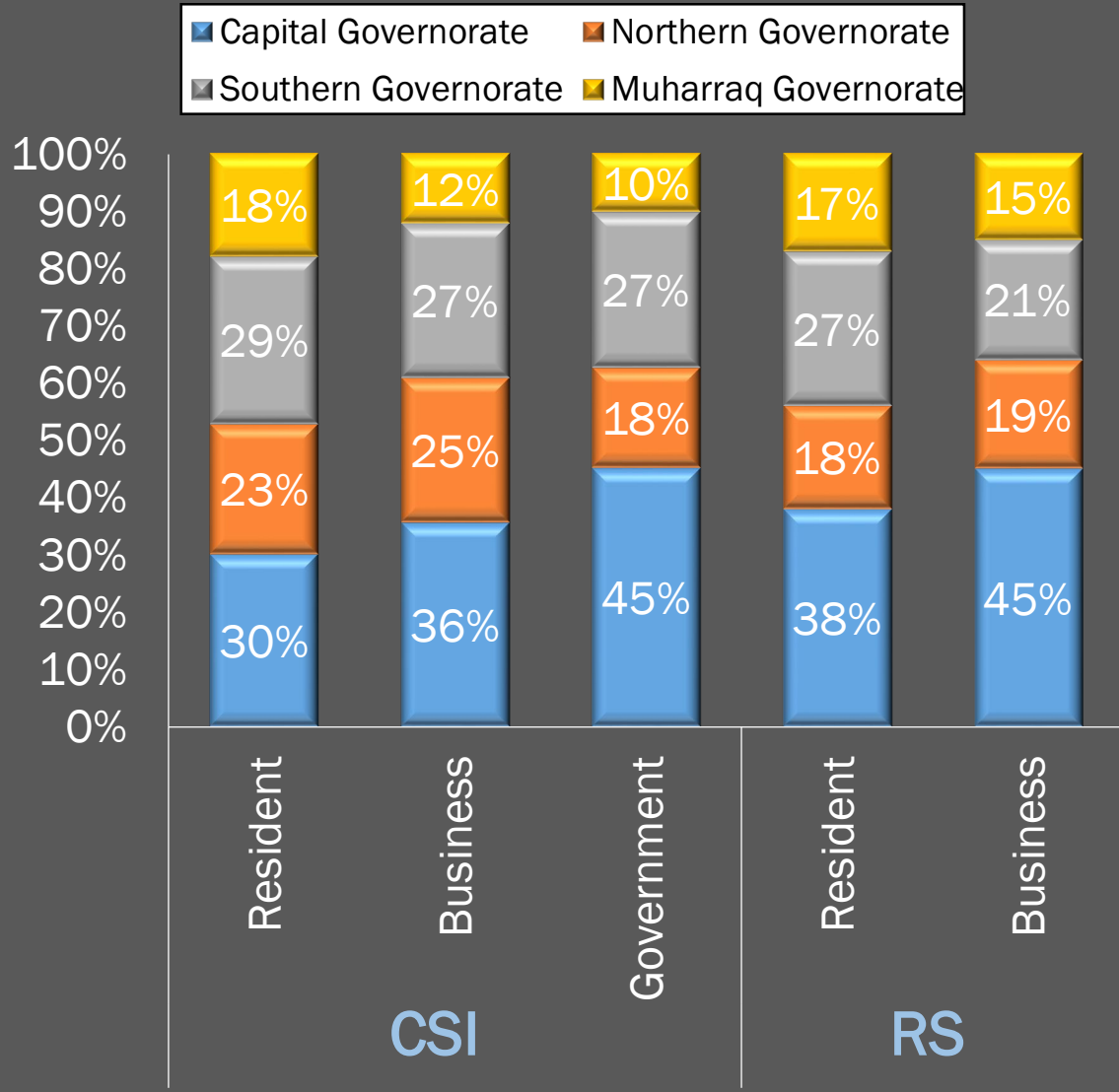
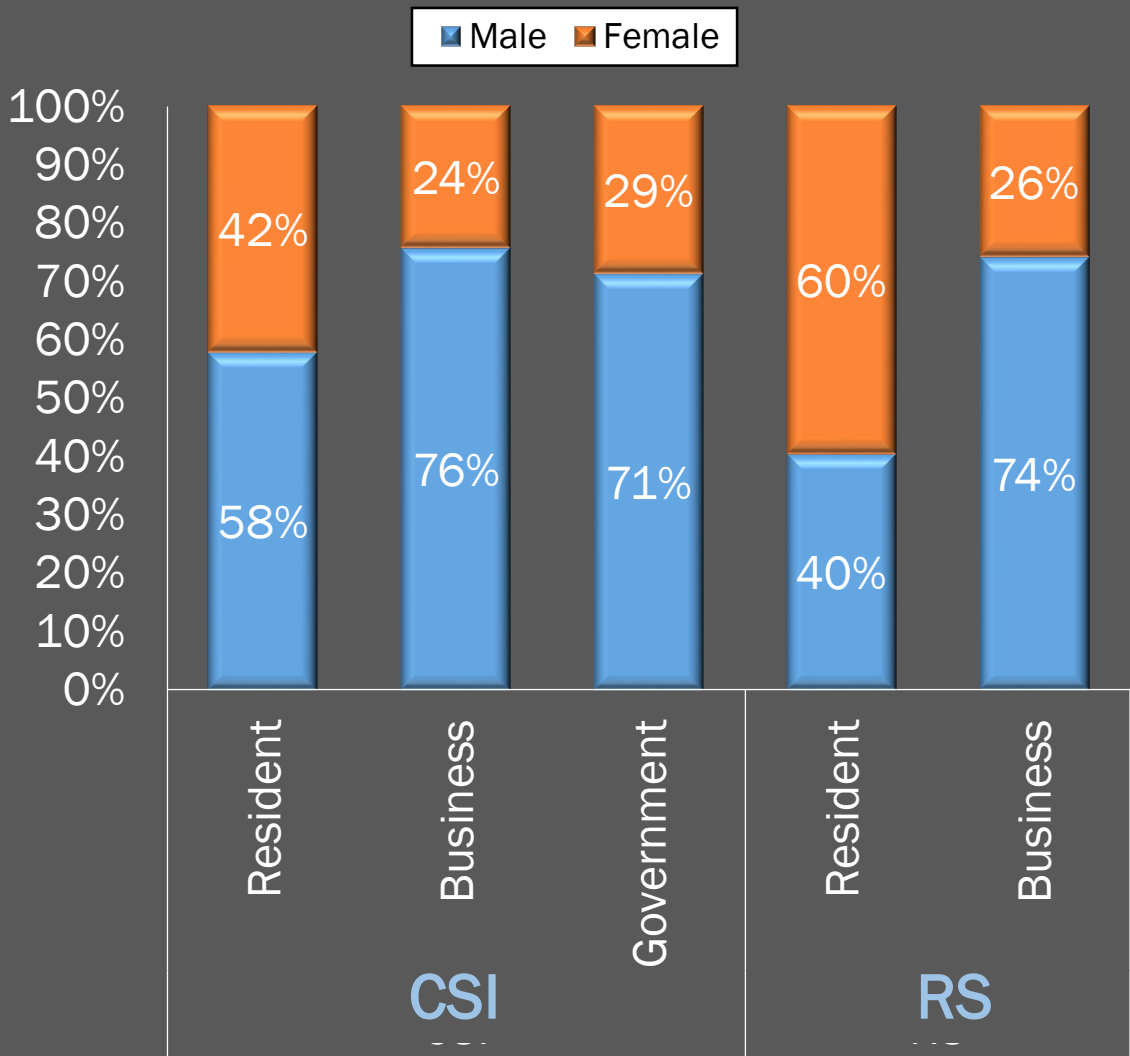


