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Slovensko predsedovanje Svetu Evropske unije
Slovenian Presidency of the Council of the European Union

User-centric design as a guarantee for resilient service delivery in the Western Balkan region

- e-gov conference, 10 December 2021 -

OECD

Agenda

Welcome and Intro

Nick Thijs, SIGMA

✓   *A human-centred approach in designing the 'my 1st salary' life event*,
    Mrs. Dragana Becic, e-gov office (Serbia)

✓   *Designing e-services from a user's perspective,*
    Mrs. Romina Kostani, National Agency for Information Society (Albania)

✓   *E-taxation based on user experience,*
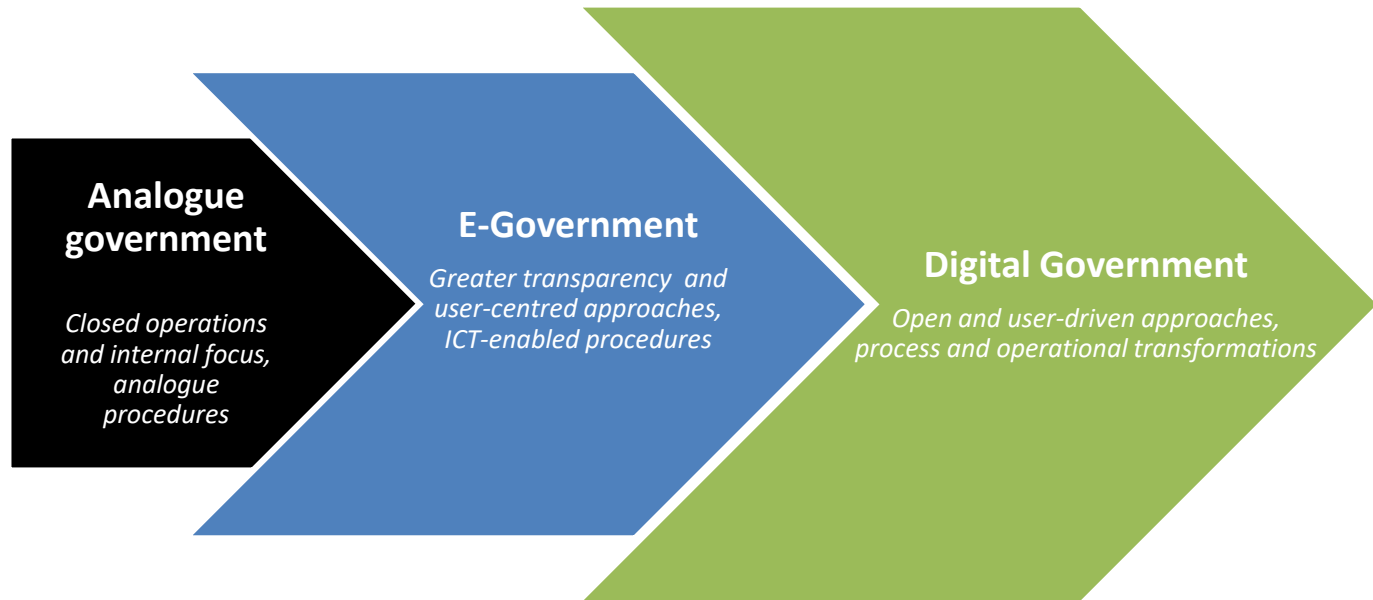   **Mr. Rifat Hyseni**, Tax Administration (Kosovo*)

Panel

with **speakers** and **Mr. Florian Hauser**, European Commission DG NEAR.

Conclusions

Kaido Paabusk, SIGMA

* This designation is without prejudice to positions on status, and is in line with United Nations Security Council Resolution 1244/99 and the Advisory Opinion of the International Court of Justice on Kosovo's declaration of independence.

