Integrated Service Delivery Platform

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eGovernment Authority
Integrated Service Delivery Platform

Towards ISDP

Achievement

Factors of Success
Towards ISDP

- Over 60 million visits at the web portal
- Over USD 130 million worth transactions
- Over 800,000 financial transactions
- 90% of Customer Satisfaction response
Integrated Service Delivery Platform

Towards ISDP

before

expectation =

×

after

good customer experience

= reality =

How the project was documented

What operations involved

How it was supported

How the Business Consultant described it

How the Programmer wrote it

What the customer really needed
Towards ISDP

Integrated Service Delivery Platform

No
- eServices
- eService delivery channels

Limited
- ePayment services

Difficult
- Use of service

Lack of
- 24/7 service availability
Towards ISDP

Kingdom of Bahrain Ranking

2005 67

Bahrain position on the eTransaction map
280+ eServices currently available..
eGovernment is more than mere Automation

Integrated Service Delivery Platform

- Processes & Policies
  - eServices
  - Marketing & Awareness
  - Capacity Building

- eGovernment is more than mere Automation
  - Seamless Experience across all touchpoints
  - Unified Processes & Consistent Experience
  - Reliable Experience

Towards ISDP

- CUSTOMERS [Citizens, Business, Government]
- Service Levels Commitment (QoS)
- Where & When to deliver?
- How to deliver?
- Channels of Choice

Simple, reachable, accessible, every possible place, all the time, many means.
Towards ISDP

Total = 63 eServices
Available through SMS and WAP

bahrain.bh/mobile
15 eServices Centers were set up across the five governorates of the Kingdom of Bahrain.

Customer’s hot spots points were selected such as post offices and community centers.
Self-Service eKiosks were installed in 35 locations around the Kingdom of Bahrain.

Located in: Shopping malls, Ministry premises, Hospitals, Banks, Supermarkets, Post offices and more...
Establishment of “Silah Gulf”
Providing services to a major GCC Telecom provider
Employment of 120 Bahrainis to date
8000 8001

National Contact Center
Coming Soon Multi-Lingual Mobile Applications

1. Fix2Go
2. Driving License Renewal
3. Bahrain Today
4. Profile Manager
5. Vehicle Renewal
6. My Medical Records
Before ISDP

• Basic eService delivery model
• Challenges for cross-platform Integration
• Limited options to adopt multi-channels approach
• No central governance for eServices across channel
TRUST

CUSTOMER

LOYALTY

CONFIDENCE
eKey – a Single Sign On Initiative

eKey system offers a secured and uniformed digital authentication to access all eServices

Levels of Authentication

- Level 1: Username
- Level 2: Smart-card
- Level 3: Finger Print

NAF
# eKey – a Single Sign On Initiative

## Third-level Services on eKey (NAF)

<table>
<thead>
<tr>
<th>Ministry/Entity</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity and Water Authority</td>
<td>Bill Information History</td>
</tr>
<tr>
<td></td>
<td>Payment Information History</td>
</tr>
<tr>
<td></td>
<td>Bill Enquiry and Payment</td>
</tr>
<tr>
<td></td>
<td>Electricity and Water eBilling</td>
</tr>
</tbody>
</table>

## First-level Services on eKey (NAF)

<table>
<thead>
<tr>
<th>Ministry/Entity</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministry of Health</td>
<td>Child Immunization</td>
</tr>
<tr>
<td></td>
<td>Student Immunization</td>
</tr>
<tr>
<td></td>
<td>Health Worker Immunization</td>
</tr>
<tr>
<td>Ministry of Human Rights and Social Development</td>
<td>Application for Social Assistance</td>
</tr>
<tr>
<td></td>
<td>Issuance of Disability Cards for Disabled Individuals</td>
</tr>
</tbody>
</table>

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Integrated Service Delivery Platform

Towards ISDP

Ministry/Entity

Service

Bill Information History

Payment Information History

Bill Enquiry and Payment

Electricity and Water eBilling

Ministry of Health

Application for Social Assistance

Issuance of Disability Cards for Disabled Individuals
Towards ISDP

NGI – National Gateway Interface

- Cross-platform integration Bus
- Central Governance
- Reusability
- Agility
Towards ISDP

NGI – National Gateway Interface

Multi-Channel Management

Customer segments for each channel should be clearly identified and backed by data.

High-priority channels for the Government should be identified and agreed upon by key stakeholders.

Volume of static, interactive and transactional traffic flowing through each access channel should be measured.

Data collection and normalization across channels is a pre-requisite to a multi-channel strategy.

Key levers that the Government can control to encourage or discourage the use of each access channel should be set.

Government portfolio of services should be defined per channel.
Towards ISDP

NPA – National Payment Aggregator

Integrated Service Delivery Platform

Scalable
Reliable
Robust
Reconciliation

• Unified Electronic Payment Solutions
• Easy, convenient & secure payment process for all citizens, businesses & Govt
• To adapt and integrate existing & future payment channels
• Centrally managed Payments gateway for better controls
• Scalability & flexibility to cope with increasing number of transactions
• Online services
• Comprehensive MIS reporting for Internal controls, Reconciliations, Settlements
Towards ISDP

Delivered ISDP

Enterprise Architecture
Authentication (Single Sign on, Smart card)

Components of ISDP
- National level Infrastructure
- Integrated channels e.g. Web, Mobile, Apps, IVR & Contact Center (24x7)
- National Authentication Framework (eKey)
- National Gateway Infrastructure (NGI)
- Business Process Reengineering
- Policies & Procedures
- Security & Governance

Delivered ISDP
- eGovernment Portal
- eServices Centers
- National Contact Centre
- Mobile Gateway