Demographics

Nationality

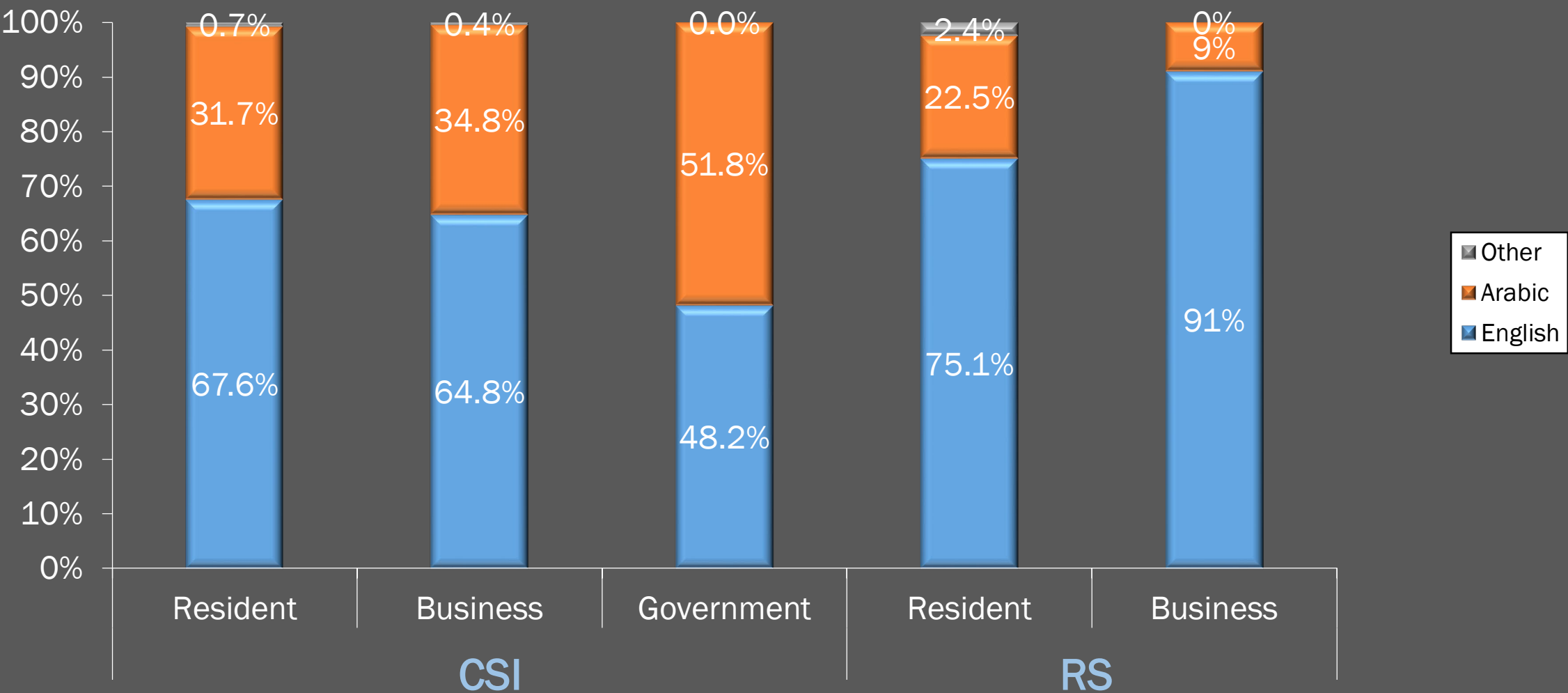


Demographics



Demographics

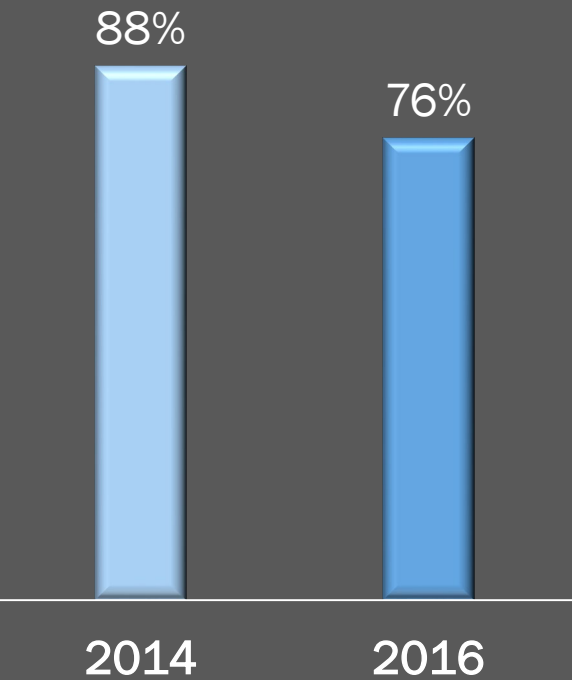
Language preferred for using the eServices



Customer Satisfaction Index (CSI)

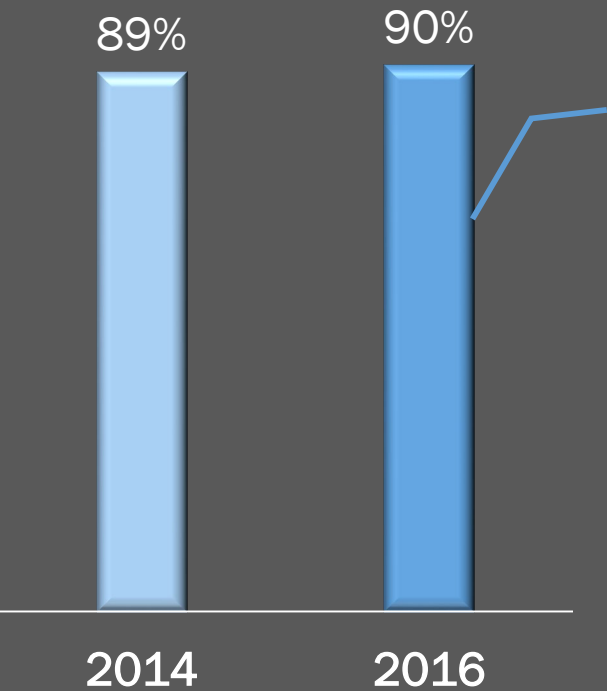
Interaction

Overall Interaction with Government Entities

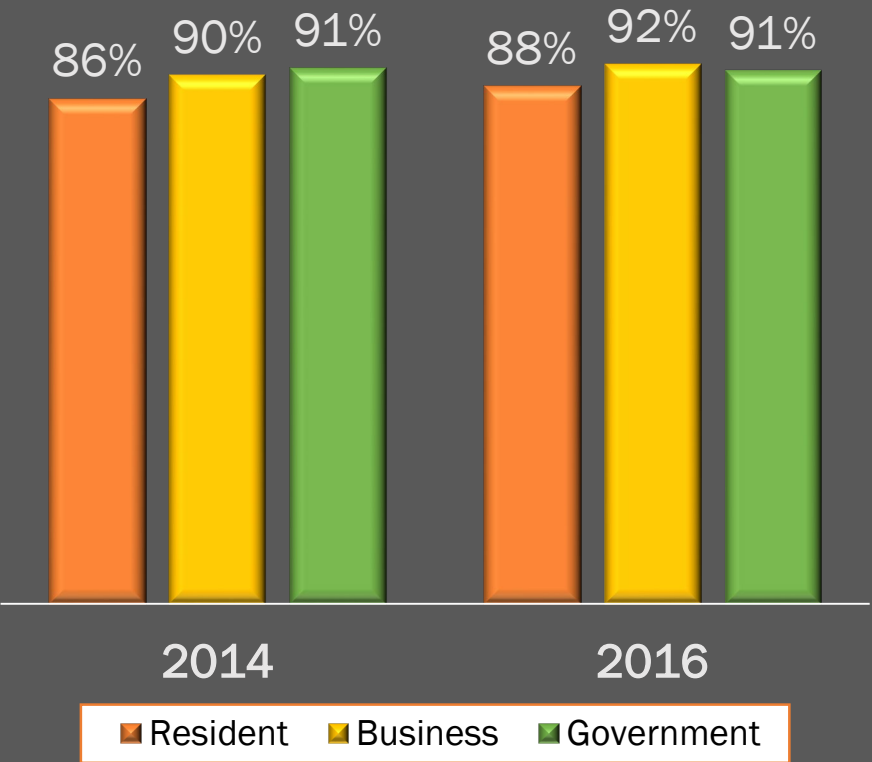


Awareness

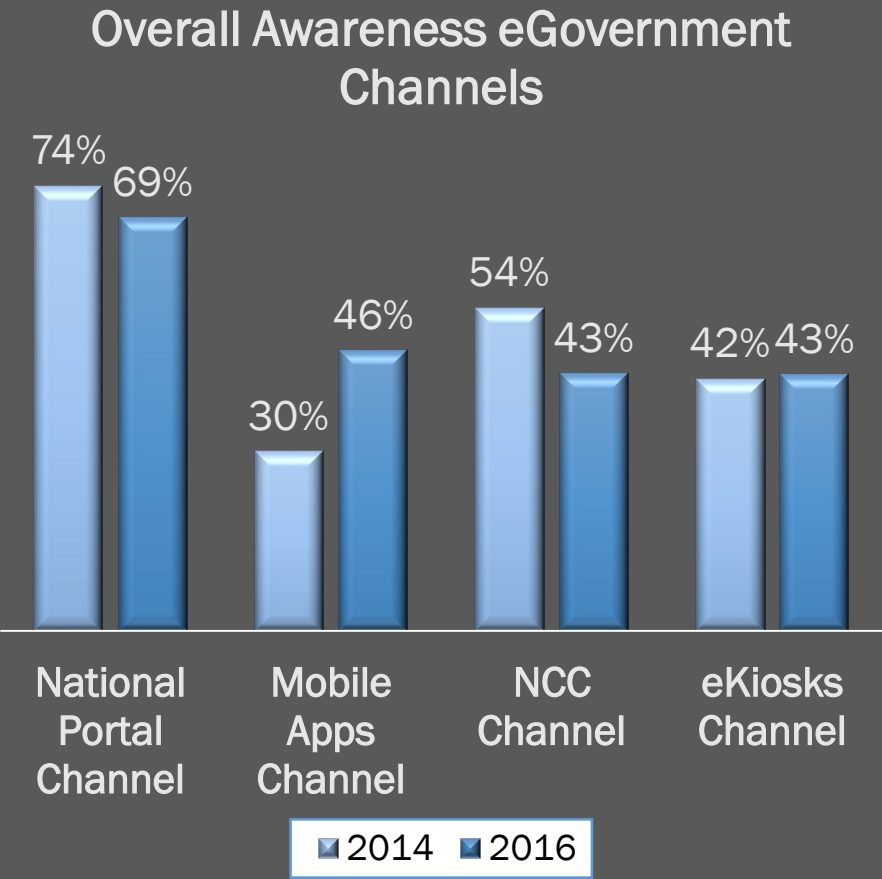
Overall Awareness of eServices



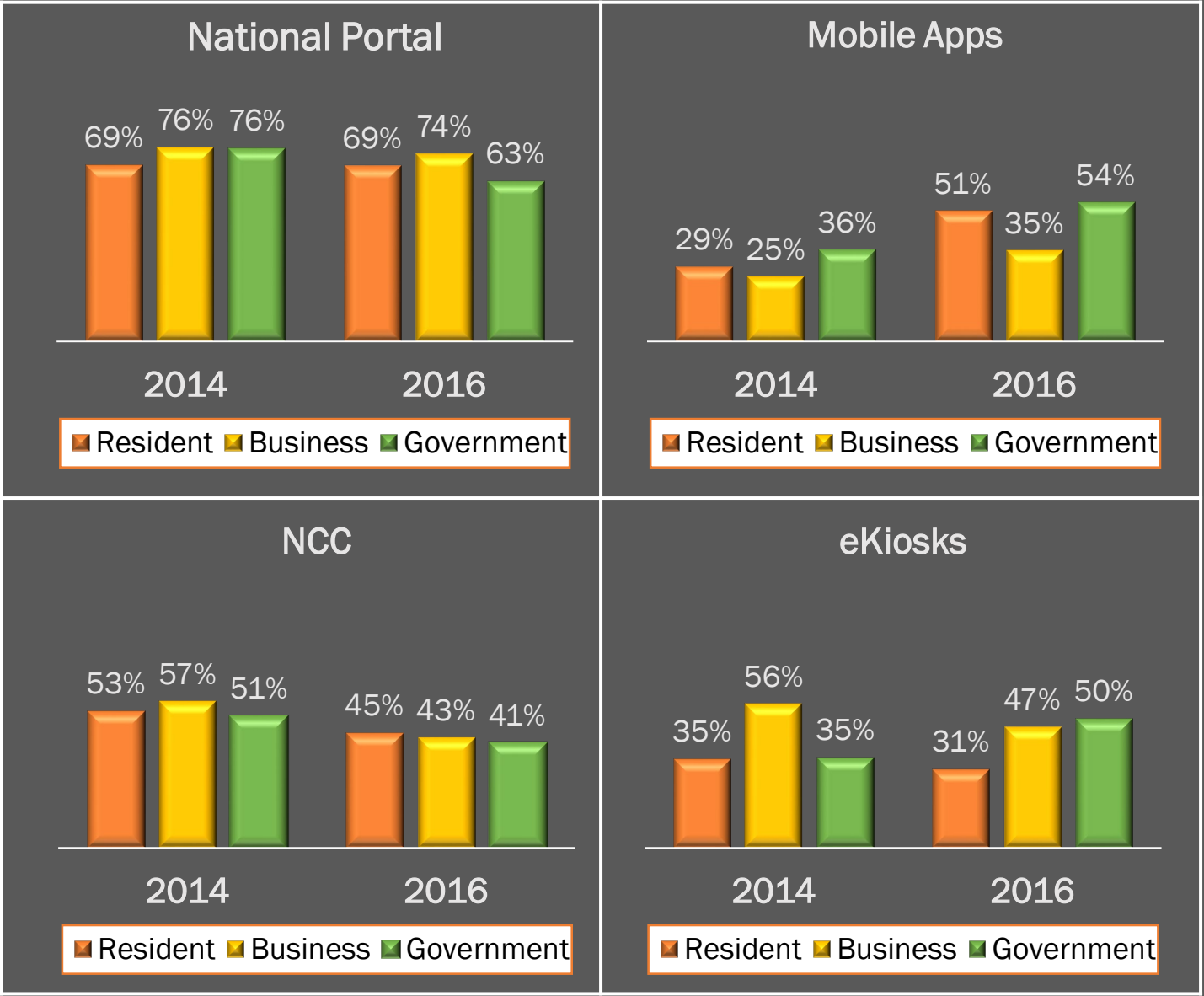
Overall Awareness Per Stakeholder of eServices



