

eService take-up and inclusion

The Danish approach

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W3C eGOV

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Background information

What influences Denmark and borger.dk?

Two key questions:

- How can personalisation facilitate greater efficiency in public sector service provision?
- How can personalised and user-centric public services increase citizen satisfaction?

Users are online!

84% of 16-89 year old Danes are online every week

65% of 16-89 year olds Danes have submitted information or otherwise communicated with the public sector online in the last 12 months

1+ BILLION CITIZEN TRANSACTIONS WITH DIGITAL SIGNTAURE NemID SINCE INCEPTION (MID-2011)

75% of 16-89 year old Danes have looked for information on government sites in the last 12 months

3.7 MILLION DANES HAVE ACTIVATED THEIR DIGITAL SIGNATURE NemID

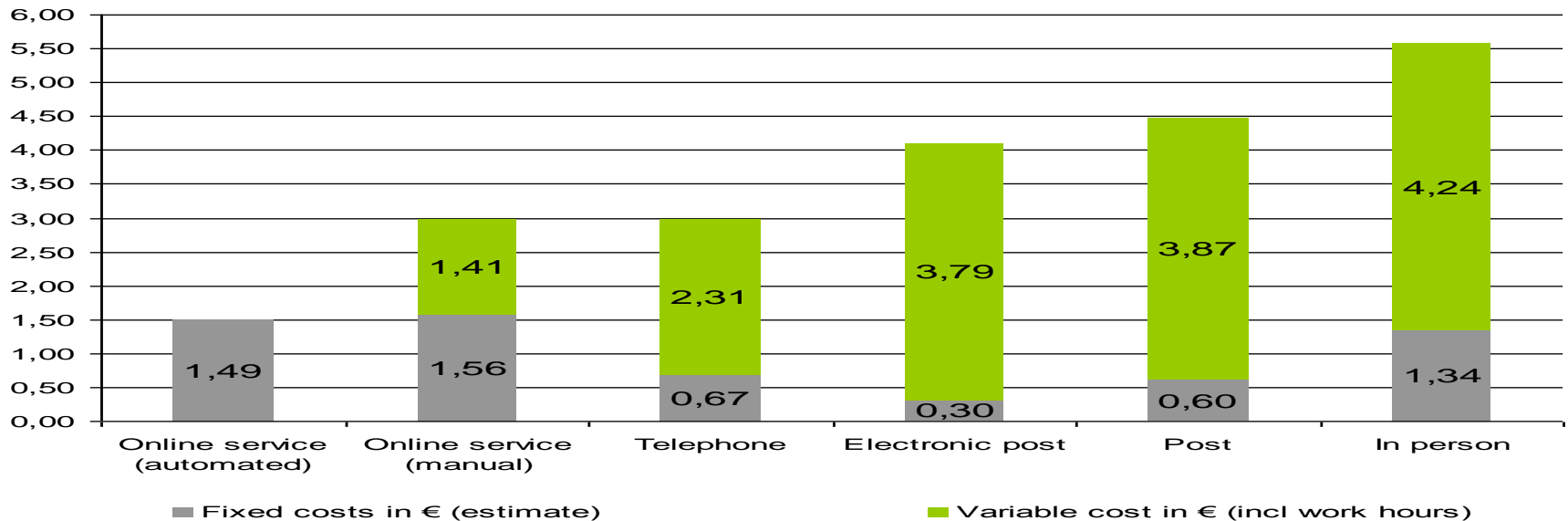
49% of 65-89 year old Danes are online every week

Different users, different challenges: User-centric services a must!

| | WANT TO | DO NOT WANT TO |
|--------|--|--|
| CAN | <p>✓ DO</p> <p>64%</p> | <p>PRIORITY ACTIONS:</p> <ol style="list-style-type: none"> 1. Motivation 2. Increased user-centricity 3. Increased promotion <p>11%</p> |
| CANNOT | <p>PRIORITY ACTIONS:</p> <ol style="list-style-type: none"> 1. Increased user-centricity 2. Assisted online service 3. IT-skills training <p>18%</p> | <p>PRIORITY ACTIONS:</p> <ol style="list-style-type: none"> 1. Increased user-centricity 2. Assisted online service 3. IT-skills training 4. Motivation 5. Increased promotion <p>7%</p> |

Danish studies show that:

- 85% of Danes want to serve themselves online, as long as the solutions are user-friendly
- 10-15% of the citizen service takes place digitally
- Studies also show that average € cost of service provision is:



Potential and realisation

Large untapped potential:

- 2 to 3.75 times cheaper to provide services online compared to other channels
- discrepancy between supply and demand

