# QUEUE·IT

# How to deliver a superior citizen experience, no matter the demand

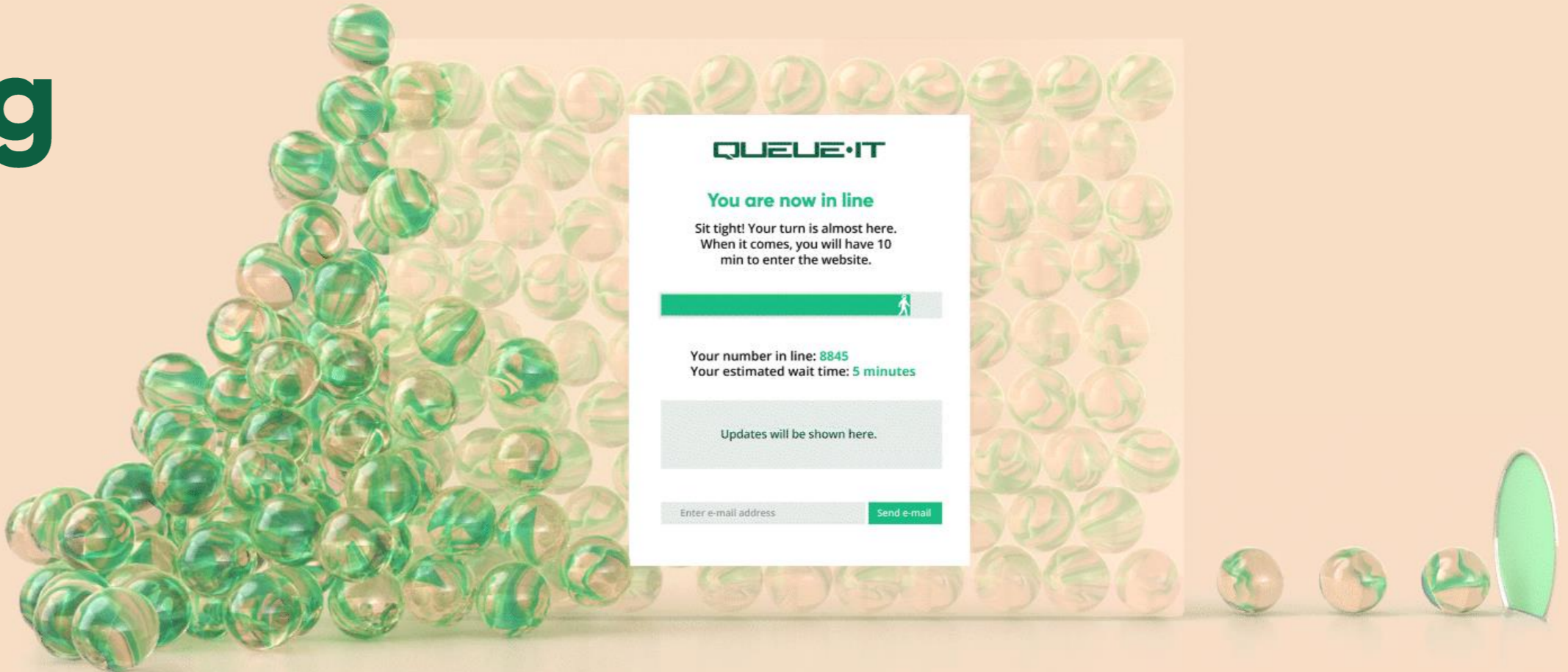# Pat Spring

VP of Marketing at Queue-it

# Queue-it helps leading organisations run confident & fair online registrations



| FOUNDED IN | CUSTOMERS | EMPLOYEES | OFFICES IN |
|---|---|---|---|
| **2010** | **1,000+** | **200+** | **DK, US, AU** |