Channels Awareness



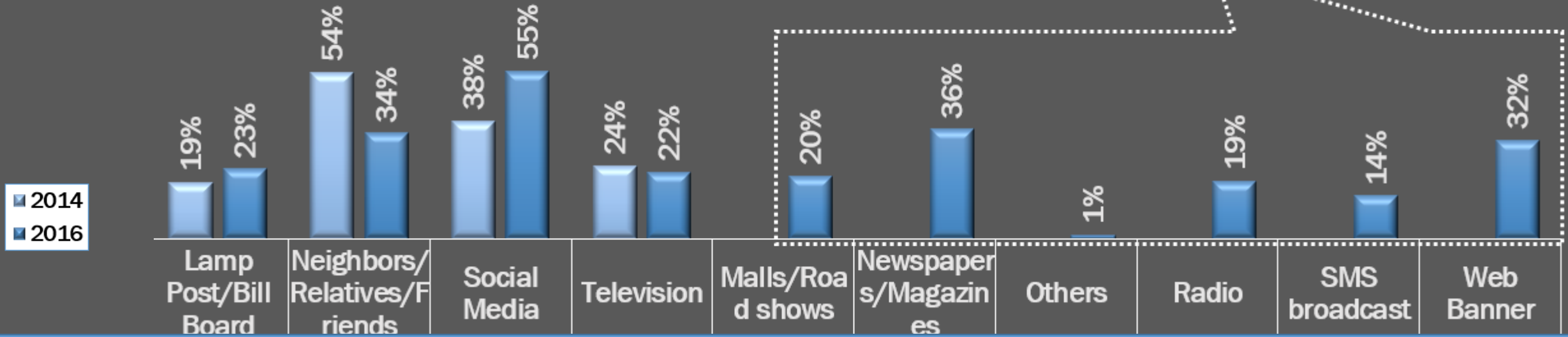
Awareness of eGovernment Channel Per Stakeholder



Media Awareness

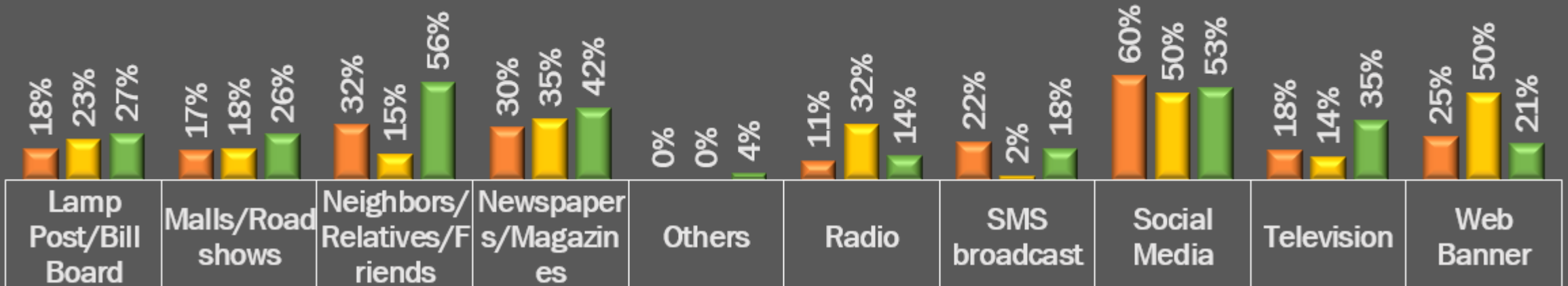
Media Awareness

Only in 2016



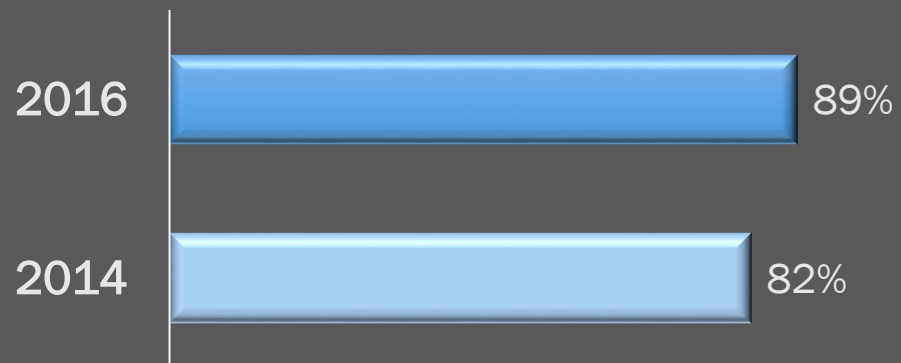
Media Awareness Per Stakeholder (2016)

Resident (orange), Business (yellow), Government (green)