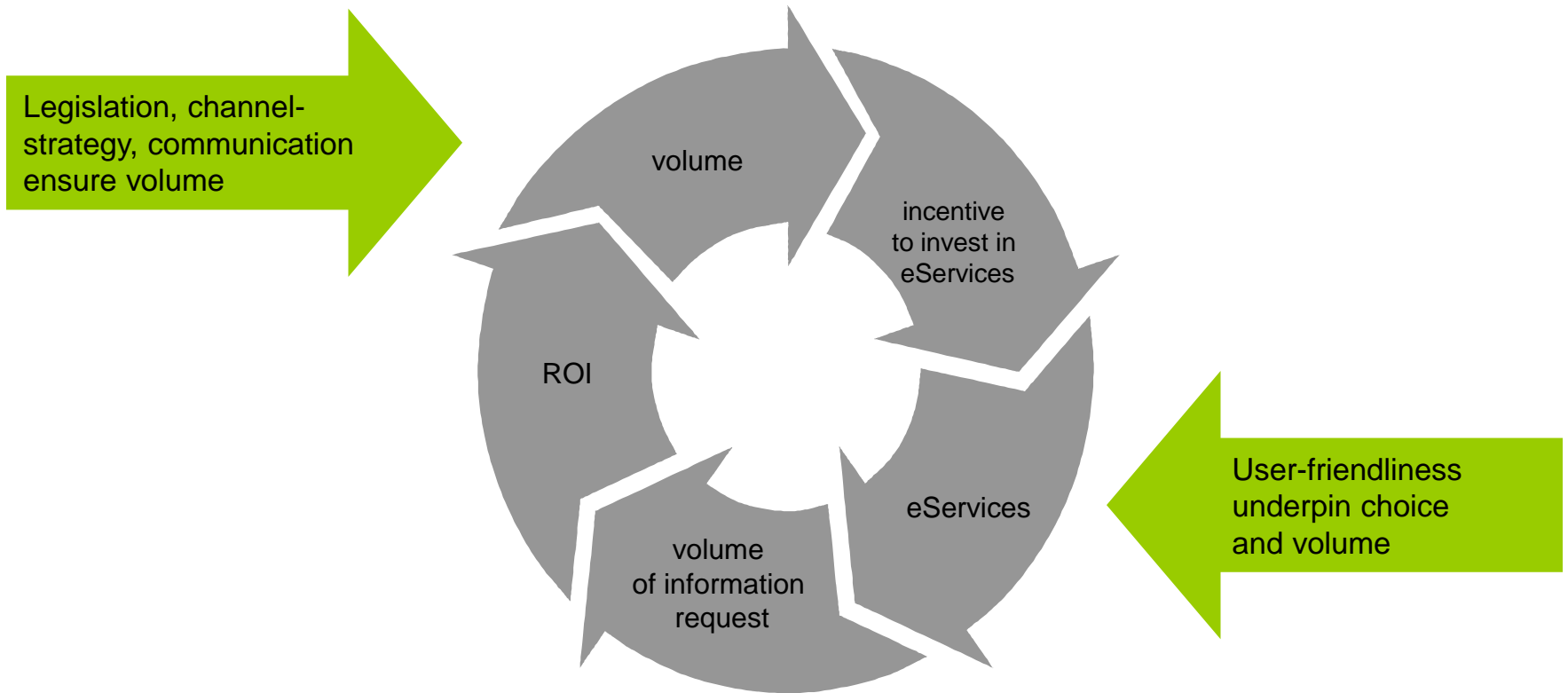
To realise this potential borger.dk:

- mandatory, user-centric and personal digital communication
- target users and optimise channel strategies
- encourage user take-up by combining personal, relevant and current content, data and service
- cross-governmental cooperation, joint development and reuse of content, data and infrastructure

The good user experience

How does borger.dk support well-functioning, user-friendly content and self-service?

Legislation, communication and user-friendliness



WELL-FUNCTIONING AND USER-FRIENDLY ONLINE SELF-SERVICE

Requirements incl.:

- Short and precise formulations – no thanks to "burocrathic language"
- Logic and intuitive, graphical design
- Access to help
- Summary of all entered data before submission
- Functions in major browsers
- Receipt
- Reuse of data and components
- WCAG 2.0 AA

And what do we do to secure it?

