



eGovernment Benchmark 2017

Taking stock of user-centric
design and delivery of digital
public services in Europe



FINAL EXECUTIVE SUMMARY FOR INSIGHT REPORT – VOLUME 1

A study prepared for the European Commission DG
Communications Networks, Content & Technology by:



Digital
Single
Market

This study was carried out for the European Commission by Capgemini, IDC, Sogeti, and Politecnico di Milano



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Executive Summary

The digital transformation of governments across Europe is one of the cornerstones of achieving the Digital Single Market vision, as well as the broader EU2020 goals. The recent Ministerial Declaration emphasises the need to strive towards '*open, efficient and inclusive, providing borderless, interoperable, personalised, user-friendly, end-to end digital public services to all citizens and businesses – at all levels of public administration*'. The Declaration also includes 'User-centricity principles for design and delivery of digital public services'. The 2017 benchmark provides not only an in-depth analysis of the progress made by European public administrations in their modernisation of service provision; it also delivers the 'baseline' against which the progress made by the actions under the new eGovernment Action Plan 2016-2020 can be benchmarked.

This Insight Report presents the main highlights of the assessment of eGovernment services in 34 countries – the European Union Member States, as well as Iceland, Norway, Montenegro, Republic of Serbia, Switzerland, and Turkey – referred to as EU28+ throughout this report. The assessment of these services covers the priority areas of the eGovernment Action Plan. Each priority area is measured by one or more indicators, included in the so-called **top level benchmarks**:

- **User-centric Government:** assesses the availability and usability of public eServices and examines ease and speed of using those eServices.
- **Transparent Government:** evaluates the transparency of government authorities' operations, service delivery procedures and the level of control users have over their personal data.
- **Cross-border Mobility:** measures the availability and usability of services for foreign citizens and businesses.
- **Key Enablers:** assesses the availability of 5 functionalities, such as Authentic Sources and eID.

In order to evaluate these benchmarks **Mystery Shoppers** are trained and briefed to observe, experience, and measure (public service) processes. After the Mystery Shopping exercise, results are **validated by Member States**.

This year's measurement has selected a set of four **life events** that cover the most common domains of public services, representative for both businesses and citizens:

- Starting a business and early trading operations
- Losing and finding a Job
- Studying
- Family Life (new life event; measured for the first time)

Each life event is associated with a customer journey that businesses or citizens experiencing this life event will go through. They provide the starting point for the assessment by the mystery shoppers, who will provide a score on User-centric Government, Transparent Government, Cross-border Mobility and Key enablers for each of these four life events.

1 Talinn Ministerial Declaration on eGovernment, 6 October 2017, available online: http://ec.europa.eu/newsroom/document.cfm?doc_id=47559

Overall eGovernment performance in Europe

Overall eGovernment performance in Europe is moving in the right direction. The heat map in Figure 1 reveals that Malta, Denmark, Sweden, Estonia and Norway are the top-5 countries that lead the way forward in Europe's ambition to create a Digital Single Market.

