Singapore eGovernment & eEngagement

06 August 2012

TAN, Lark Yang

IDA International

Agenda

- Singapore eGovernment survey overview

- REACH (reaching everyone for active citizenry @ home) introduction

- About IDA International

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Singapore official electronic communication platform

Singapore Annual Perception Survey on Business and Customers Conducted in 2011

Objectives

- The Survey on Business aims to determine the frequency of obtaining information and/or performing transactions with the Government and the level of satisfaction with regards to the EnterpriseOne website (www.business.gov.sg) and Government e-Services.

- The e-Government Customer Perception Survey aims to determine the proportion of users who transacted with the Government electronically, either on their own or with help and the level of satisfaction in using Government electronic services.

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Annual e-Government Perception Survey on Businesses Conducted in 2011

- Among the businesses that transacted with the Government in the 12 months preceding the survey, 9 out of 10 businesses (97%) did so electronically (via the Internet, automated kiosks, email, telephone via the Interactive Voice Recognition System, SMS, etc.), either on their own or with help from intermediaries, at least once in the past 12 months.

- The number of businesses that were satisfied with the overall quality of Government electronic services remained consistent at 88% in FY2010 (1% decrease from 89% in FY2009)

- the overall support provided for electronic services usage is at 83% in FY2010 (2% increase from 81% in FY2009)

Means of Contact with Government

FY10

%

Used electronic means, either on their own or with help — 97

Used non-electronic means only — 3

Satisfaction with Quality of Government e-Services

FY09   **FY10**

%

89   88

11   12

5

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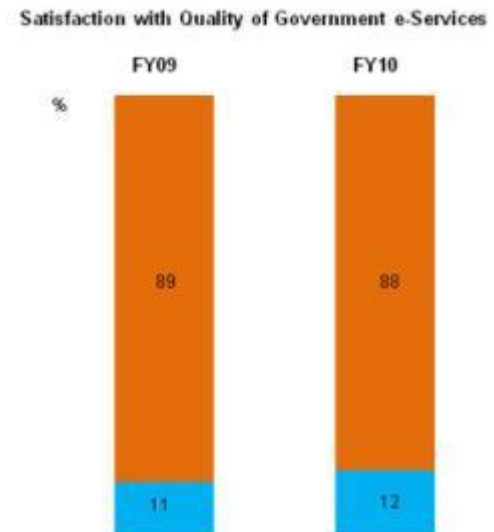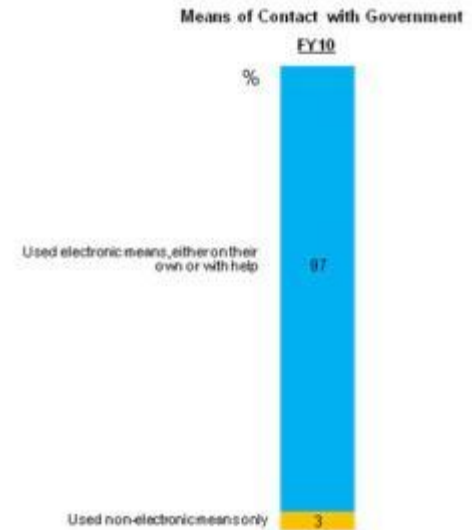
Annual e-Government Customer Perception Survey Conducted in 2011

Background

- The e-Government Customer Perception Survey is conducted annually by the Ministry of Finance and Infocomm Development Authority of Singapore to assess the level of receptivity towards e-Government initiatives among the general public; and to identify areas for further improvement.