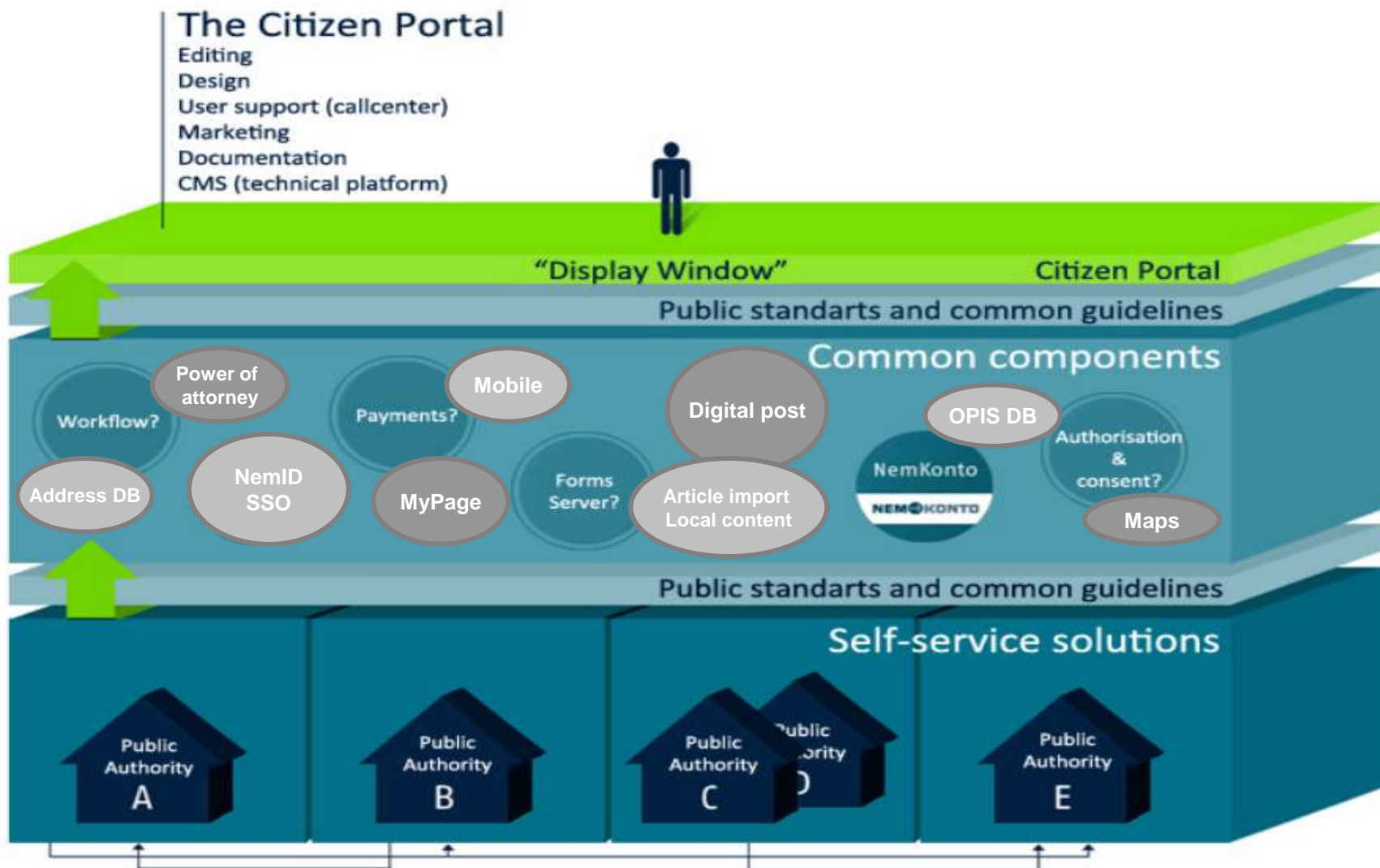
- Screening of existing eServices
- Status reporting related to mandatory eServices
- Development guide for well-functioning eServices
- Information and advise to authorities and it-developers
- Re-vamped borger.dk
- Joint communication, it-skills development and it-assistance



A key enabler for (mandatory) online self-service

| | 2012 | 2013 | 2014 | 2015 |
|-------------------|---|--|--|--|
| AREAS IN FOCUS | Danish Tax and Customs Administration (SKAT), services for individual citizens such as management of student loans | Citizen-focused services provided by local authorities and the state | Employment, housing, construction and the environment | Employment, social services and integration |
| EXAMPLES OF TASKS | Moving Medical cards Self-service tax declaration (for submitting information to the Danish Tax and Customs Administration) Signing up for after-school clubs, daycare and schools Student loans Passports | Drivers licenses Marriages Birth registration Name registration Admission to the education | Town planning and roads Income support Construction Vehicle registration plates | Benefit pre-validation for senior citizens and people with disabilities Reimbursement and social support services Maternity and paternity benefits State pensions |
| | WAVE 1 | WAVE 2 | WAVE 3 | WAVE 4 |