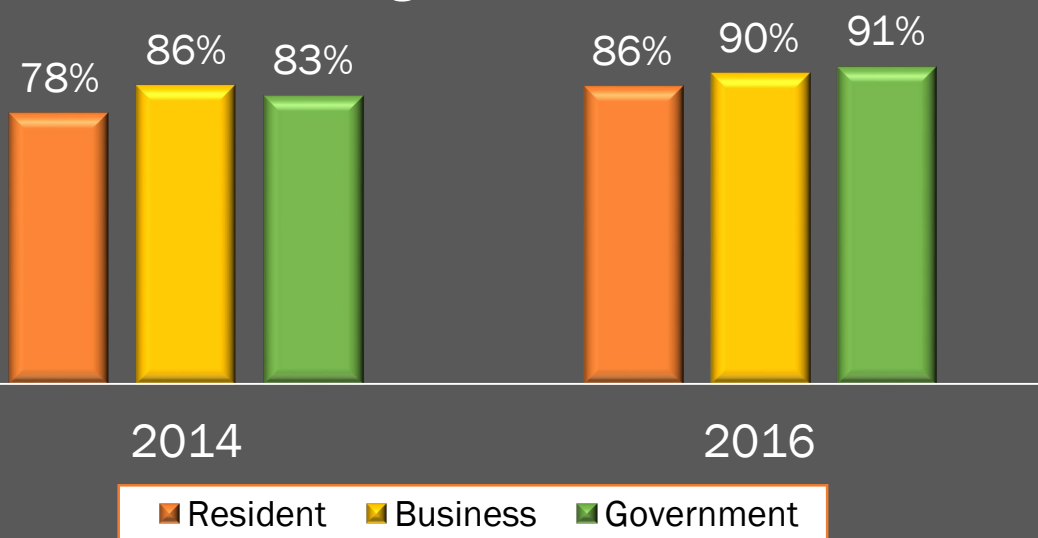


Usage

Overall Usage

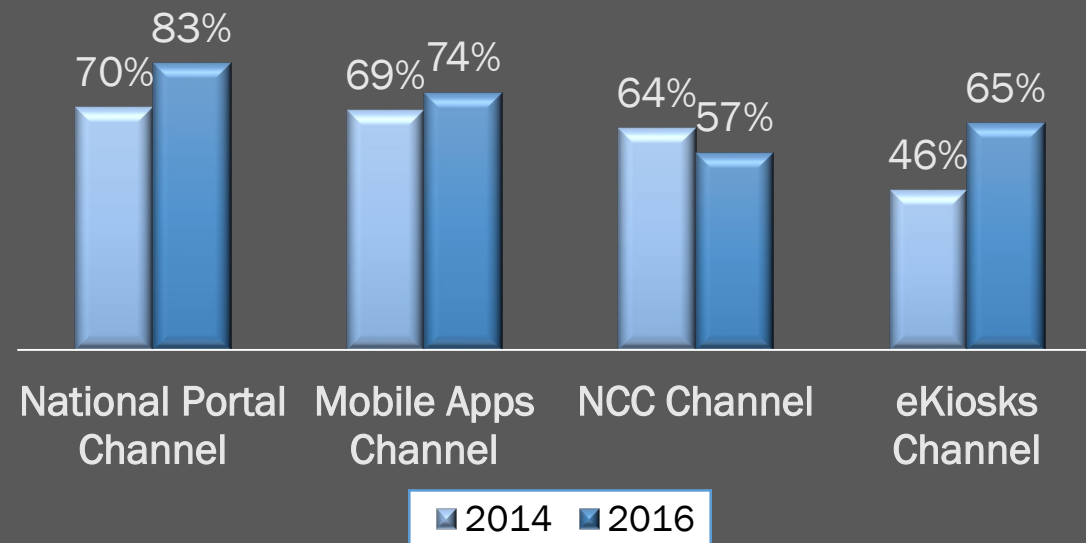


Overall Usage Per Stakeholder

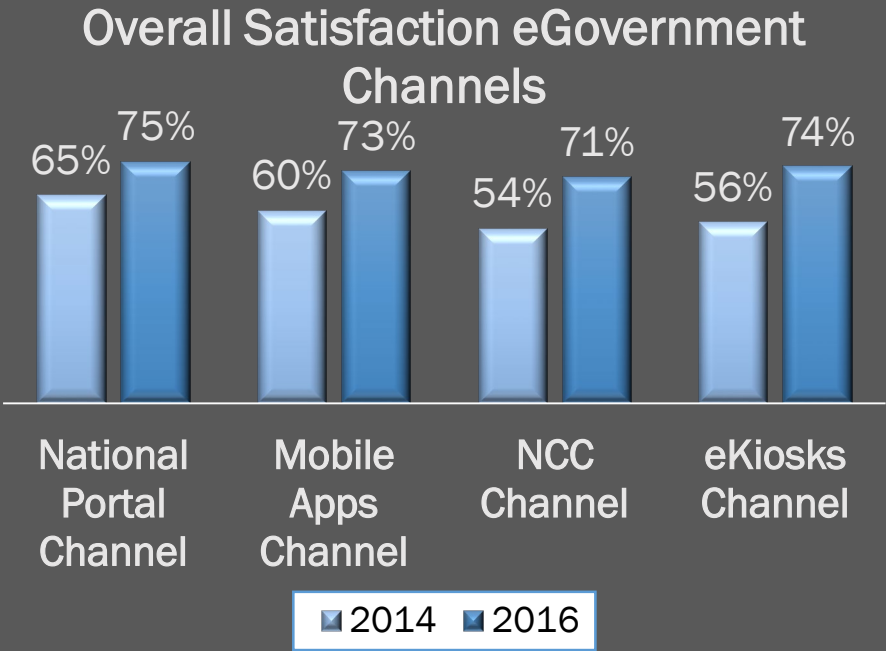


Channels Usage

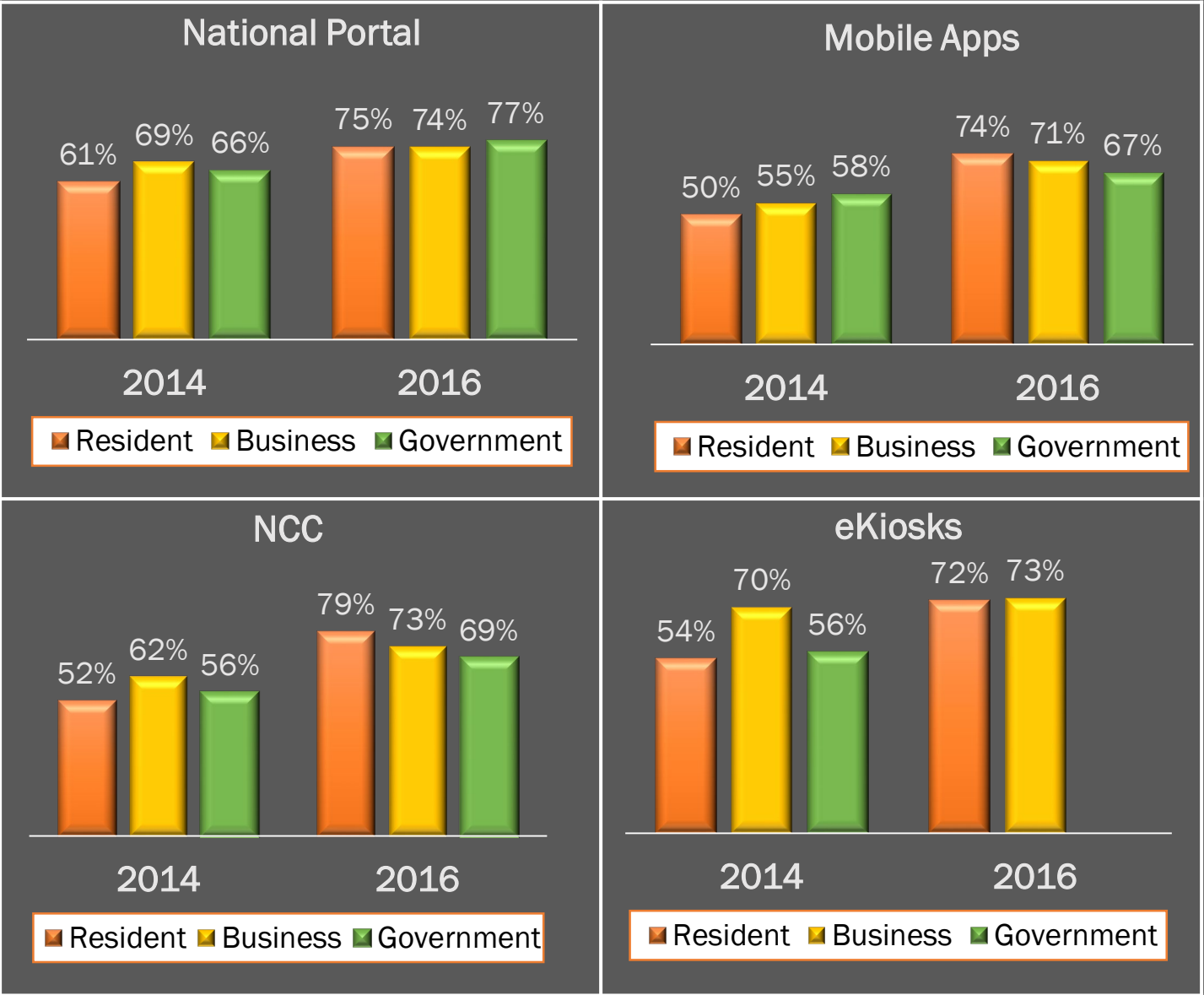
Overall Usage eGovernment Channels



Channels Satisfaction

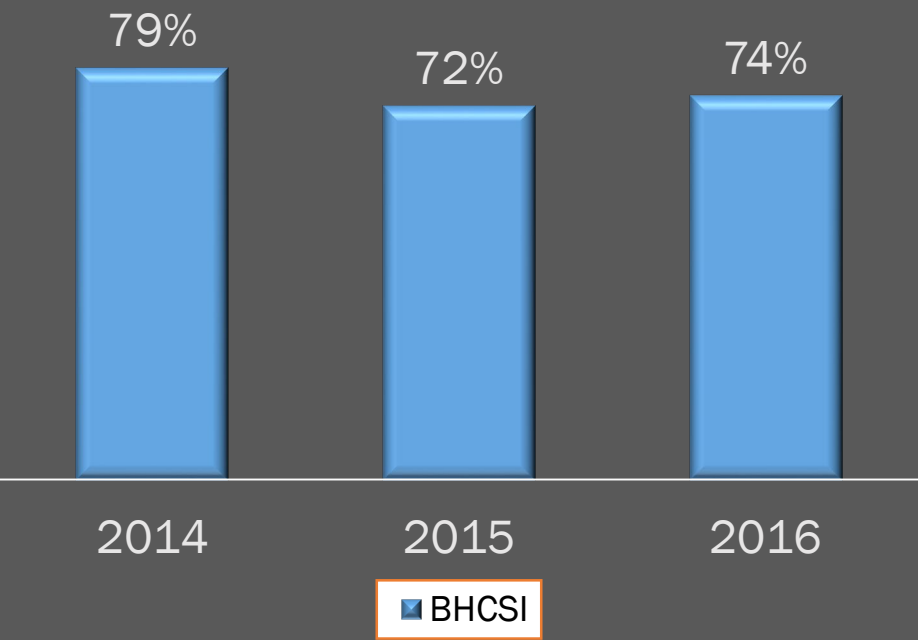


Satisfaction of eGovernment Channels Per Stakeholder

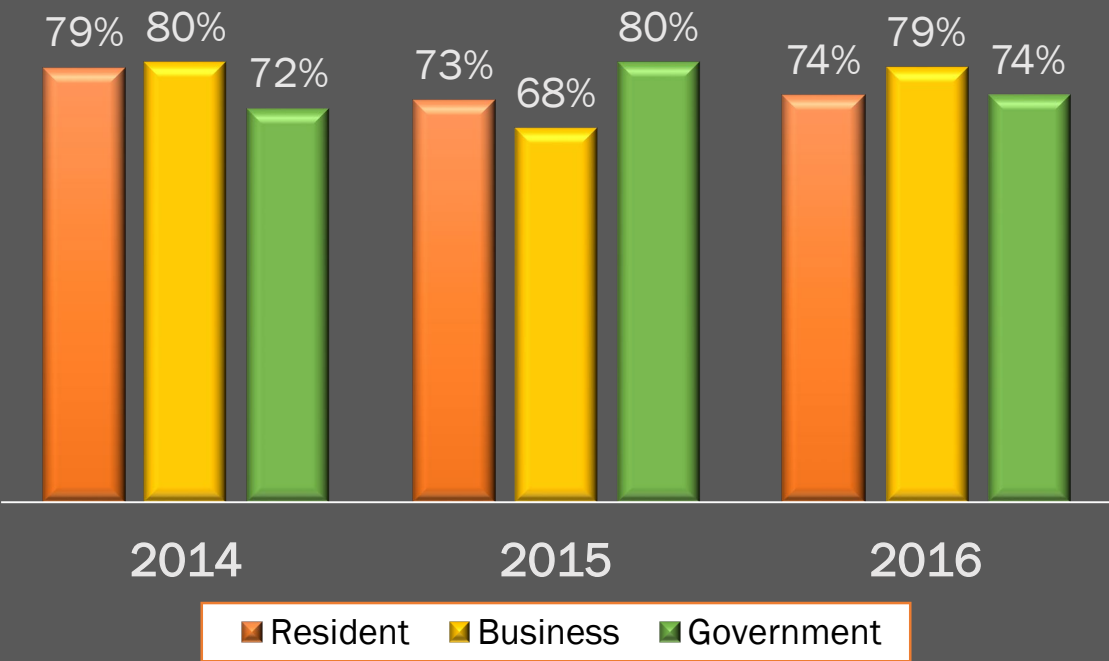


Bahrain Customer Satisfaction Index (CSI)