Survey Results

- Users who had transacted with the Government electronically, either on their own or with help, at least once in the past 12 months of the Financial Year
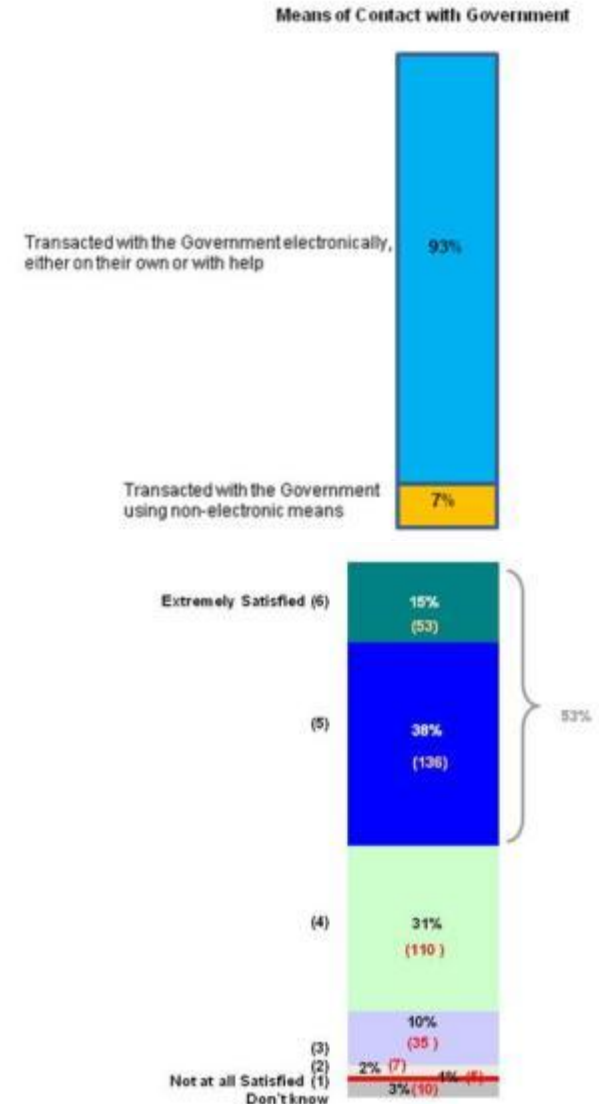
  More than 9 out of 10 (93%) who transacted with Government did so electronically (via the Internet, automated kiosks, email, telephone via the Interactive Voice Recognition System, SMS, etc.), either on their own or with help, at least once in the past 12 months of the Financial Year.

  The typical profile of such users, whether on their own or with help, was skewed towards young adults (aged 30 to 49 years old) and white collar workers.

  The remaining 7% who had never transacted electronically with the Government was primarily senior citizens, blue-collar workers and the non-working group. To help this group of users, the Government has put in place a network of easily accessible CitizenConnect centres. They can go to any CitizenConnect centre for free internet access or complimentary help to transact electronically with the Government. There are currently 27 Citizen Connect centres located throughout Singapore.

- Satisfaction with overall quality of Government electronic services.

  More than 5 out of 10 users (53%) gave a rating of 5 and above on a 6-point scale on their satisfaction with the quality of Government electronic services. 91% of respondents would recommend Government electronic services to others. If "don't know/ can't say" is excluded, percent satisfied (i.e. 4-6) is 84%.

Means of Contact with Government

Transacted with the Government electronically, either on their own or with help — 93%

Transacted with the Government using non-electronic means — 7%

Extremely Satisfied (6) — 15% (53)

(5) — 38% (136)

53%

(4) — 31% (110)

(3) — 10% (35)

(2) — 2% (7)

Not at all Satisfied (1) — 4% (4)

Don't know — 3% (10)

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REACH – reaching everyone for active citizenry @ home

Introduction

About REACH

- Formerly known as the Feedback Unit (FBU), was formed in 1985 by then Prime Minister Goh Chok Tong to provide Singaporeans a forum to offer views, understand policies and participate in national debates.

- **REACH** was launched in October 2006 when the Feedback Unit was restructured to move beyond gathering public feedback, to become the lead agency for engaging and connecting with citizens.

- In January 2009, REACH was appointed the Government's official platform for e-engagement.

REACH Roles

Three main roles:

1. Gather and gauge ground sentiments;

2. Reach out and engage citizens; and

3. Promote an active citizenry through citizen participation and involvement.

Key Trends Observed

- Increasing usage of new media and speed of information exchange
  - **Based on the** *Nielsen's Southeast Asia Digital Consumer Report 2011*
    - **67 out of every 100 people in Singapore use the internet**
    - **Singaporeans spend 25 hours per week with online media**
  - **The Singapore Government is also ranked no.1, together with the United States and the Republic of Korea, in the delivery of online services, according to the** *UN E-Government Survey 2012*