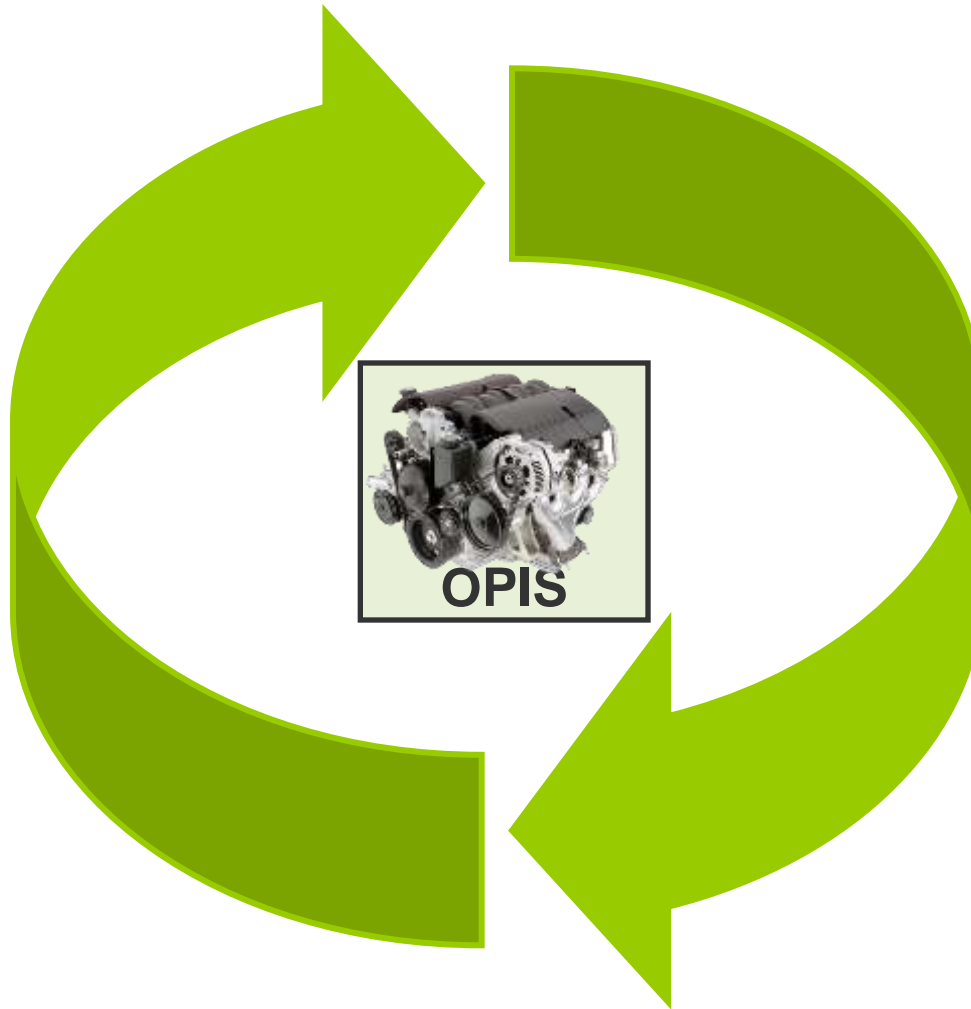
Borger.dk is:



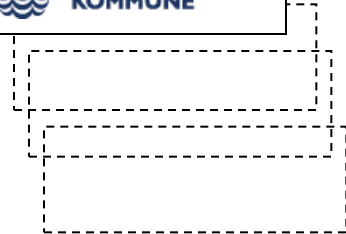
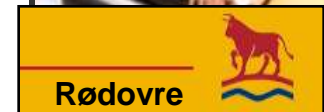
Action pages, proactive and feedback-loops



Action page



Contactcentre
and authorities



Why personalise?