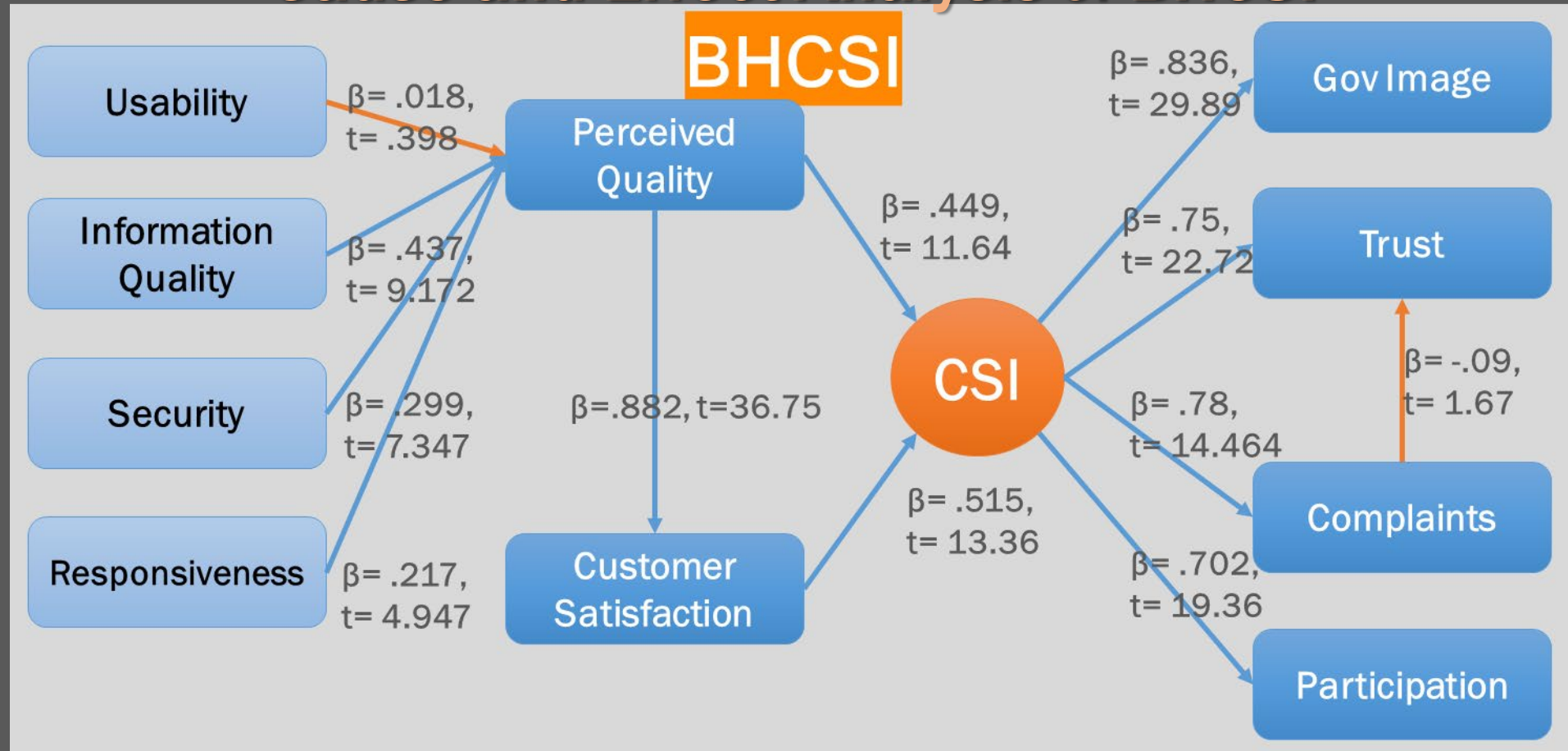
Overall Customer Satisfaction Index BHCSI



Customer Satisfaction Index (CSI) Per Stakeholder



Cause and Effect Analysis of BHCSI



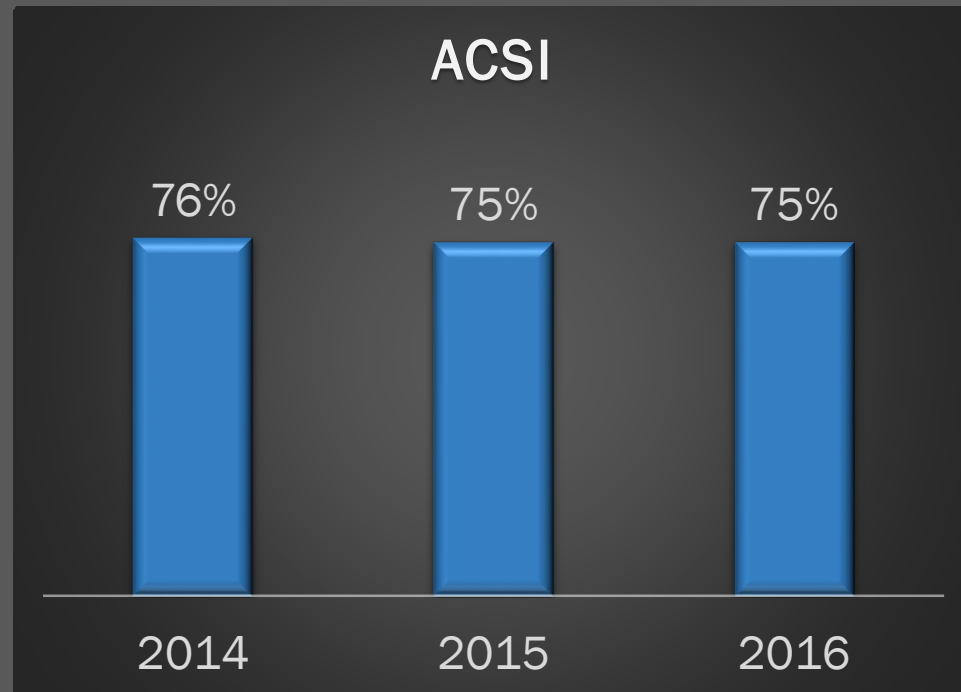
➤ Perceived Quality is predicted by Information Quality, but Security and Responsiveness are very important. Confirmed by the descriptive result (prompt response and information)

➤ High CSI is depended on the extent to what user are perceiving a high quality of the provided eServices and to what extent the eServices meeting their expectation.

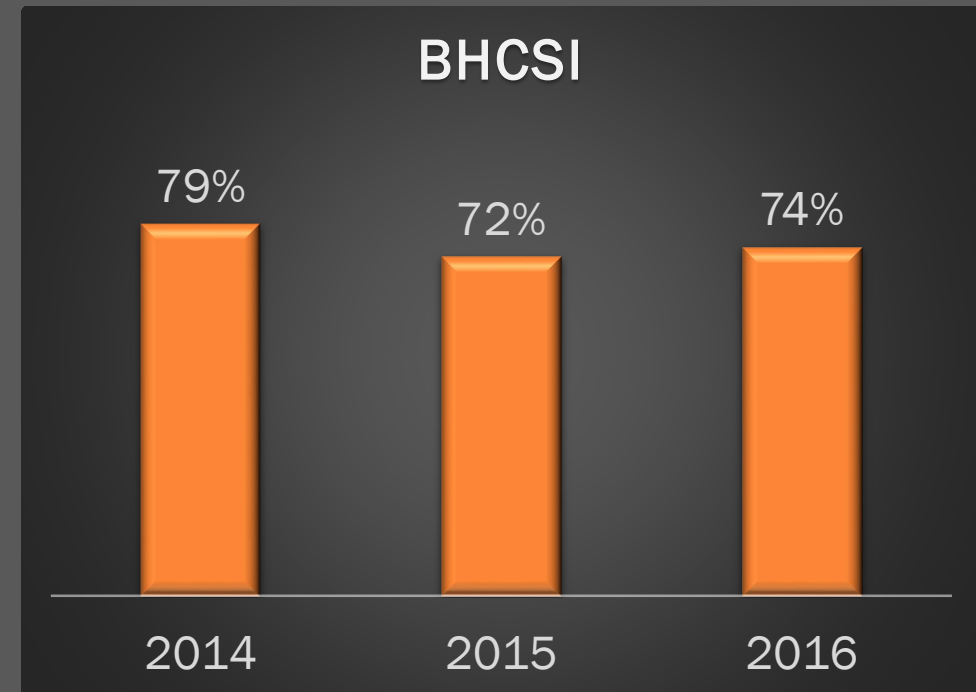
➤ CSI is very important to get Government Image, Trust, Complaints and Participation.

Benchmarking with American Customer Satisfaction Index (ACSI)

Overall Customer Satisfaction of 101
Government Websites
(Quarterly)



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



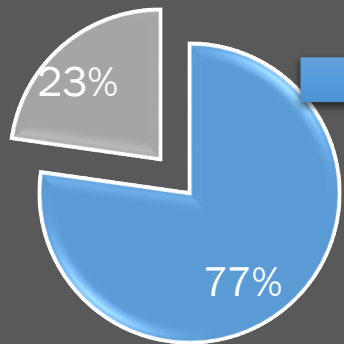
Best three eService Mobile Apps

Rank	Resident	Business	Government
1	Traffic Services App	Traffic Services App	-
2	Electricity and Water Services App	Electricity and Water Services App	-
3	Student Exam Results App	eGov Directory App	-

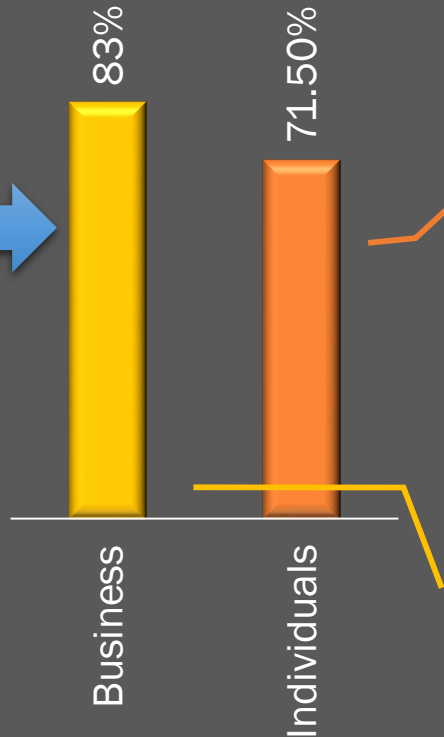
Relevant Services Survey (RS)