Digital Transformation of the Public Sector

Analogue government

Closed operations and internal focus, analogue procedures

E-Government

Greater transparency and user-centred approaches, ICT-enabled procedures

Digital Government

Open and user-driven approaches, process and operational transformations

eGovernment

- Digitisation of analogue procedures

- Technology focus

- Government-centered services

Digital Government

- Re-engineering and re-designing services and processes

- Technology as an enabler
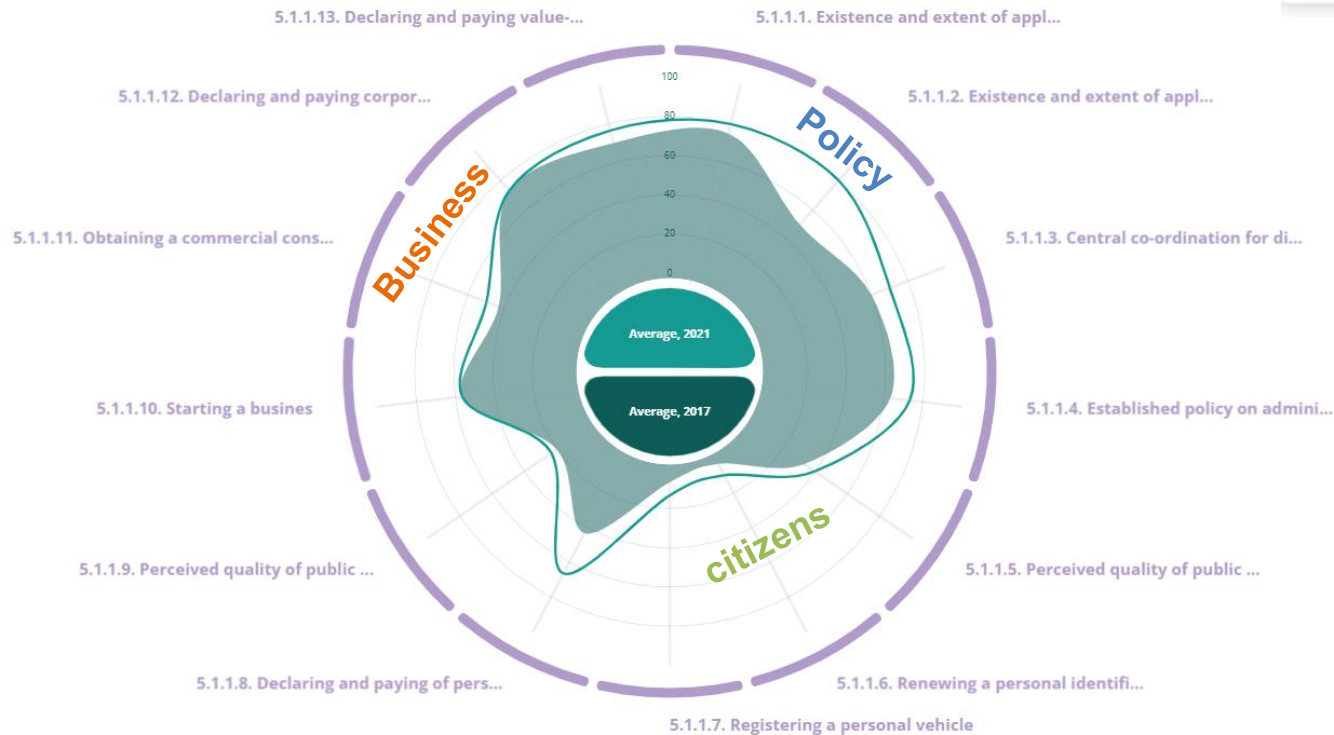
- User-centered services

1. Citizen-oriented service delivery

5.1.1. Citizen-oriented service delivery

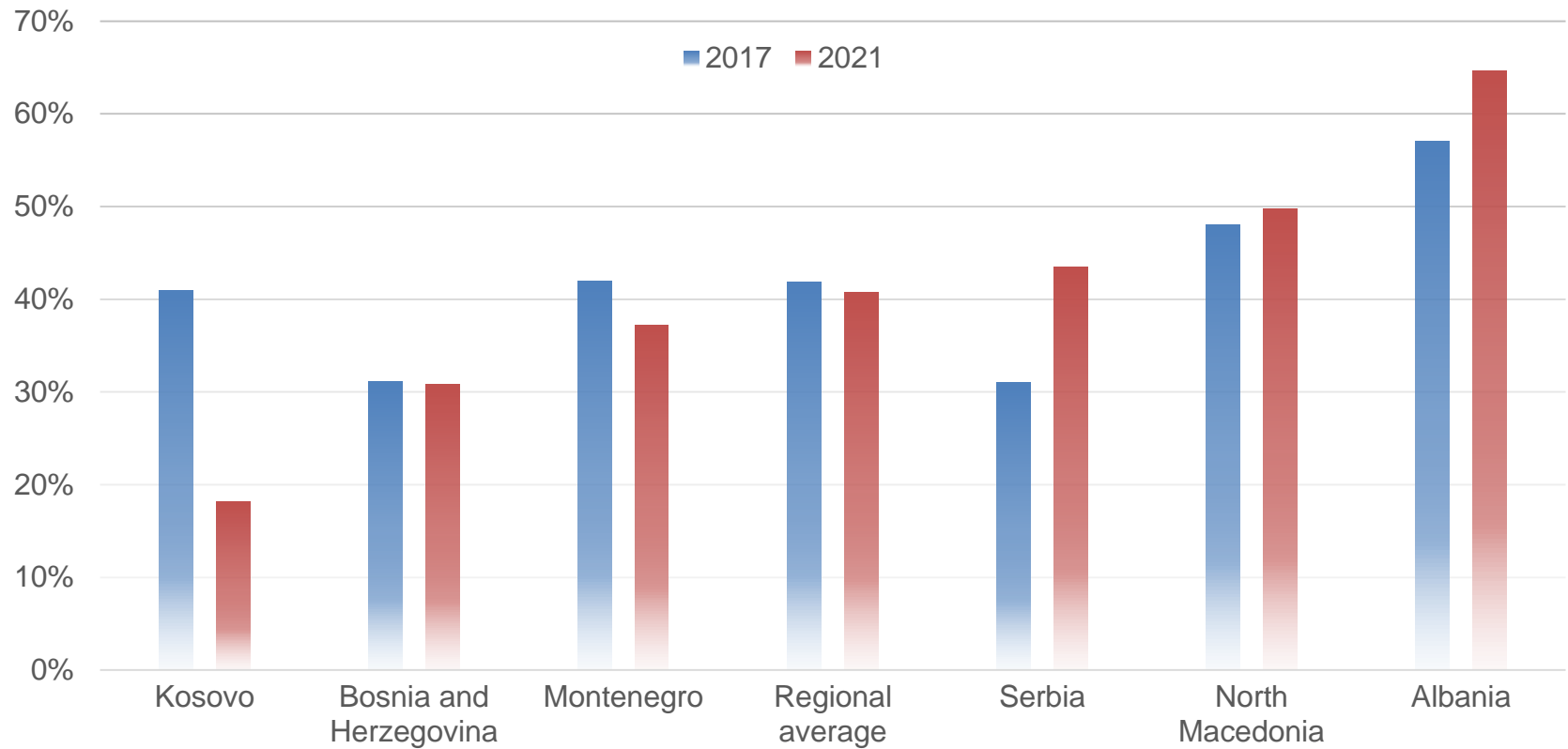| 3 /5	2.2 /5
Average, 2021	Average, 2017