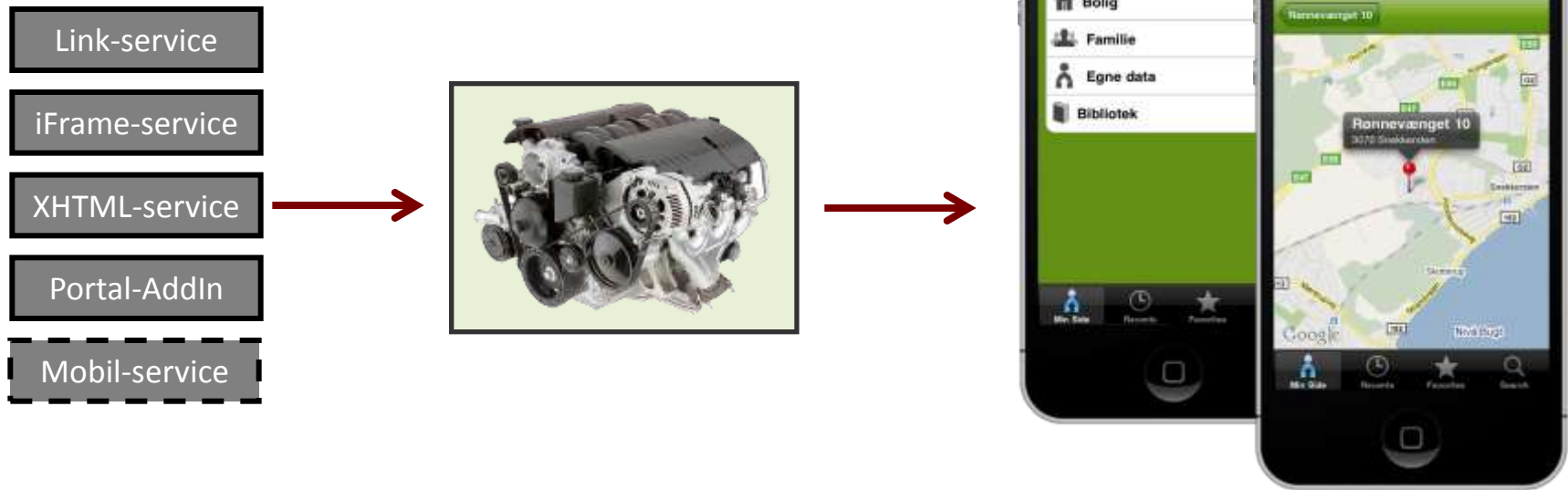


Personalisation and MyPage

For a tour of the borger.dk MyPage visit:

<http://prezi.com/ib3e4w-00r1r/my-page-tour-proactive-personal-and-mobile/>

Mobile borger.dk and My Page



**TWO channels,
but THREE platforms**



iPhone

The vision – from MyPage to mobile

**ONE solution
TWO channels**



17 most popular topics

1. PENSION (26.149)

11. Senior citizens (3.034)