# What we'll discuss today

- **Introduction**

- **What is citizen-centric service delivery?**

- **Why citizen-centric services?**

- **4 steps to improving digital services**

- **Delivering a superior experience, no matter the demand**

- **Q & A**

# What is citizen-centric service delivery?

- Putting citizens at the center of everything you do

- Understanding citizens' needs, expectations & experiences

- Making services efficient, reliable & straightforward

# Why citizen-centric services?

# Effective digital services

- **SAVE CITIZENS TIME**

- **SAVE GOVERNMENTS MONEY**

- **GET THINGS DONE FASTER**

- **BOOST MORALE**

- **BOOST TRUST**

# Poor citizen experiences harm the public's trust in government

**56%** Of U.K. citizens have experienced problems when trying to access digital government services

**15%** Of U.K. citizens have had to repeat using digital public services because they couldn't resolve their issues
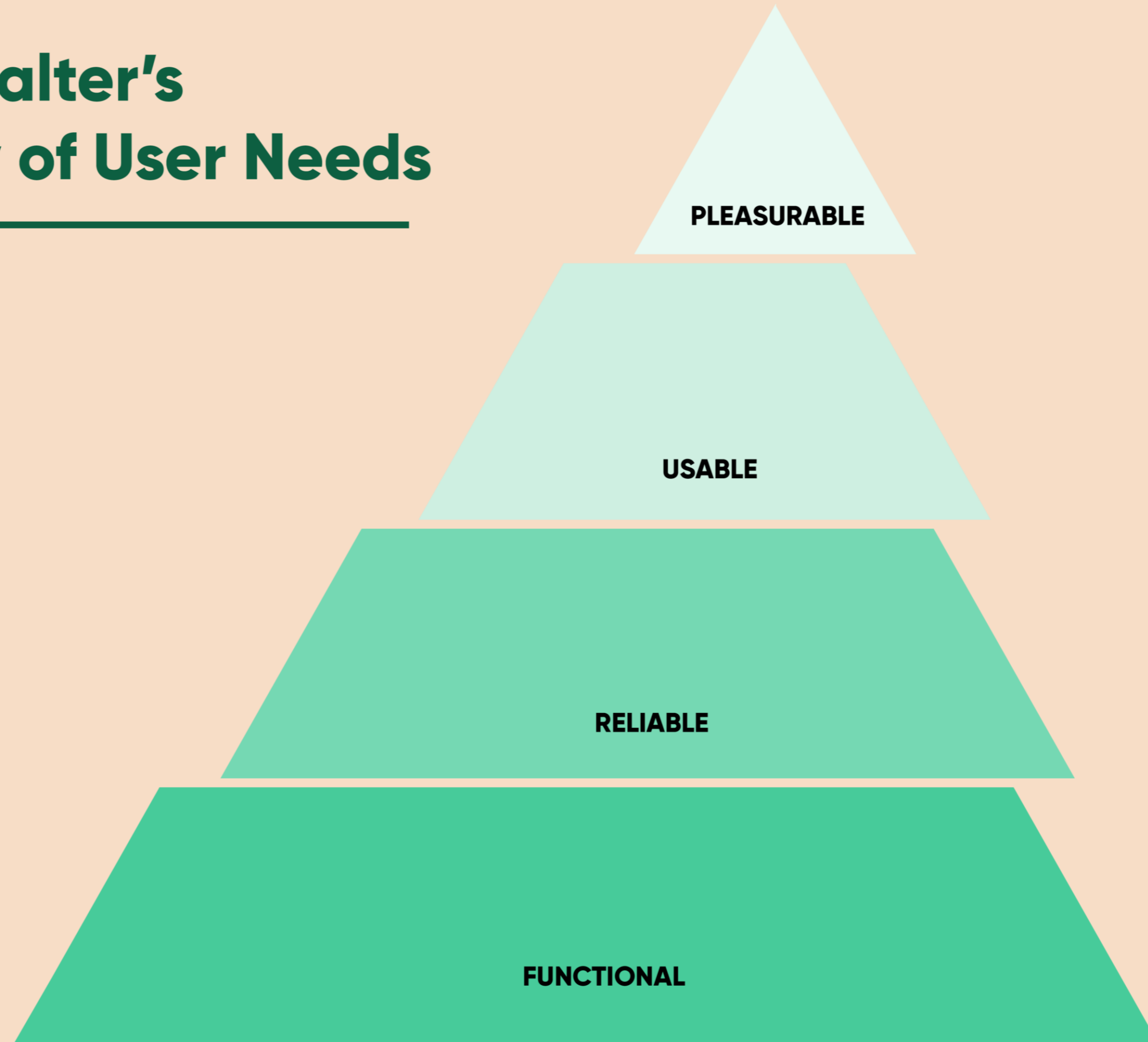
**49%** Of U.K. citizens said they don't trust their government