- Emergence of socio-political websites and blogs

Key Trends Observed

- Change in focus from one-way Government-to-Citizen (G-to-C) communication to two-way communication

  - As of Dec 2011, more than *140 Facebook initiatives, 60 Youtube channels, 60 Twitter accounts and 30 mobile apps* have been introduced by Singapore Ministries and agencies

  - **Prime Minister Lee has also opened his own Facebook Page to better engage Singaporeans**

Key Platforms

Traditional Platforms

- Face-to-face Dialogue Sessions
- Toll-free Hotline
- SMS
- Faxes
- Mail

New Media Platforms

- REACH recognises the increasing impact of new media on Government-Citizen engagement.

- There is a need to tap on new media effectively to reach out to younger, more networked and overseas Singaporeans.

- **REACH Website** (www.reach.gov.sg)
  - **Features**
    - ✓ Discussion Forum
    - ✓ Podcasts and Vodcasts
    - ✓ Webchats
    - ✓ Blogs
    - ✓ Quick Polls
    - ✓ E-consultation Papers

REACH Website

Timely and engaging web content

- Daily Issues
  - **Snapshots of daily hot issues, which are featured on REACH's rotating frame and Facebook**

- "Talk Abuzz"
  - **Snapshots of current hot issues and feedback received via REACH.**
  - **Gives recognition to feedback contributors by publishing their quotes**

- "Replies to Feedback"
  - **Replies from agencies are published, in response to queries on policy announcements**

- Microsites
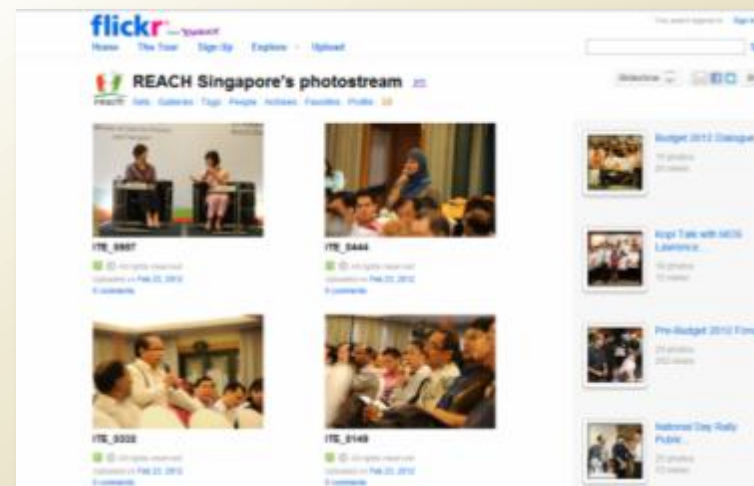 - **Feedback exercises**
  - **Events**

Youth Vibes

- A youths-for-youths interactive webpage aimed to raise awareness of and promote discussion on national issues amongst youths

- Online activities are spearheaded by the Youthvibes.sg Crew, comprising of YAs who have expressed an interest to run the youth portal

Other New Media Platforms

Lessons Learnt in New Media

- Timelier and wider reach
  - **Live updates on website, Facebook, Twitter, etc**
  - **Able to tap on other Ministries' network to expand outreach**
  - **From "one-to-many" model of communication to "many-to-many" web of communication**
- Allows for quick sentiment sensing
- Enable user-to-user interactivity
  - **Users are also able to initiate discussions with one another on topics that interest them**
- Need for more engaging content
  - **Use of new media tools to convey messages (e.g. live webcast, web chats, etc)**
  - **Tap on existing popular platforms such as Facebook, Twitter, Youtube, etc.**
  - **Tone of communication needs to be concise and easy to read**

About IDA International

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IDA International (www.idainternational.sg)

- IDA International is a wholly-owned subsidiary of Infocomm Development Authority of Singapore (IDA) under Ministry of Information, Communications and the Arts

- IDA international serves as the execution arm for collaborations on public service infocomm between Singapore and countries around the world. We help public agencies deliver better socio-economic outcomes through infocomm.

- We work with other governments to plan, design and implement public service infocomm programmes such as eGovernment, industry development and manpower development.

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Thank You

For further information, please contact:
TAN, Lark Yang
lark.yang.tan@idainternational.sg

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