6. Health (11.983)

12. Police, courts, defence

(2.073)

7. Transport (10.993)

8. Society and rights (5.164)

13. Money

(51)

Popularity of topics vary and very seasonal

Source: Borger.dk statistics

2. HOME

3. PENSIONS (21.894)

15. Foreigners in Denmark (1.693)

9. For youth (4.530)

4. FAMILY AND CHILDREN (18.112)

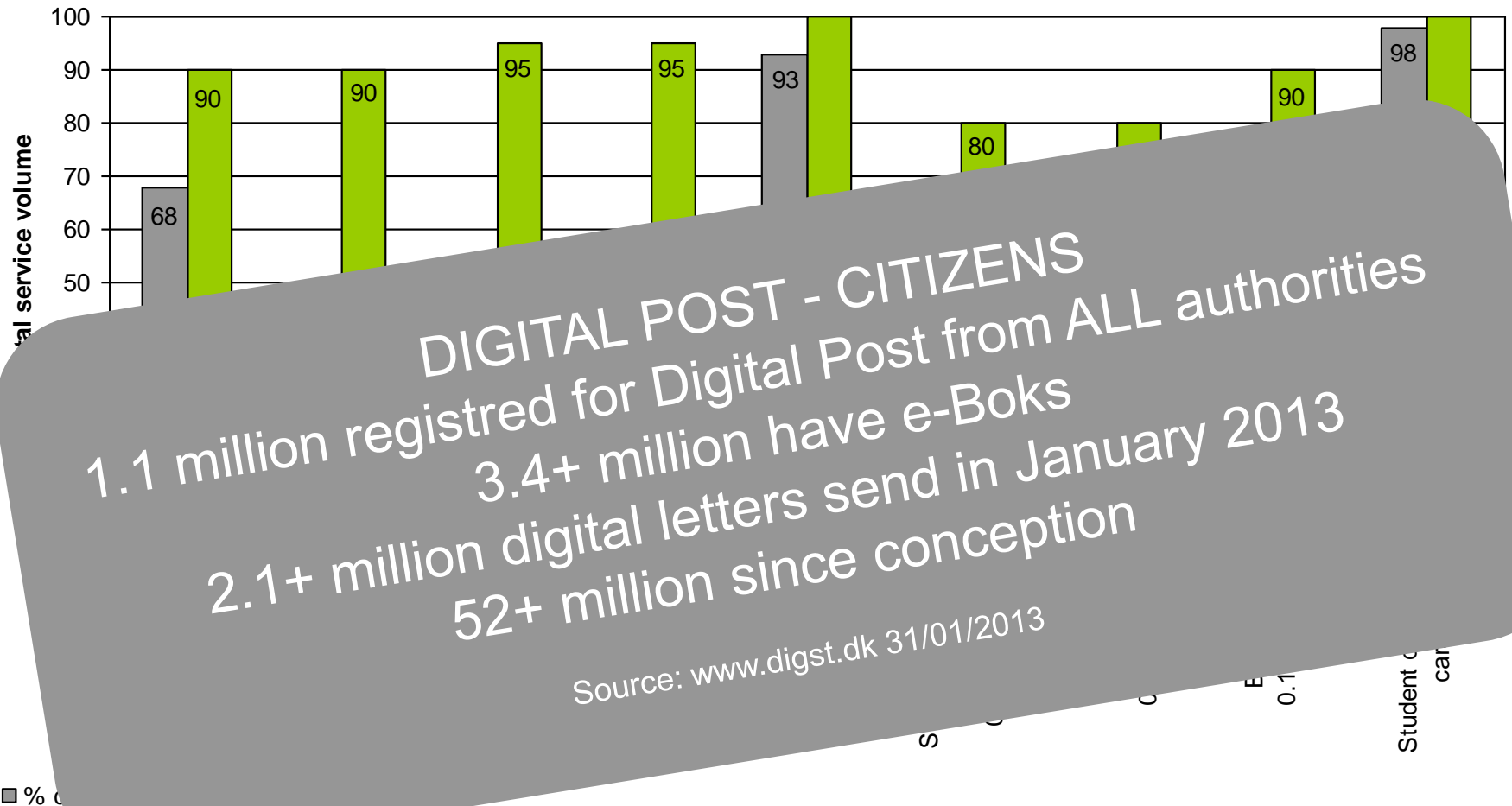
10. School and education (3.427)

