

User-centred Measurement of Public Service Performance

9 November 2023
09.30 – 17.30 (UTC+8)

Location: Manila



AGENDA

The workshop will be held in English.

Participation is by invitation only. Invitees are officials from the East and Southeast Asia region working on modernisation of public services.

Context

The Public Governance Programme at the OECD Korea Policy Centre, established in 2005, has actively organised a variety of seminars and conferences in close collaboration with the OECD Secretariat. These events are primarily focused on addressing public governance issues and aim to encourage participation from both OECD member countries and non-member countries. The ultimate objective is to collectively identify policy challenges and effective solutions by fostering the exchange of expertise and best practices.

In line with its ongoing commitment, the Public Governance Programme launched the Asian Public Governance (APG) Forum in 2014. This forum brings together experts and officials dedicated to enhancing public governance in the Asia-Pacific region. Its main purpose is to serve as a platform for discussing regional development policies and experiences across different countries. The key goals of the forum include gaining insights into relevant OECD policy trends, exploring strategies tailored to Asian countries, and facilitating the exchange of common challenges and best practices.

Purpose

This workshop is for officials from across the East and Southeast (E&SE) Asia region who are working on public service modernisation. It will discuss best practices from a range of countries for implementing “user centric” measures of public service performance. Attendees will cover:

- The OECD’s Serving Citizens framework, which identifies the aspects of public service delivery which drive self-reported satisfaction with services
- How to collect robust data on user satisfaction and experiences
- How to use data to identify underserved groups and practical improvements in the design and delivery of services

Attendees will also be invited to engage with OECD over the long-term on this topic, by supporting the development of the new edition of [Government at a Glance Southeast Asia](#).

OECD's work on Public Services

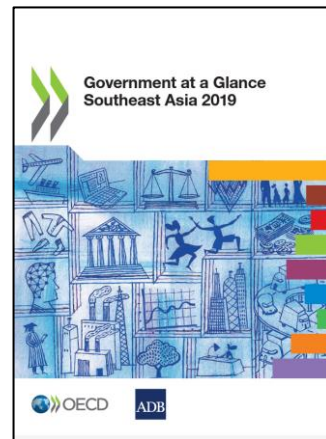
Public services are at the frontline of interaction between the public and their government. Public services deliver many of the vital services which shape the lives and life chances of the public in fundamental ways: education, healthcare, justice, and the many administrative services which allow us to exercise our rights and fulfil our obligations as citizens. The quality and effectiveness with which public services are delivered therefore has a direct impact both on citizen's lives, and on their perceptions of public institutions.

Recognising the critical importance of high-quality public service delivery, the Sustainable Development Goals sets satisfaction with public services as a key outcome measure. SDG target 16.6.2 commits governments to regularly measure the "Proportion of the population satisfied with their last experience of public services". Targeting user satisfaction represents a break with traditional ways of viewing public service performance. Improving satisfaction means understanding users experiences and problems with services, and then working backwards to solve the issues they face. This "user centric" approach holds the promise of designing and delivering better services and better life outcomes for all.

In support of this global priority, the [OECD Serving Citizens framework](#) has been developed to examine the key dimensions of service delivery which drive users satisfaction: access, responsiveness and quality. OECD regularly benchmarks these dimensions of public service delivery across countries in the [Government at a Glance](#) (GAAG) publication. This provides reliable, internationally comparable indicators on government activities and their results, allowing governments to benchmark their performance. A new edition of [Government at a Glance Southeast Asia](#) (GAAG SEA) is planned and will benchmark public service delivery standards in the region.



[Government at a Glance 2023](#)



[Government at a Glance Southeast Asia 2019](#)

09:30 - 10:00
INTRODUCTION

The opening session will introduce the different institutions involved in organising the event, and ongoing international work on delivering more user-centric public services.

10:00 - 11:30
MEASURING PUBLIC SERVICE PERFORMANCE FROM THE USER'S PERSPECTIVE

This session will examine how approaches to measuring the delivery of public services have shifted from “top-down” towards “user-centric” measures of performance. It will examine the concept of “satisfaction” as a key outcome measure for public services. It will examine the drivers of satisfaction, as outlined in the OECD Serving Citizens framework, and other relevant frameworks, such as the SDG 16 monitoring framework. The session will examine the link between public service satisfaction and trust in public institutions. Experts from OECD and non OECD countries will present on how they are implementing “user-centric” measures of performance.

Discussion Questions

- How can public service performance be measured from the user's perspective?
- How do public services affect public trust & perceptions of public institutions?
- What aspects of service delivery drive users satisfaction?

11:30 - 11:45 **Tea Break**

11:45 - 13:00
MEASURING USERS' EXPERIENCES & JOURNEYS

Attendees will learn about leading practice in collecting robust and accurate feedback on users experience with public services. The session will look at surveys being implemented in OECD and other countries. It will also explain the concept of the “life event” as the relevant unit of observation. The “life event” is the task which citizens are trying to complete when interacting with public services (e.g. buying a house, having a child). Embracing the life events approach can help to enable the design of seamless service journeys, identifying unnecessary bureaucracy and replacing with simpler processes. The session will also look into how to implement surveys of satisfaction.

Discussion Questions

- What is a life event? What is a user journey?
- How can we collect robust data on user satisfaction with public services?
- How can we collect robust data on drivers of user satisfaction?

13:00 - 14:00 **Lunch Break**

14:00 - 15:15

INTEGRATING DATA IN PUBLIC SERVICE DESIGN

In this session, attendees will learn about good practice on using performance data to improve public service performance. The key benefit of “user-centric” performance data is that it allows governments to identify the problems users report, and then work backwards to solve them, helping the public to achieve the outcomes they want as easily and effectively as possible. This process is at the heart of what it means to be “user centric”. For this process to occur, governments must have effective “feedback loops”. That is, public servants must review data regularly, and then have the incentives and ability to act on the problems users report. The session will present examples of how this “feedback loop” has been used to improve delivery of life services in OECD countries.

Discussion Questions

- How can user feedback data be leveraged to improve services?
- What are the conditions for an effective “feedback loop”?

15:15 - 15:30 Tea Break

15:30 - 16:30

BENCHMARKING PUBLIC SERVICE PERFORMANCE: GOVERNMENT AT A GLANCE SE ASIA

This session will use publicly available data to examine public service performance in the region. The “user-centric approach” and Serving Citizens framework guide the selection of data. Participants will be asked to discuss what is known about service delivery standards and where the gaps are.

Discussion Questions

- What do we know about public service delivery standards in E&SE Asia?
- Which of the practices discussed today are used in your government?

16:30 - 17:00

NEXT STEPS ON DELIVERING USER CENTRIC SERVICES

The final session will be a short guided reflection exercise to identify areas for potential technical cooperation. Participants will reflect on the degree to which user-centred measurement of public services are in place, and where they can add value to their work. The session will close by discussing areas where technical assistance and further learning from good practices would be valuable.

Discussion Questions

- Which would be valuable for the future? What are the barriers to uptake?

17:00 - 17:30

CLOSING