Source: SIGMA, Principles Of Public Administration, 2021.

⊕ Administrations have understood the importance of digitisation, progress in isolated cases...**but** progress is uneven

⊕ Public perception on quality improving in some countries, **but** regional differences

⊖ Lack of comprehensive policy of user-centric service delivery

⊖ Leadership and coordination issues

Perceived quality of public service delivery by citizens (%)

Legend: ■ 2017 ■ 2021

Country	2017	2021
Kosovo	41%	18%
Bosnia and Herzegovina	31%	31%
Montenegro	42%	37%
Regional average	42%	41%
Serbia	31%	43%
North Macedonia	48%	50%
Albania	57%	65%

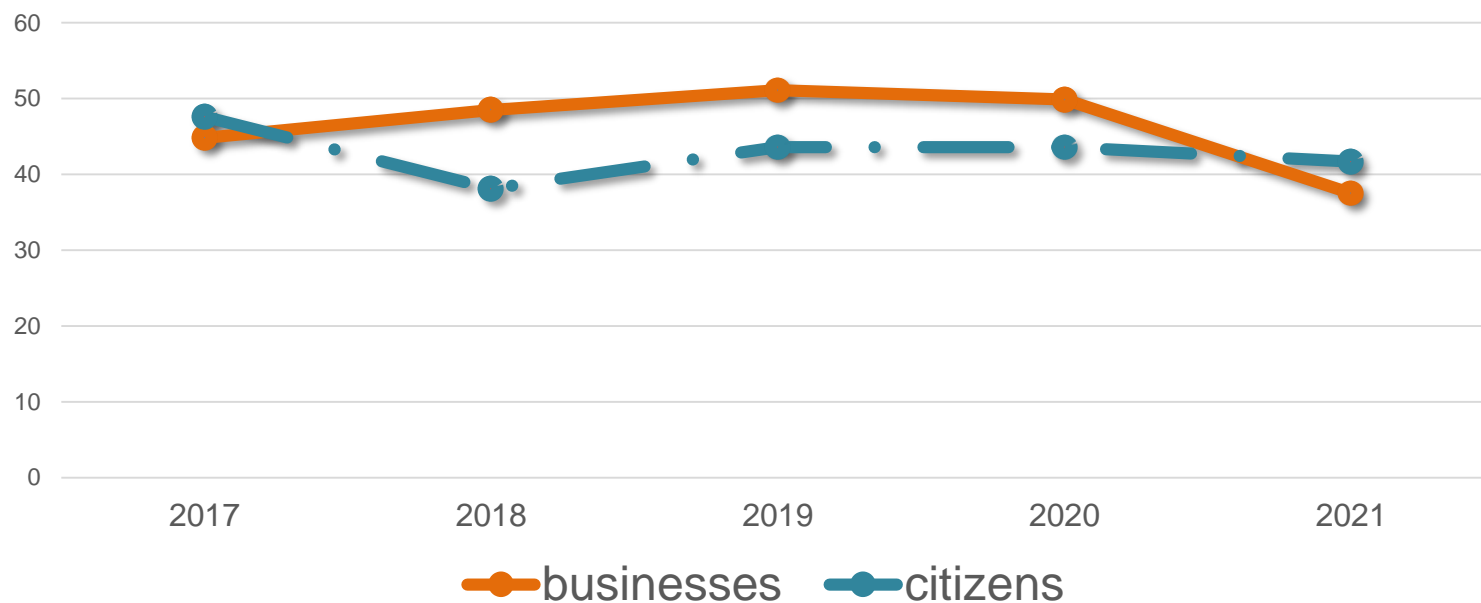A joint initiative of the OECD and the European Union, principally financed by the EU