SCICT eGovernment Authority
- BPR & Legal
- Capacity Building
- Marketing & Awareness
- International Events
- International Benchmarking
- Programme Management
- Monitoring & Evaluation

What is ISDP?
- Unified Service Delivery Platform
- Enables delivering eService through Multiple channels
- Service Oriented Architecture (SOA)
- Central Governance

National Data Set
- Data Security
- Government Data Network
- Data Centre

Social & Tourism Information
- National Payment Aggregator
- Case Management
- National Gateway Interface
- G2E portal
- G2B Gateway
- eProcurement
- Real Estate
- Customs
- eOffice
Drivers to Implement ISDP

- eGovernment Strategy Mandate
- Citizen-Centric Service Delivery Approach
- Increase Customer Satisfaction
- Time to market
- Commissioning of State-of-the-art Integrated Platform
Achievements

- Over 60 million visits at the web portal
- Over USD 130 million worth transactions
- Over 800,000 financial transactions
- 90% of Customer Satisfaction response
## Achievements

### Tangible progress in the United Nations' Online Service Index

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>eServices Index</td>
<td>62</td>
<td>67</td>
<td>44</td>
<td>8</td>
<td>7</td>
</tr>
</tbody>
</table>

**Multi-channels**

Four eService delivery channels

**Available for all**

Over 240 eServices available through various channels
Achievements

International Commendations -

• Bahrain is among the few countries which came close to a pure single-sign-on integrated portal.

• Bahrain provides integrated services for everyone through preferred channels of choice.

• The offered eServices in Bahrain are in-line with international standards.

• Bahrain is globally categorized as one of the best performing countries in eParticipation.

• Bahrain is recognized for launching initiatives which are based on the feedback and interaction of citizens.
Highly-ranked by international organizations as it became an example to share its experience with other nations.

Leader in eGovernment program - regionally and globally

- 9 International Awards
- 10 Arab Awards
- 6 GCC Awards
Statistics

Mobile Portal & Apps users

<table>
<thead>
<tr>
<th>Year</th>
<th>Expected</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2011</td>
<td>600,000</td>
<td>900,000</td>
</tr>
<tr>
<td>2012</td>
<td>1,200,000</td>
<td>1,800,000</td>
</tr>
<tr>
<td>2013</td>
<td>1,500,000</td>
<td>2,000,000</td>
</tr>
</tbody>
</table>

Number of National Portal visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>Expected</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>3,000,000</td>
<td>5,000,000</td>
</tr>
<tr>
<td>2010</td>
<td>6,000,000</td>
<td>9,000,000</td>
</tr>
<tr>
<td>2011</td>
<td>12,000,000</td>
<td>18,000,000</td>
</tr>
<tr>
<td>2012</td>
<td>20,000,000</td>
<td>30,000,000</td>
</tr>
<tr>
<td>2013</td>
<td>30,000,000</td>
<td>45,000,000</td>
</tr>
</tbody>
</table>

eServices save the government millions
Achievements

Statistics

Value of online transactions/ BD

Number of online transactions/ Year

eServices save the government millions
Customer Satisfaction Index

<table>
<thead>
<tr>
<th>Element</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>78</td>
</tr>
<tr>
<td>Features</td>
<td>90</td>
</tr>
<tr>
<td>Design &amp; Appearance</td>
<td>73</td>
</tr>
<tr>
<td>Browsing</td>
<td>73</td>
</tr>
<tr>
<td>Performance</td>
<td>72</td>
</tr>
</tbody>
</table>

11,363 Random eSurveys

Customer Satisfaction

73

Measure customer satisfaction to ensure eService development
CSI for eService Delivery Channels

Customer Satisfaction Index (CSI)
2010 – 2011/2012

<table>
<thead>
<tr>
<th>Service Delivery Channels</th>
<th>2011/2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>eGovernment Portal</td>
<td>90%</td>
</tr>
<tr>
<td>eService Centers</td>
<td>89%</td>
</tr>
<tr>
<td>Mobile Portal</td>
<td>87%</td>
</tr>
<tr>
<td>Contact Center</td>
<td>85%</td>
</tr>
<tr>
<td>eKiosks</td>
<td>72%</td>
</tr>
</tbody>
</table>

- CSI with self-service channels (eKiosks) negatively affected the overall index.
- To further enhance opportunities, the authority will modify the mechanisms and dimensions of measuring CSI.
Factors of Success

- Support from Supreme Committee (SCICT)
- Clear Vision
- Defined Objectives within eGovernment Strategy
- Ministries & agencies engagement through working groups
- Citizen engagement
- Marketing & Awareness
His Highness
Shaikh Mohammed bin Mubarak Al Khalifa
Deputy Prime Minister, Chairman of the Supreme Committee for Information and Communication Technology (SCICT)
Their Excellencies - members of the Supreme Committee for Information and Communication Technology
Factors of Success

Partnerships with ministries and governmental entities
Partnerships with NGOs
Clear strategic objectives.

Transparent execution deadlines.

Commitment in the implementation stages while recognizing impediments.
Factors of Success

Employ several mechanisms to seek users’ feedback and develop the eGovernment Program

- Focus groups on how to develop eServices and channels
- Field studies and quantitative surveys
- Continuously measure customer satisfaction and respond to their needs and requirements
Customer-centered eGovernment

- Users’ benefit from the service
- Transparency in service availability
Lessons Learned

• Resources are the key for success
• Ownership, Relationship and Cooperation from Stakeholders is essential
• Standards and Policies empower the approach
• Awareness among the citizens speed up the adaption
• E-commerce trust to be gained by means and efforts
“Advancing Bahrain to New Heights"

Thank you
• Achieving seamless cross borders Integration

• Driving the customers expectations