16. Danes abroad (1.587)

17. Handicap (1.457)

5. WORK, UNEMPLOYMENT BENEFITS, LEAVE (17.075)

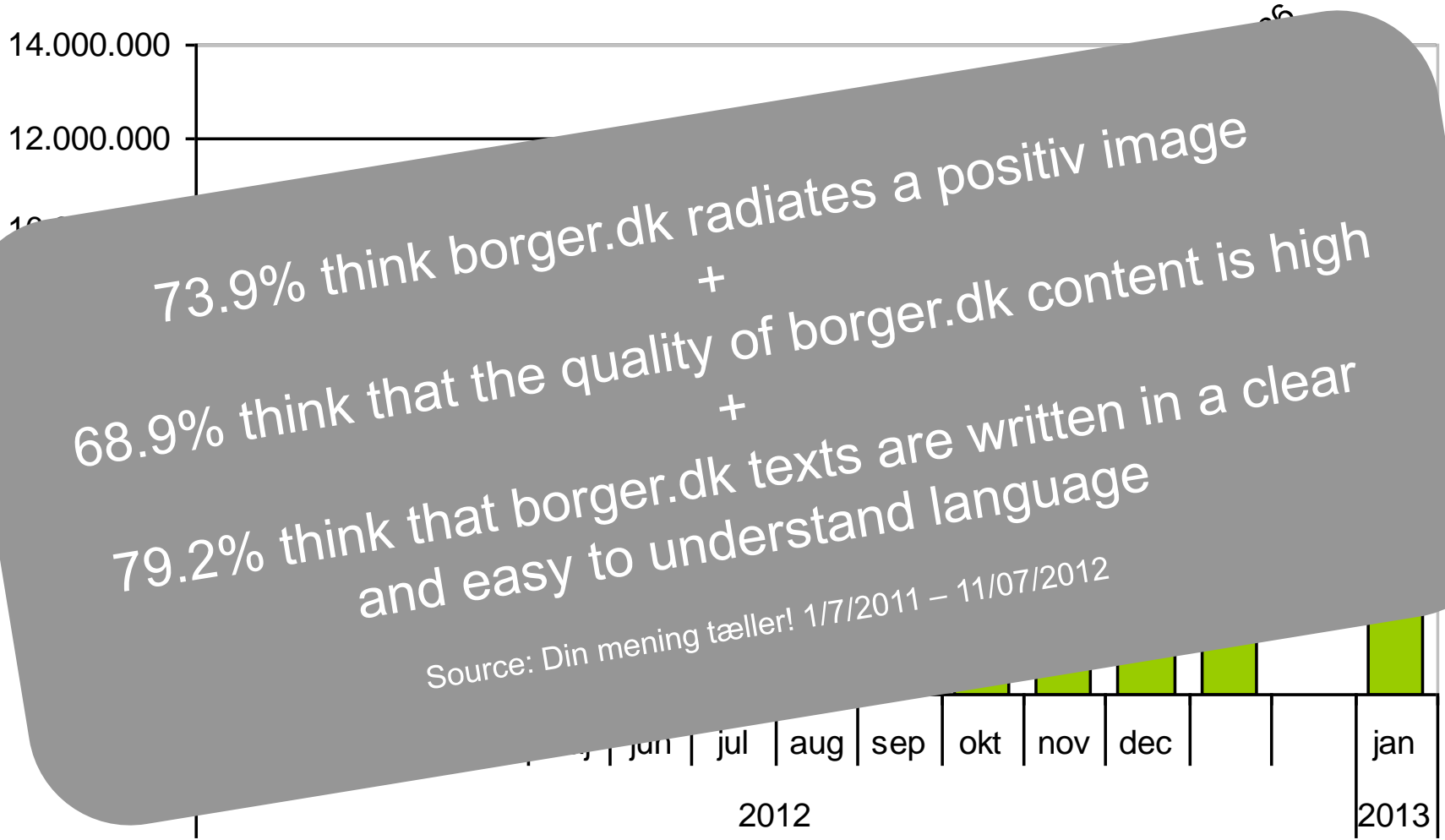
Most popular services



DIGITAL POST - CITIZENS
 1.1 million registred for Digital Post from ALL authorities
 3.4+ million have e-Boks
 2.1+ million digital letters send in January 2013
 52+ million since conception
 Source: www.digst.dk 31/01/2013

Other popular services incl: Digital post, tax returns (simple), reporting of rodents.

A popular place (visits per month)



73.9% think borger.dk radiates a positiv image
+
68.9% think that the quality of borger.dk content is high
+
79.2% think that borger.dk texts are written in a clear
and easy to understand language

Source: Din mening tæller! 1/7/2011 – 11/07/2012

Prepare to harvest...

- Information- and transaction based online self-service (Q&A, transactions)
- All roads lead to action (channel strategy, information, data, service)
- Channel strategic choices (to change request patterns)
- Mandatory but user-friendly, personal online self-service
- Targeted information and eServices (personal, relevant and up-to-date content, data and service)



Open government, open data

How do Denmark work with open government and open data?