Awareness

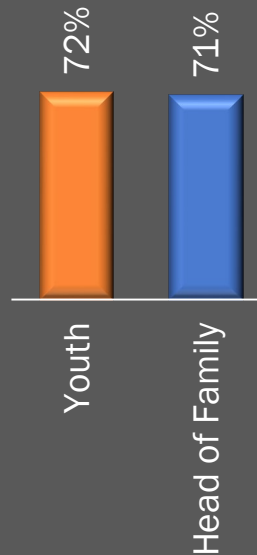
Overall Awareness



Overall Awareness Per Stakeholder

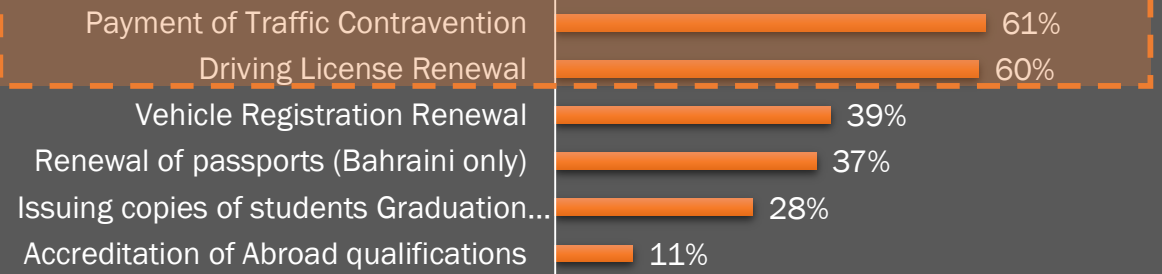


Individual Overall Awareness



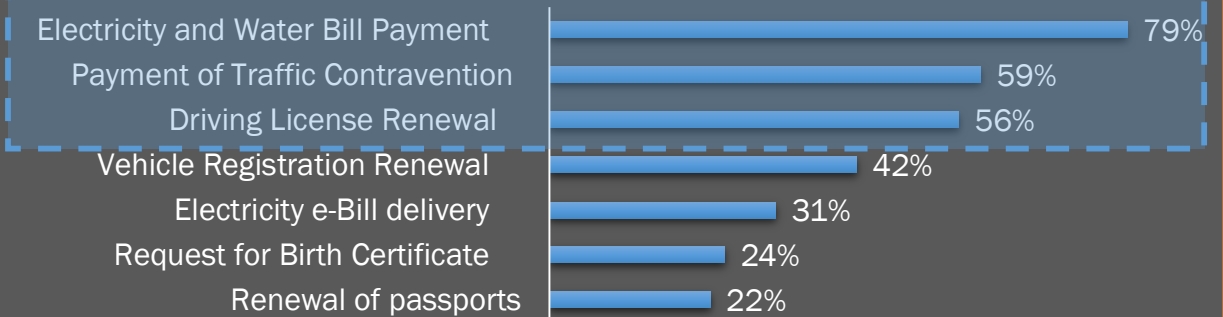
Top

Youth Awareness per eService



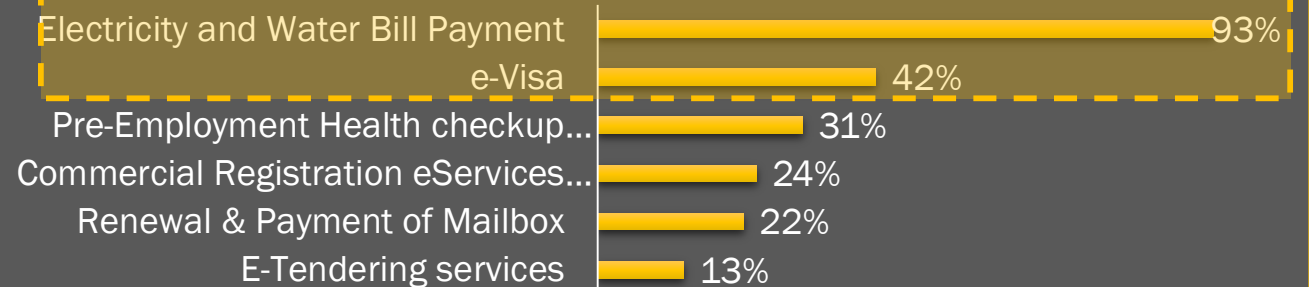
Top

Head of Family Awareness per eService



Top

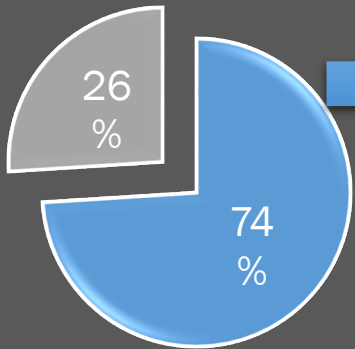
Business Awareness per eService



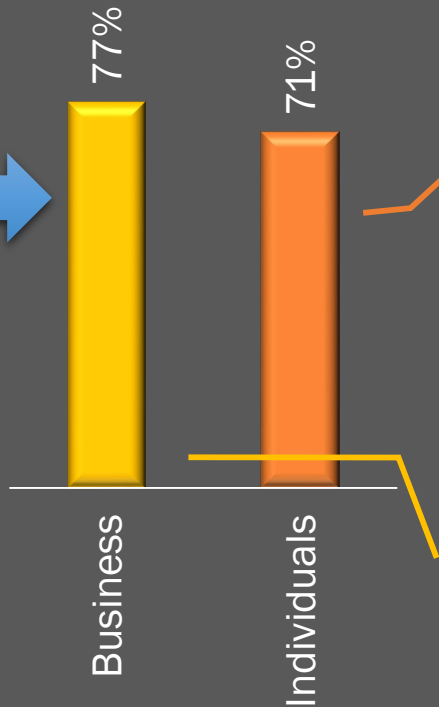
Usage

Overall
Usage

■ Use ■ Not Use



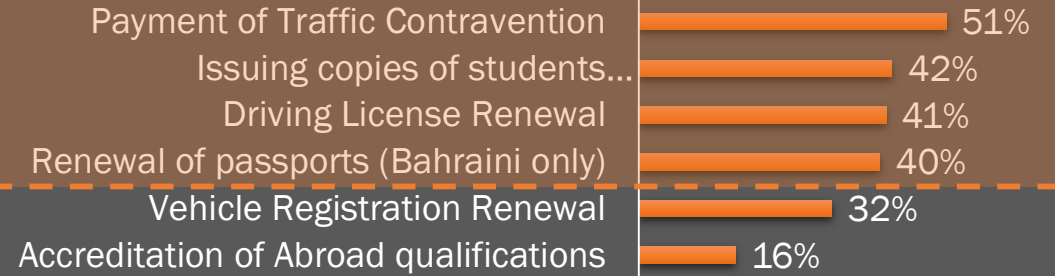
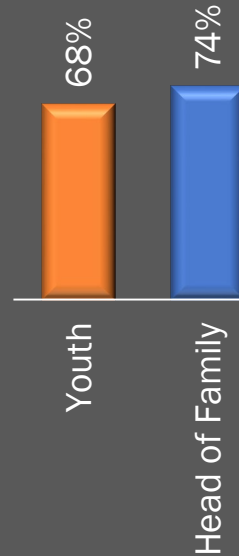
Overall
Usage Per
Stakeholder



Top

Youth Usage per eService

Individual
Overall
Usage



Top

Head of Family Usage per eService

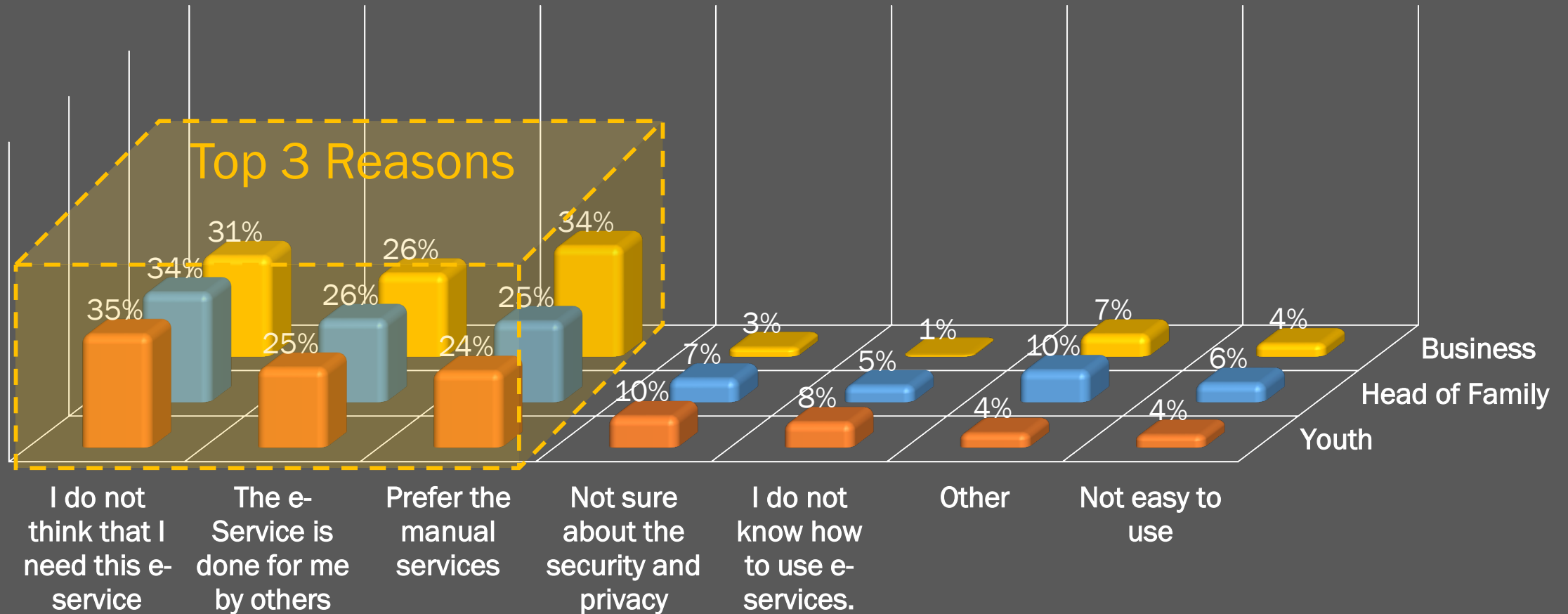


Top

Business Usage per eService

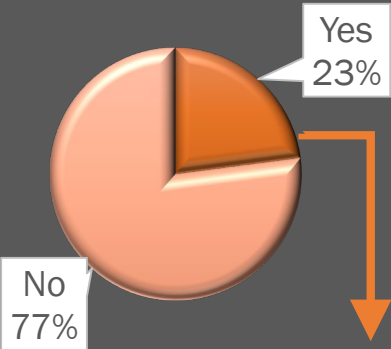


Reasons for NOT Using the eServices Per StakeHolder

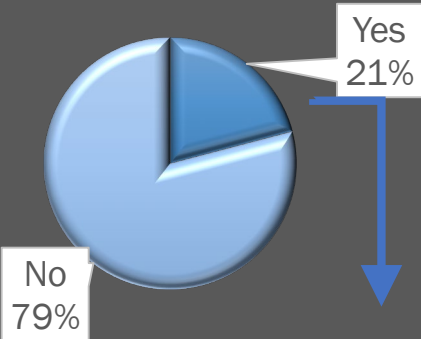


Usage Problems

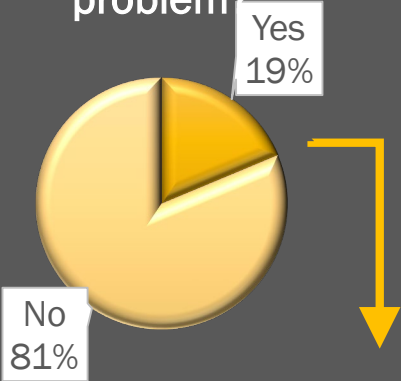
Youth - Faced any problem?