# OECD'S Determinants of trust

1. Responsiveness
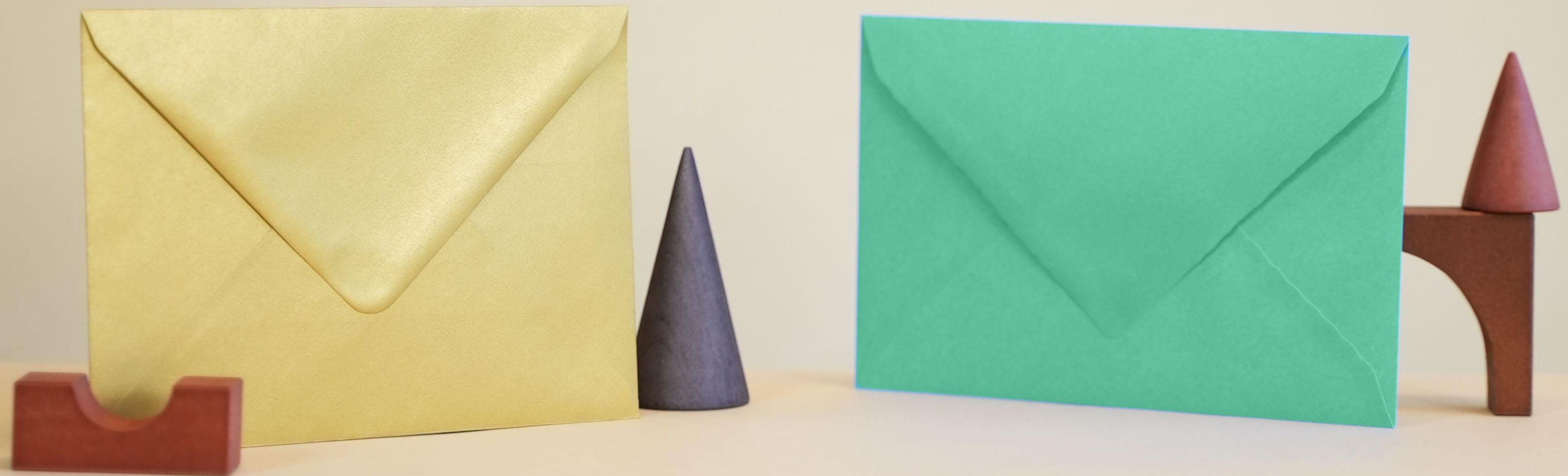
2. Reliability

3. Integrity

4. Openness

5. Fairness

# Aarron Walter's Hierarchy of User Needs

PLEASURABLE

USABLE

RELIABLE

FUNCTIONAL

# The steps to citizen-centric service delivery

# 1. Prioritize clear, two-way communication

# Clear, two-way communication

- Deeper understanding of citizens' needs

- Actionable data & feedback on the state of services

- Increased opportunity for citizen participation & engagement