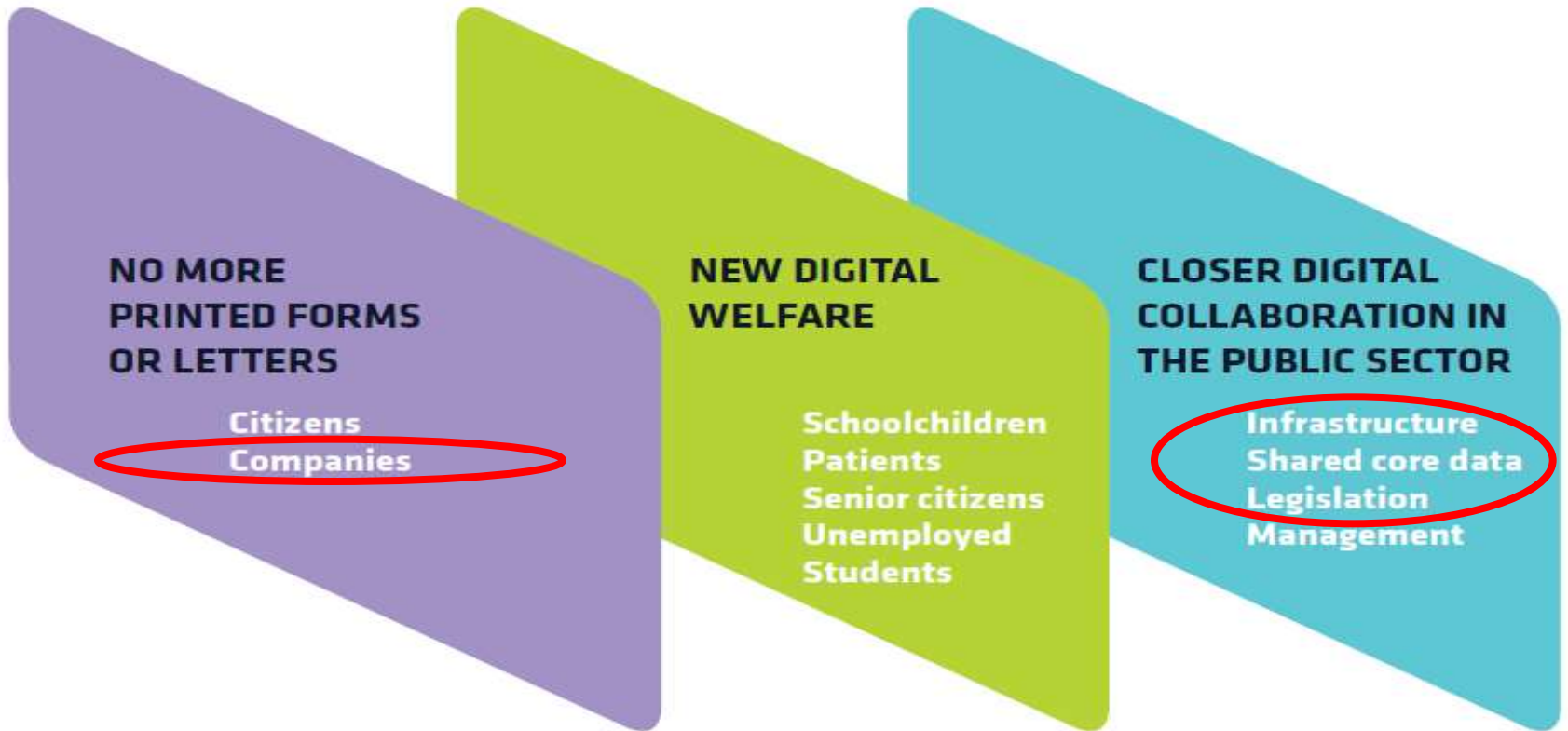
Open government in Denmark

“The Danish democracy needs to be renewed. The government will present a programme for good governance as a concrete initiative to ensure better legislative quality and to improve the possibilities to control the governance of the government.”

Government Programme 2011



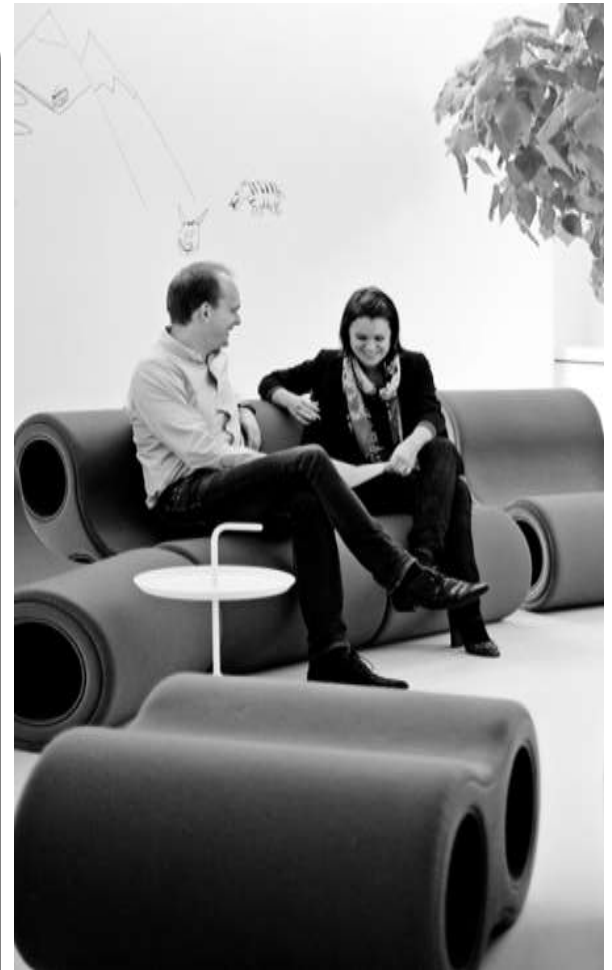
The eGovernment Strategy: Main tracks



The strategy is divided into three main tracks.
Each track covers various areas and targets
different groups.

Initiatives in the eGovernment Strategy 2011-2015

- Accessible public data (2.6)
- Distribution of core data (9.5)
- More detailed shared geographical data (10.1)
- Reusing data on property, buildings and addresses (10.2)
- Improvements to personal data (10.3)
- Improvements to company data (10.4)
- Improvements to data on income (10.5)



Danish OGP Commitments

- Supporting the promotion of open government practices
- Involvement of civil society and new approaches to public service
- Open Data and Open Source
- Self-service and reporting solutions
- Strengthening the businesses' social responsibilities
- Legislation and data
- Use of new technology
- Good governance - transparency and better public ICT projects
- Local and regional large-scale initiatives

Denmark's
OGP Action Plan
2012



For further information

eGovernment Strategy 2011-2015:

www.digst.dk/ServiceMenu/English/Policy-and-Strategy/eGOV-strategy

Open Government Programme (OGP) and action plan:

www.digst.dk/ServiceMenu/English/Policy-and-Strategy/Open-Government

Open Data Innovation Scheme (ODIS):

www.digst.dk/ServiceMenu/English/Policy-and-Strategy/Open-Data-Innovation-Strategy-ODIS

For further information

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