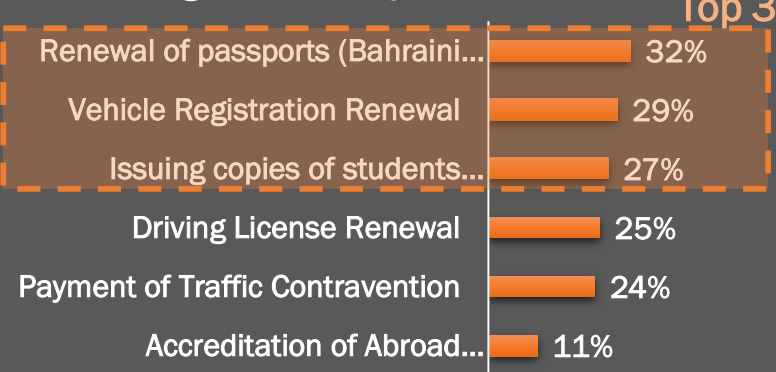
Head of Family - Faced any problem?



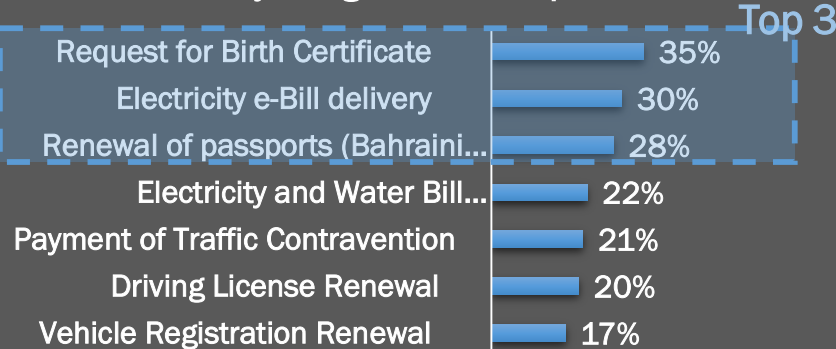
Business - Faced any problem?



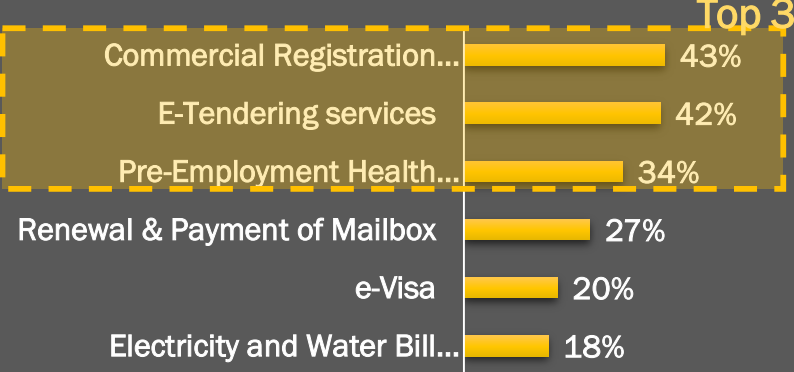
Youth Usage Problems per eService



Head of Family Usage Problems per eService



Business Usage Problems per eService



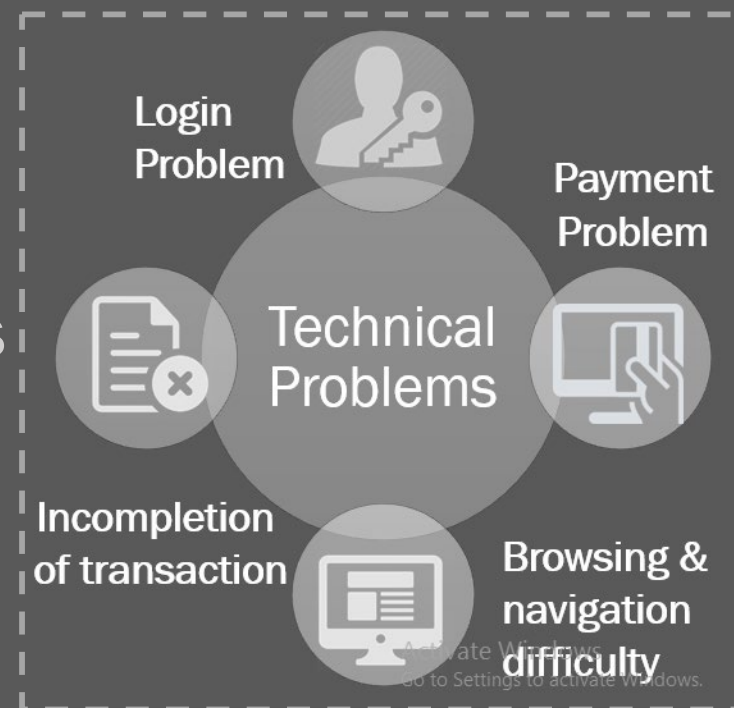
Usage Technical Problems

Youth - technical problem(s)	Renewal of passports (Bahraini only)	Accreditation of Abroad qualifications	Vehicle Registration Renewal	Issuing copies of students Graduation Certificates	Driving License Renewal	Payment of Traffic Contravention
I have never faced problem in this particular service	13%	0%	26%	35%	27%	13%
Login problem	26%	100%	53%	41%	24%	33%
Payment problem	26%	100%	42%	12%	33%	31%
Incompletion of transaction	35%	100%	37%	12%	9%	18%
Lengthy and complex process	17%	100%	37%	24%	9%	18%
Browsing and navigation difficulty	13%	100%	26%	24%	33%	23%
Transaction was completed electronically, but was not received by the service provider	0%	0%	5%	6%	6%	13%
Insufficient or incomplete information	4%	0%	16%	24%	27%	15%
Other	0%	0%	0%	0%	0%	3%
n =	(23/71)	(1/9)	(19/66)	(17/66)	(33/130)	(39/61)

Head of Family - technical problem(s)	Electricity and Water Bill Payment	Request for Birth Certificate	Electricity e-Bill delivery	Vehicle Registration Renewal	Renewal of passports (Bahraini only)	Driving License Renewal	Payment of Traffic Contravention
I have never faced problem	20%	33%	38%	40%	73%	86%	42%
Login problem	24%	22%	38%	30%	0%	9%	8%
Payment problem	43%	22%	23%	30%	13%	5%	23%
Incompletion of transaction	20%	11%	23%	10%	13%	0%	8%
Lengthy and complex process	18%	0%	23%	10%	13%	0%	12%
Browsing and navigation difficulty	16%	33%	23%	10%	13%	0%	23%
Transaction was completed electronically, but was not received by the service provider	31%	0%	0%	30%	13%	0%	8%
Insufficient or incomplete information	8%	0%	23%	0%	0%	0%	4%
Other	0%	0%	0%	0%	0%	0%	0%
n =	(49 / 219)	(9 / 26)	(13 / 43)	(10 / 58)	(15 / 54)	(22 / 108)	(26 / 123)

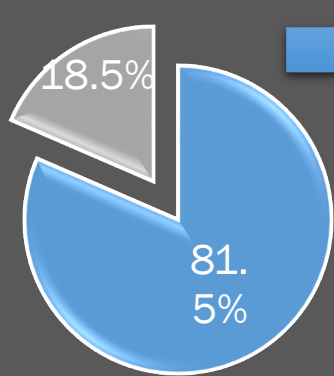
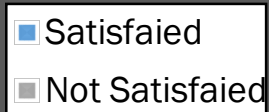
Business - technical problem(s)	Electricity and Water Bill Payment	Commercial Registration eServices (SIJILAT)	Pre-Employment Health checkup appointment	Renewal & Payment of Mailbox	e-Visa	E-Tendering services
I have never faced problem in this particular service	21%	20%	73%	57%	44%	60%
Login problem	33%	27%	9%	14%	11%	0%
Payment problem	21%	13%	9%	14%	33%	20%
Incompletion of transaction	29%	20%	9%	14%	33%	20%
Lengthy and complex process	33%	47%	9%	0%	22%	0%
Browsing and navigation difficulty	17%	20%	18%	14%	22%	0%
Transaction was completed electronically, but was not received by the service provider	17%	27%	0%	14%	0%	0%
Insufficient or incomplete information	25%	27%	9%	14%	22%	0%
Other	25%	20%	9%	0%	0%	0%
n=	4/136	15/35	11/32	7/26	9/45	5/12