- Expectation setting

- Preparing citizens to boost efficacy & efficiency

"A lot of us immigrants, we don't know much about the system unless somebody advises us to do it. Even if somebody gets, like if I get unwell or something in future, I probably won't know what to do."
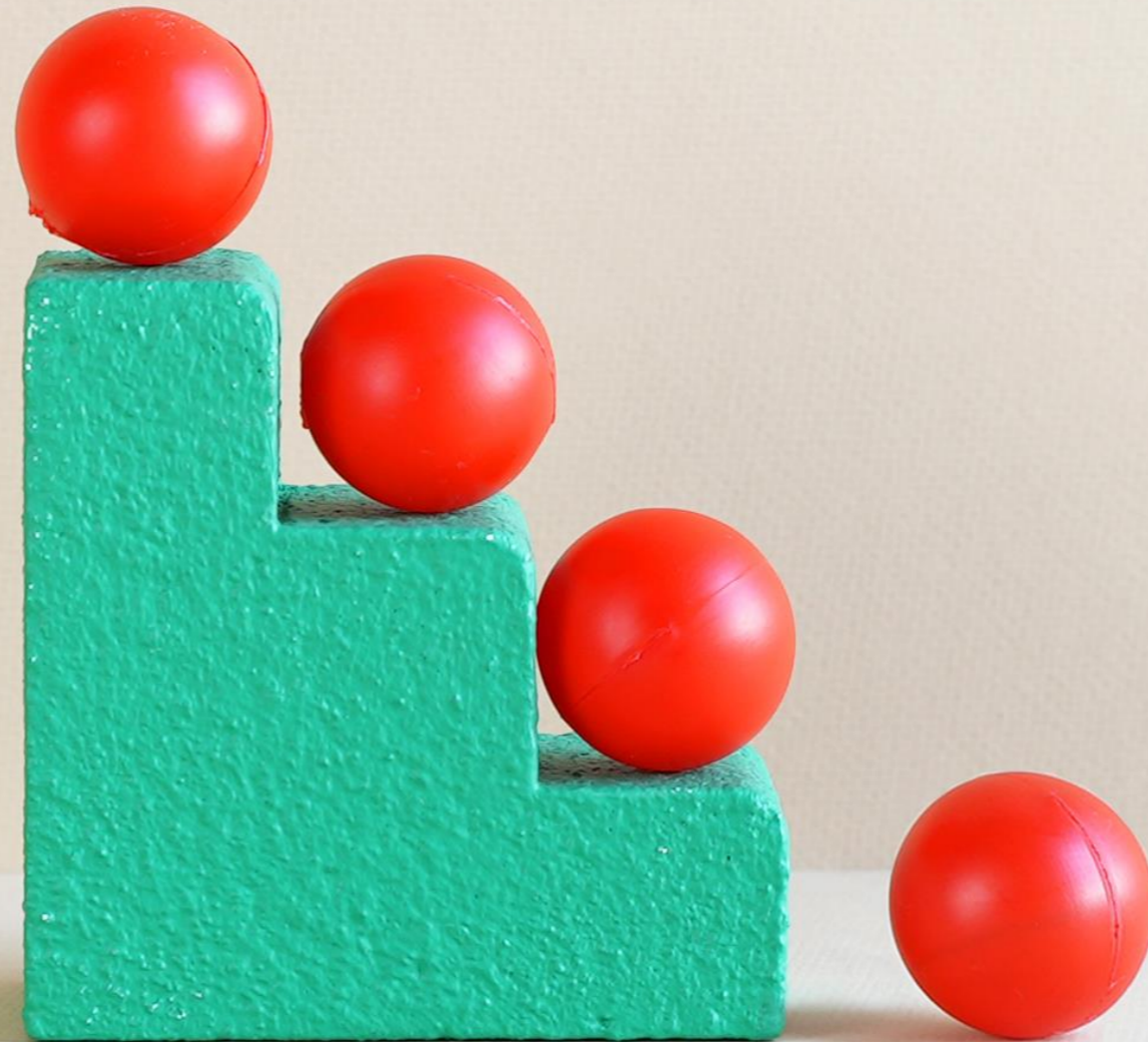
– Gabriela, survey respondent who didn't claim Universal Credits despite eligibility

26% of U.K. citizens said they don't use or don't know how to access any government digital services.