Source: Regional Cooperation Council (RCC) (2017 & 2021), Balkan Barometer Public Opinion database (https://www.rcc.int/balkanbarometer/).

Level of digitisation - population

	ID			Vehicle registration			Personal Income Tax		
	Appoint ment	Pre-filling forms	Pay	Appoint ment	Pre-filling forms	Pay	Process	Docs	Pay
Albania	✅	⊗	⊗	✅	✅	⊗	✔	✔	✔
Kosovo	⊗	⊗	⊗	⊗	⊗	⊗	✔	✔	✔
Montenegro	⊗	⊗	⊗	⊗	⊗	⊗	⊗	✅	✅
North Macedonia	✅	⊗	✅	⊗	⊗	✅	✔	✔	✔
Serbia	✔	⊗	✅	⊗	⊗	✅	✔	✔	✔

✅ Improvement since 2017 SIGMA assessment

Level of digitisation – business

	Albania	Kosovo	Montenegro	North Macedonia	Serbia
Starting a business – OSS/fully digital	✔	✅	✔	✔	✔
Digital uptake corporate income tax	100	99	/	96,32	100
VAT digital uptake	100	100	100	100	100

✅ Improvement since 2017 SIGMA assessment

Satisfaction digital services

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14.25 – 15.40 CET

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User centricity, transparency, key enablers and cross-border mobility

Key elements for improving service delivery

Understanding users' needs and expectations
- Direct contact with citizens/businesses
- Indirect feedback and representation
- Mystery shopping
- Life events, customer journey mapping

Improving processes
- Process re-engineering
- Administrative simplification

Easy access to services
- The one-stop shop (OSS)
- Multi-channel service delivery

Using e-government
- Interoperability and 'once only'
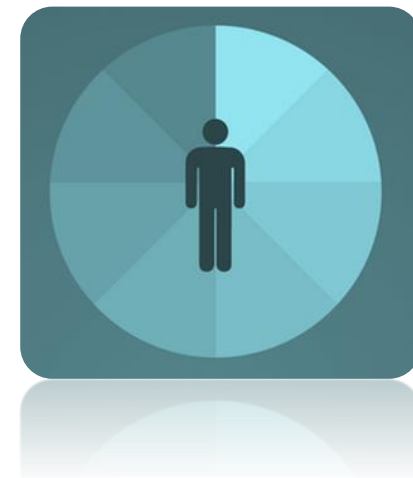- Moving towards digital by default

Committing to service standards and measuring satisfaction
- Service charters
- Measuring and managing satisfaction
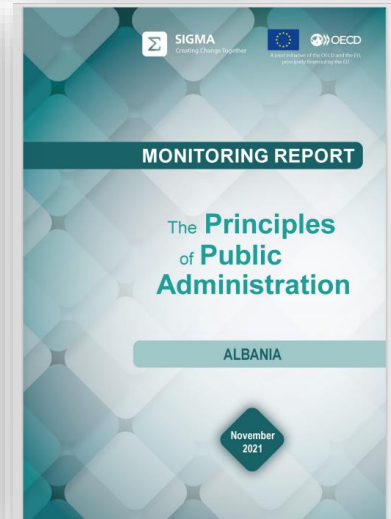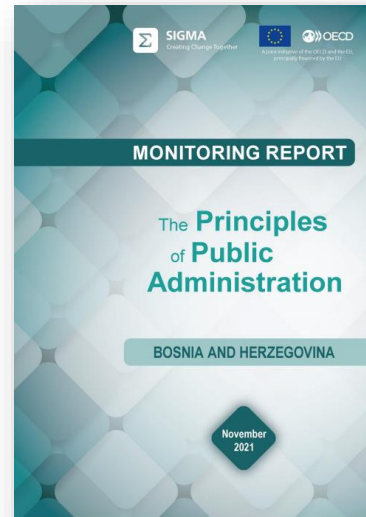
Citizen-centric public services SIGMA webinars 2022

- UX, UI testing

- Digital identity and trust services

- Setting service standards

- Scaling-up innovation

SIGMA 2021 – Monitoring reports

www.sigmaweb.org