Most Technical Problems

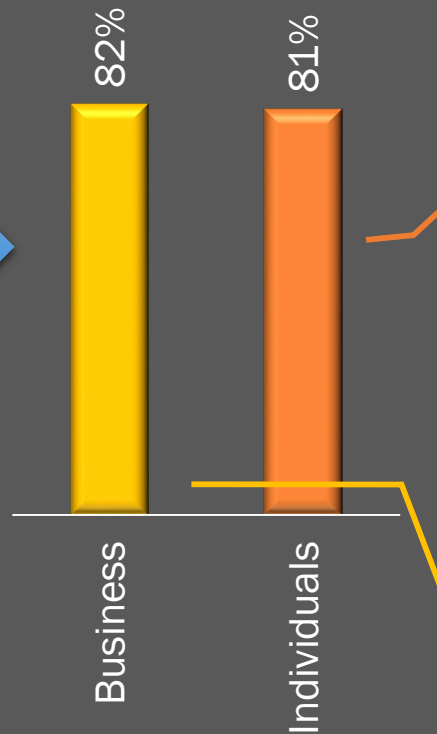


Satisfaction

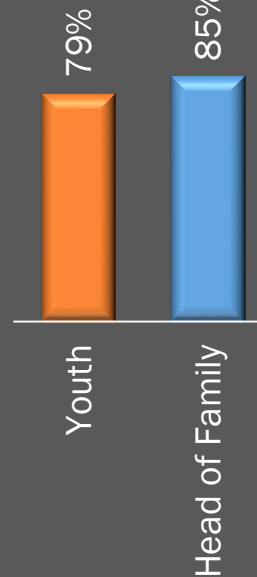
Overall Satisfaction



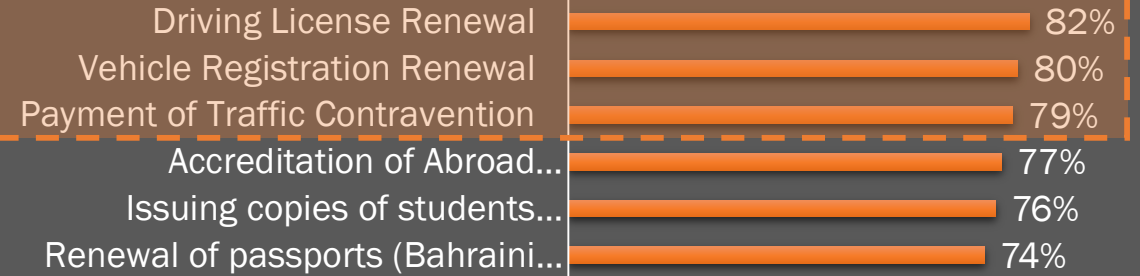
Overall Satisfaction Per Stakeholder



Individual Overall Satisfaction



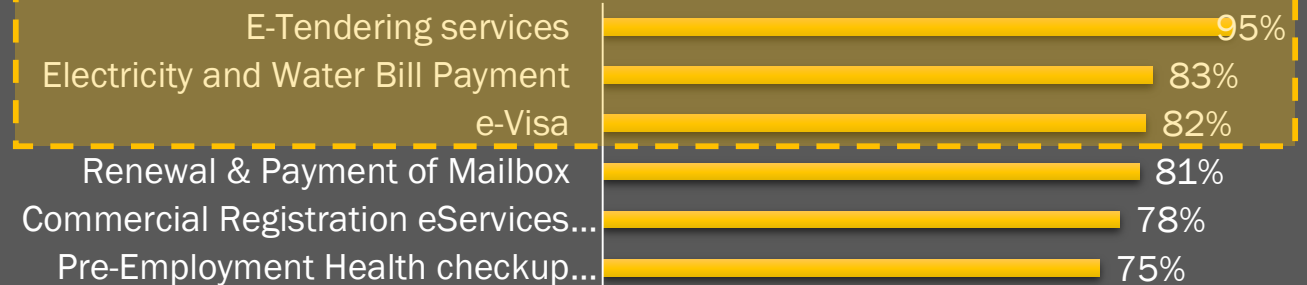
Top 3 Youth Satisfaction per eService



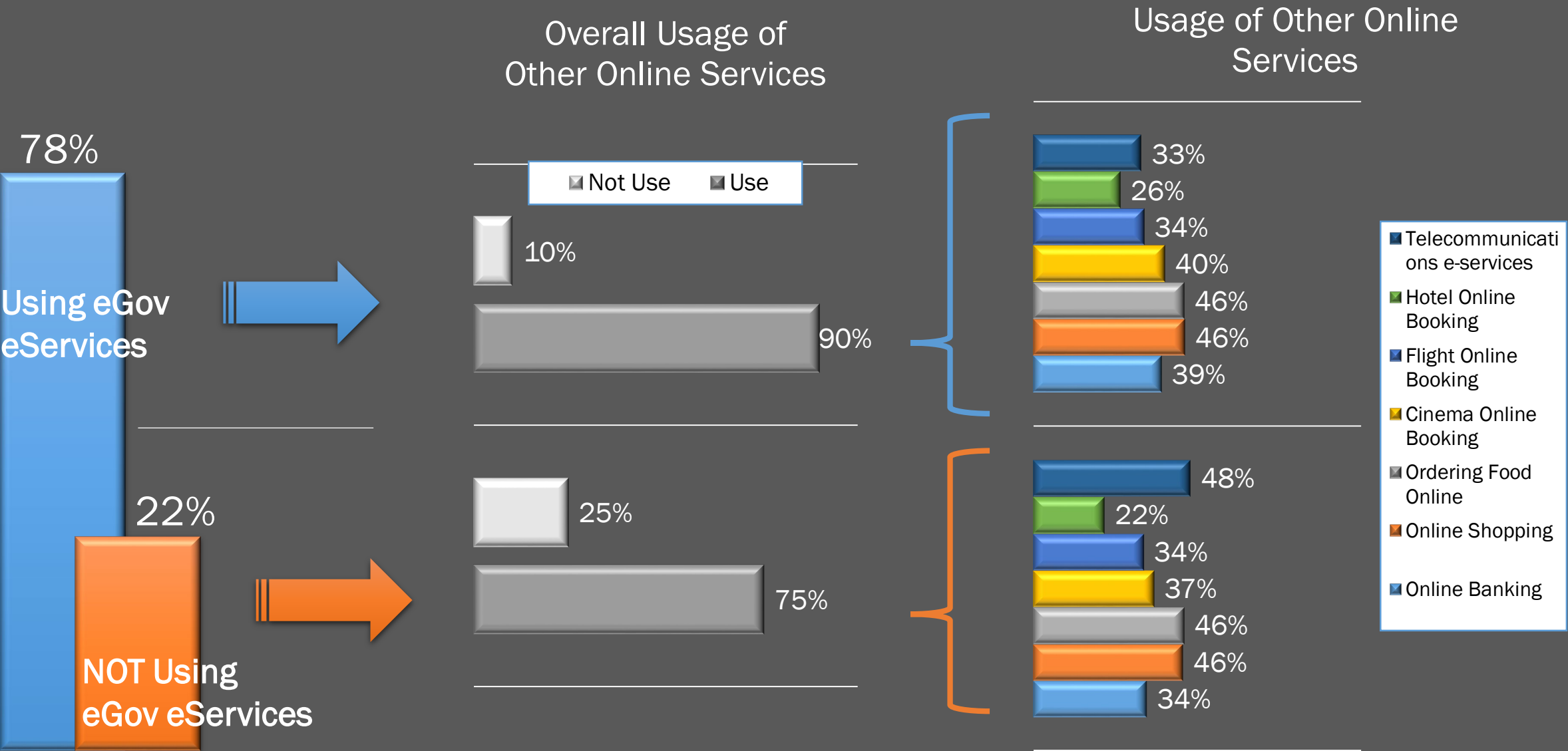
Top 3 Head of Family Satisfaction per eService



Top 3 Business Satisfaction per eService

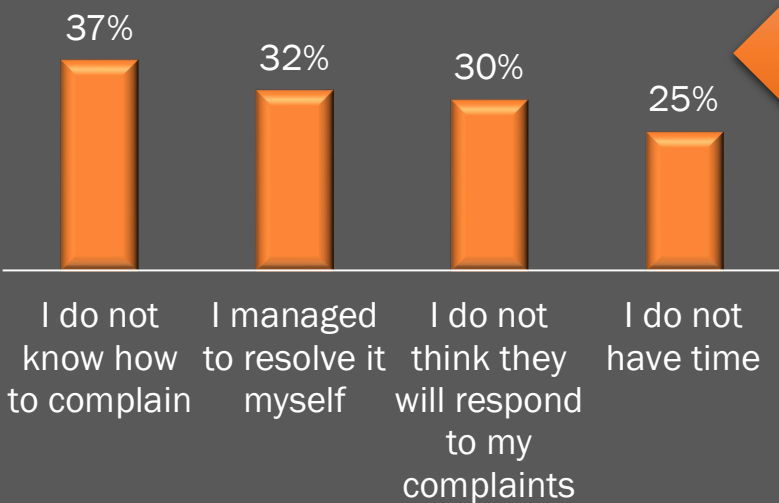


Usage of Online Services



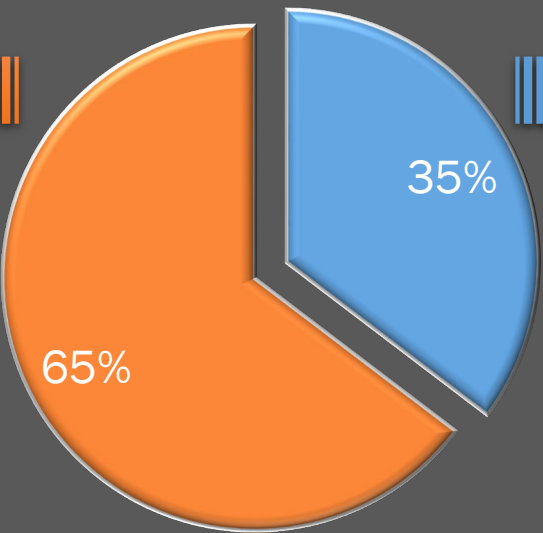
Usage Complaints

Reasons for not complaining

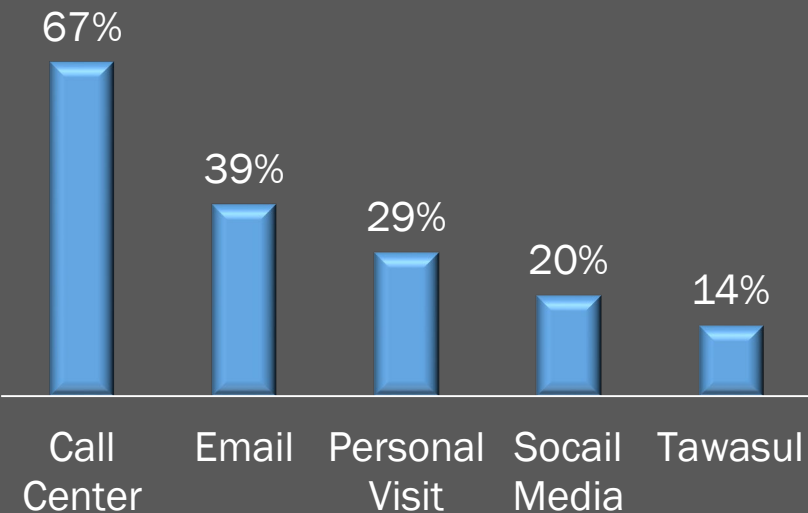


Have you complained about the above technical problems?

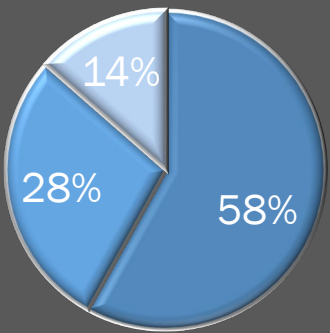
■ Yes ■ No



How did you complain or report the issues?



Have you received any response when complained?



■ YES, and problem resolved
■ YES, but the problem was not resolved
■ NO

Key Highlights

- The interaction with government entities decreased by 12% in 2016 compared to 2014, This was the result of the movement of stakeholders toward Government eServices.
- Since 2014 users continued to report the same usage problems. These were *login problem, incompleteness of transaction, payment problems, and lengthy and complex process.*
- More than 50% of the participants on 2016 preferred the English language for using e-services
- Since 2014, Neighborhood/relatives and friends and Social Media continued to be the dominant media for awareness. In 2016 web banner and newspaper joined the group.
- As a result of implementing the new eKiosk, the satisfaction increased noticeably from 46% to 65%.
- Most of the users of the eServices are not satisfied because of the lack of prompt responses and information provided (attractive display, sufficient and completeness and details instructions on how to use the eServices)
- Some eServices indicate low usage because of the eServices are done by others or are not relevant to them or prefer manual services.