# 2. Design for everyone

## Government site usability influences people's perceptions of credibility

**20%** Of British citizens do not have basic digital skills.

**30%** Of interactions with online public services are on behalf of someone else, usually an elderly relative or child.
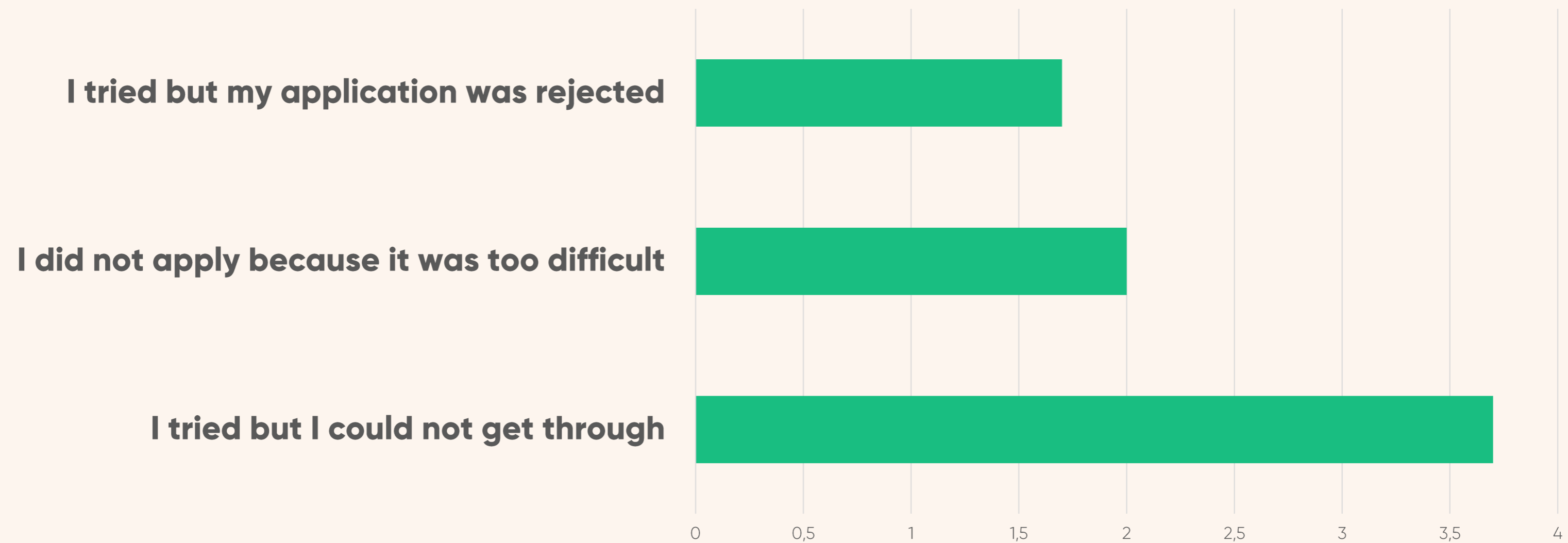
**30%** Of the least digitally engaged people in the U.K. would engage with online public services if they were designed to be more accessible.

# "It was too difficult": 36% of Unemployment Insurance claimants failed to apply in 2020

## UNSUCCESSFUL UI CLAIMANTS FOR EVERY 10 SUCCESSFUL CLAIMANTS



Data from Economic Policy Institute (2020)

# UX best practices

- **Optimize for desktop & mobile**

- **Seek universal usability by recognizing citizens' diverse needs**

- **Strive for consistency to make processes more intuitive**

- **Design to make errors difficult or impossible**

- **Allow easy reversal of actions**

- **Reduce short-term memory load**

# 3. Deliver online fairness

Fairness is a significant predictor of trust.
Everyone deserves an equal slice of the pie.