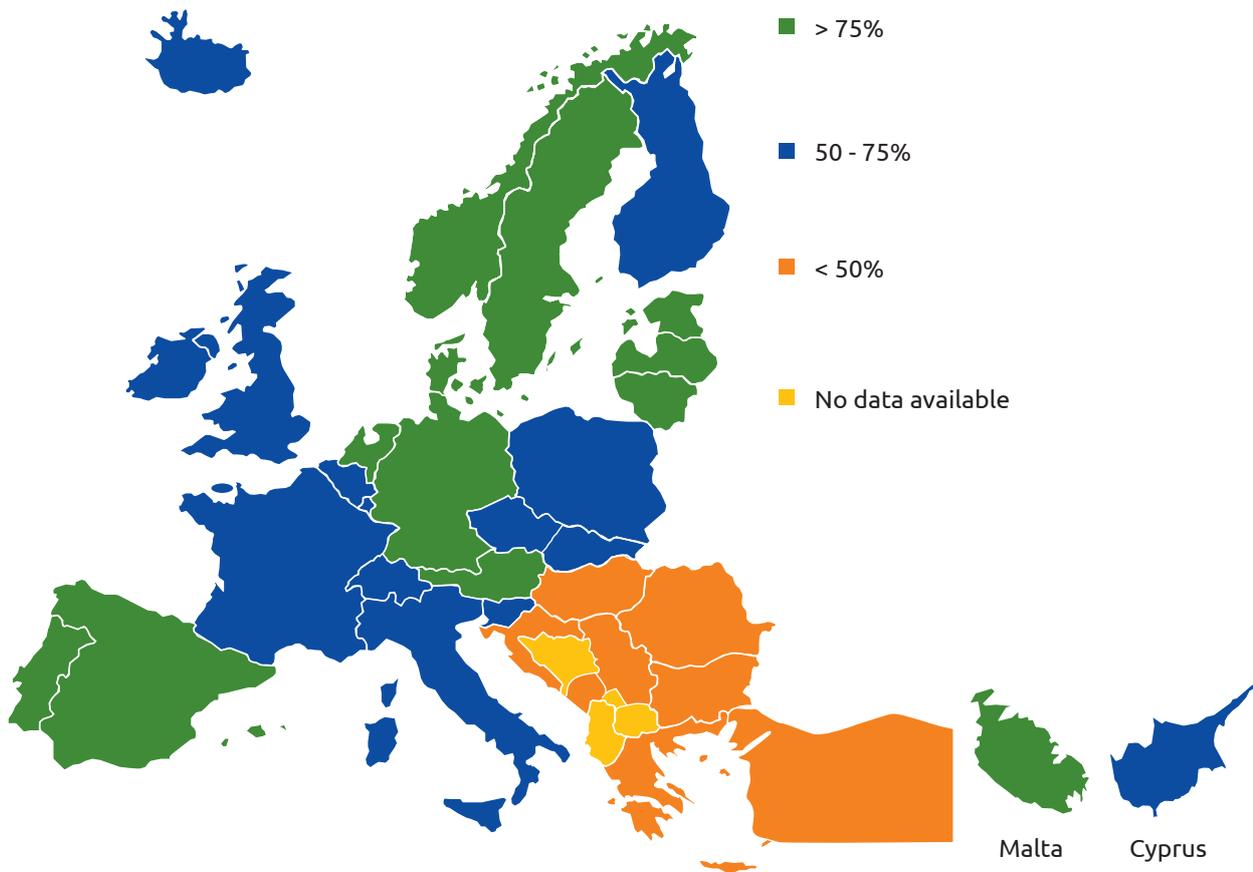


Figure 1: Overall eGovernment performance in Europe
(equally weighting top level benchmarks for user centricity, transparency, mobility and key enablers;
EU28+, 2016)

Out of the four benchmarks, the User-centric Government benchmark is most advanced. Results for the Transparent Government benchmark are less positive, and for instance for 1 in 2 services the level of transparency of service delivery processes is insufficient. The results of the Cross-border mobility benchmark are more encouraging, as they show solid improvements over the years. Finally, the Key Enablers benchmark scores lowest, and leaves most room for improvement (at 52%).

User centricity: mobile friendly public services are picking up

The User-centric government benchmark scores 80% for the EU28+. The countries with the most user-centric services are Malta, Denmark, Portugal, Sweden and Austria.

- Overall online availability of services reaches a score of 82%. Business services and information are more online (87%) than the services in the life events of Studying (86%), Losing & Finding a Job (83%) and Family (71%).
- Usability, defined as online support and help functionalities, reaches 89% with a similar maturity trend of the life events as for online availability.
- Mobile friendly public services are picking up, on average 1 in 2 public websites is mobile friendly (54%). Contrary to the other indicators, public websites in the Business life event score lowest (51%) and the Family Life services highest (60%).

Transparency: ample room to increase openness of public sector & services

The Transparent Government benchmark stands at 59% for the EU28+. The highest scores are achieved by Malta, Estonia, Lithuania, Austria and Spain.

- Transparency of Public organisations involved in the service delivery in the life events is the highest scoring indicator for the Transparent Government benchmark, at 73%. Public Organisations in the Losing and Finding a Job life event are more transparent (at 82%) than public organisations in the other life events.
- The lack of transparency of service delivery processes (50%) is an important barrier to a further uptake of online public services. In particular the Family life event scores badly (35%) on this indicator with on average only 1 in 3 services providing sufficient information to users.
- The indicator on how personal data is used, can be corrected, and where complaints can be filed scores 53%. Only very few countries provide information on who has consulted personal data and for what purpose.

Cross-border mobility: solid progress bringing the Digital Single Market closer

The Cross-border Mobility benchmark stands at 63% for the EU28+, the countries that score highest are Malta, Sweden, Norway, Latvia and Austria.

- Cross-border business start-up services and cross-border services for students reach an online availability of respectively 73% and 74%. This implies information is well available for foreign online visitors (86%) and approximately 3 in 5 services is online available for foreign online users (60%).
- The usability for cross-border services – represented in this indicator as online help, support and complaint functionalities – stands at 78%.
- New in the benchmark are two new indicators that consider the possibility of using eID (22%) and eDocuments (34%). The data for these indicators was collected end of 2016 – ahead of the date of 29 September 2018 from which the eIDAS regulation comes into full force.

Key Enablers: potential to boost eGovernment services

The Key Enablers benchmark scores 52% for the EU28+, the countries with the best scores are Malta, Denmark, Estonia, Lithuania and the Netherlands.

- Authentic Sources, the indicator that assesses to what extent personal data is pre-filled into online forms, holds at 47%. Progress was made on the business, job and studying life events compared to previous years, but especially services in the Family life event are deprived of pre-filled information (at only 22%). This also holds true for local and regional delivered services across all life events.
- The indicator for eID reaches 52%. In practice, for 1 in 2 services it is not possible to use an eID. This is mostly due to the Family life event where in 2 of 3 services an eID solution is missing.
- The indicator for eDocuments reaches 61%.
- A new indicator for 'Digital Post' was added, to assess whether public authorities allow citizens to receive communications digitally only. The Digital Post indicator resulted in a score of 50%.

Drivers for eGovernment performance: a benchlearning perspective

eGovernment performances are measured through penetration, which can be described as the extent to which use of the online channel is widespread among users of government services, and digitisation, which has the purpose of synthesising in one value for each country a proxy of the digitisation level of the back offices and the front offices. Penetration at European level is 52%, but with a wide variety of results. Digitisation at European level is 65%, but in this case there is less variety in the results. Countries with a lower level of penetration and digitisation might learn from countries with similar contextual variables that have better performances in absolute indicators. By comparing countries with similar environment-specific characteristics we are able to determine which countries perform above expectation and which countries perform below expectation, given the country-specific context.



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