# Unfair vaccine registrations

- When demand exceeds supply, competition follows

- Vaccination registrations were plagued by bots, "vaccine hunters" & hackers

- This disadvantaged those with low tech readiness, the elderly & essential workers

# How to deliver fair online registrations

- Establish fixed booking times

- Allow pre-registration of information

- Use bot mitigation tools

- Provide non-digital alternatives

- Centralize systems

- Use randomization

- Follow-up on those who missed out

# 4. Create services citizens can count on

# Website crashes threaten the citizen experience

Huge queues for Covid booster jabs as NHS booking site crashes and tests run out

Scottish government website crashes moments after lockdown exit plan published

DRIVING FAULT Driving test website crashes as learners scramble to book tests

DRIVING HOME FOR XMAS? Railcard users furious as website down for two weeks leaving passengers out of pocket on pricey Christmas fares

EU referendum: voter registration deadline put back after website crash

Passport website CRASHES as Brits fear they will have to cancel summer holidays

Hotel quarantine booking system crashes shortly after being launched

Tax returns hit by government Gateway website crash

Negative defining moments affect overall government satisfaction scores 4X more than positive defining moments.
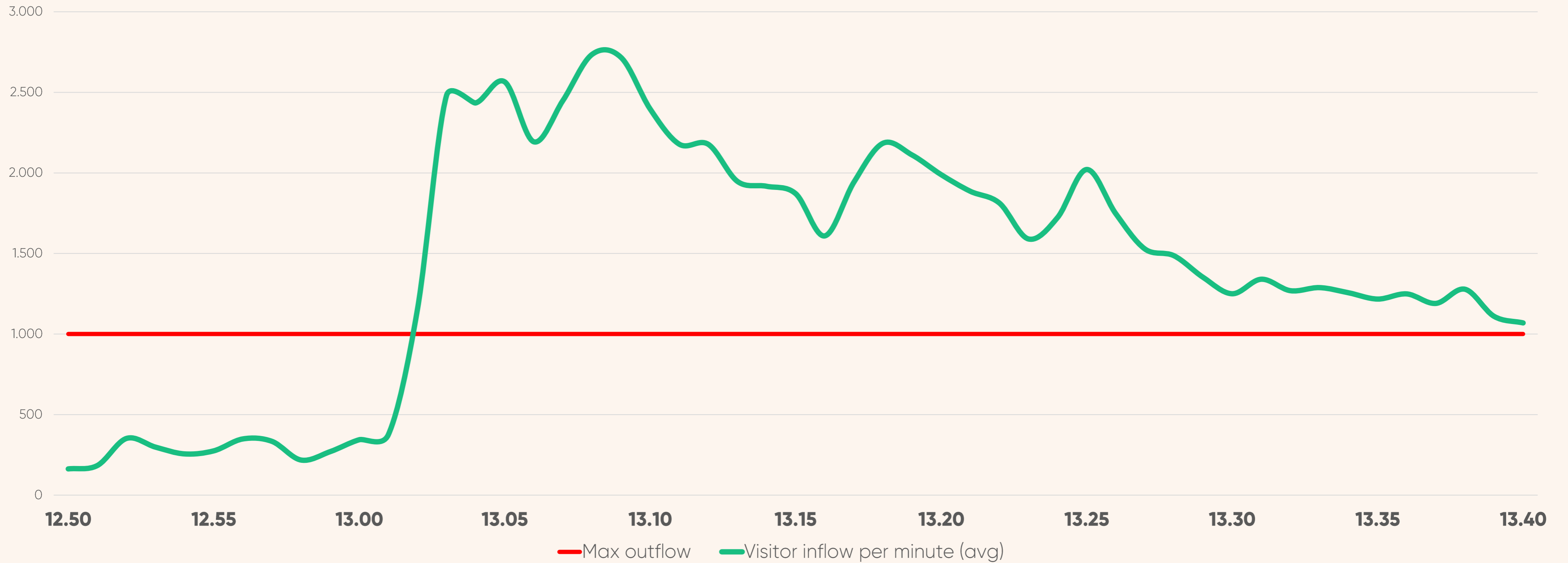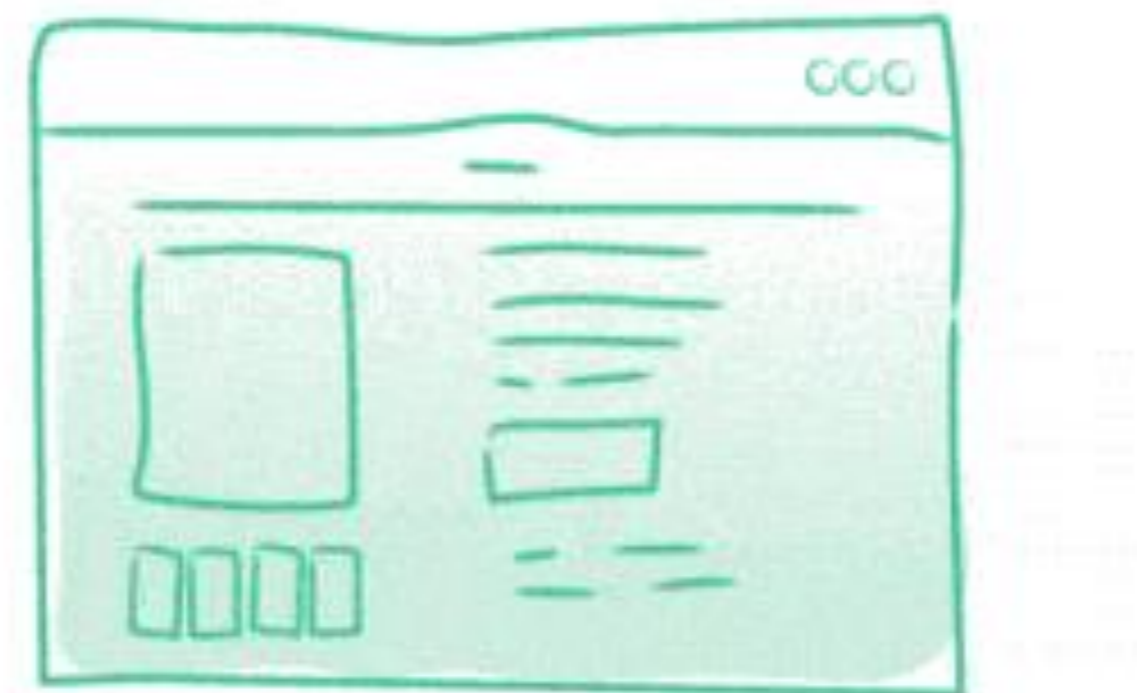
# What causes downtime?



Usage spikes

Network failure

CRITICAL SYSTEM FAILURE

WARNING

Human error

# The "Press conference effect"



3.000

2.500

2.000

1.500

1.000

500

0

12.50   12.55   13.00   13.05   13.10   13.15   13.20   13.25   13.30   13.35   13.40

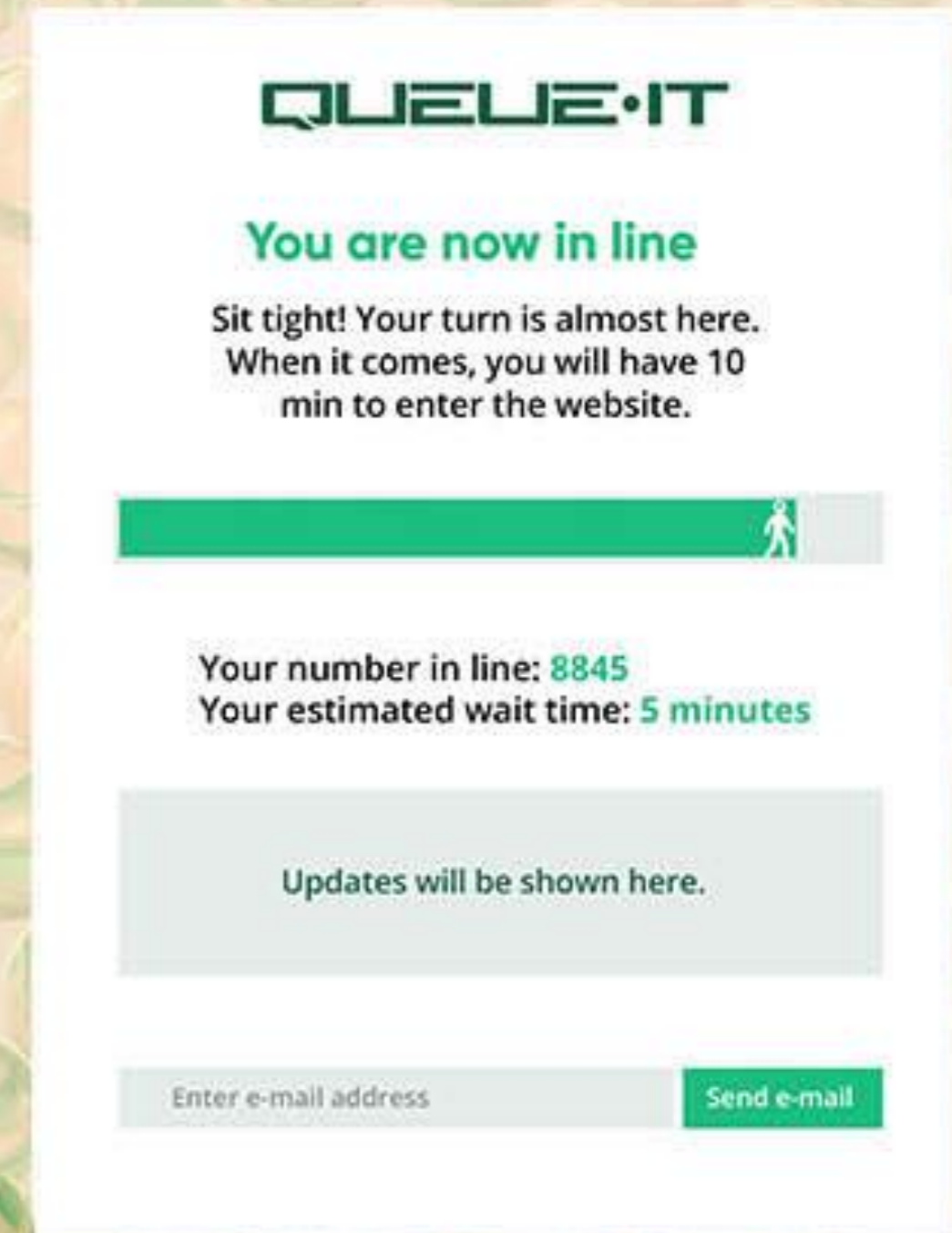Max outflow     Visitor inflow per minute (avg)

# How a virtual waiting room works

# Provide the elegant user experience your citizens deserve

- **KEEP CITIZENS INFORMED**

- **DELIVER A SEAMLESS EXPERIENCE**

- **QUEUE ACROSS ANY DEVICE**

- **GIVE FAIR ACCESS**

- **ENSURE SITE RELIABILITY**

"

**Now it's unthinkable to launch a booking site without Queue-it.**

*Masanobu Tenjin, Director of Digital Shift Promotion, Tokyo Metropolitan Government's Bureau of Digital Service*

"

"

**We could save our system thanks to the queue system we implemented**

*Alessandro Di Bello, General Manager, InnovaPuglia*

"

"

**We installed the system in a few days, and we're very happy with Queue-it's technical support. We've reached our goal.**

*Fausto Mancini, Key Account Manager, Minsait*

"

# Summary

# The promise of citizen-centric services

- **BOOST TRUST & CREDIBILITY**

- **SAVE CITIZENS & BUSINESSES TIME**

- **IMPROVE OPERATIONAL EFFICIENCY**

- **STAY OUT OF THE NEWS**

# Deliver services you can be proud of

1. PRIORITIZE TWO-WAY COMMUNICATION

2. DESIGN FOR EVERYONE

3. DELIVER ONLINE FAIRNESS

4. CREATE SERVICES CITIZENS CAN COUNT ON

# No matter the demand, deliver
# online experiences that make citizens feel
# their government worked for them

# Q&A



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