

e-Government and CRM

Shift Happens

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Loyalty and Service

Point of departure and Scope

One-stop Collaborative Government

Defining Value

Change Management

Batho Pele service delivery principles



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Loyalty and Service

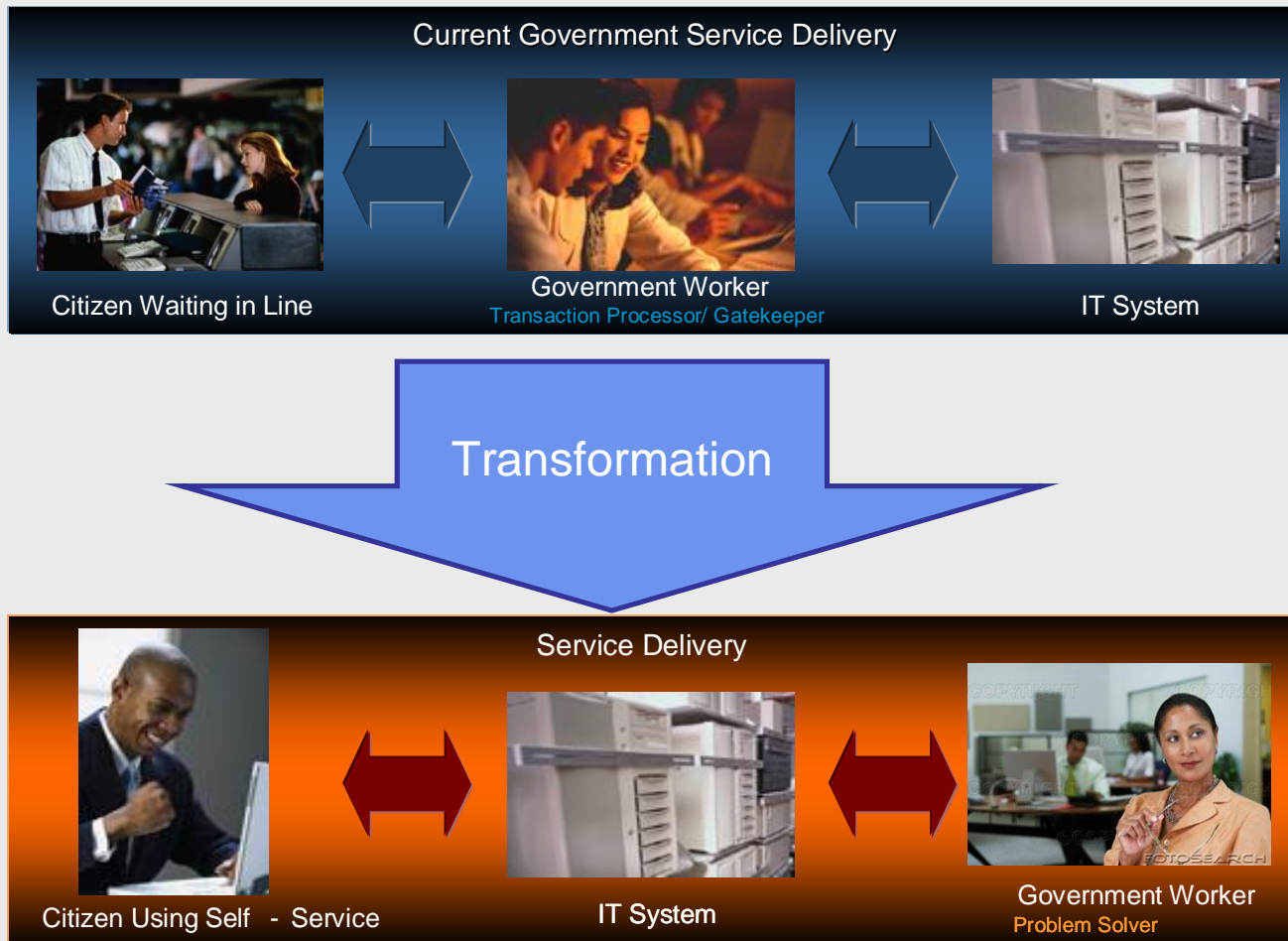
Point of departure and Scope

One-stop Collaborative Government

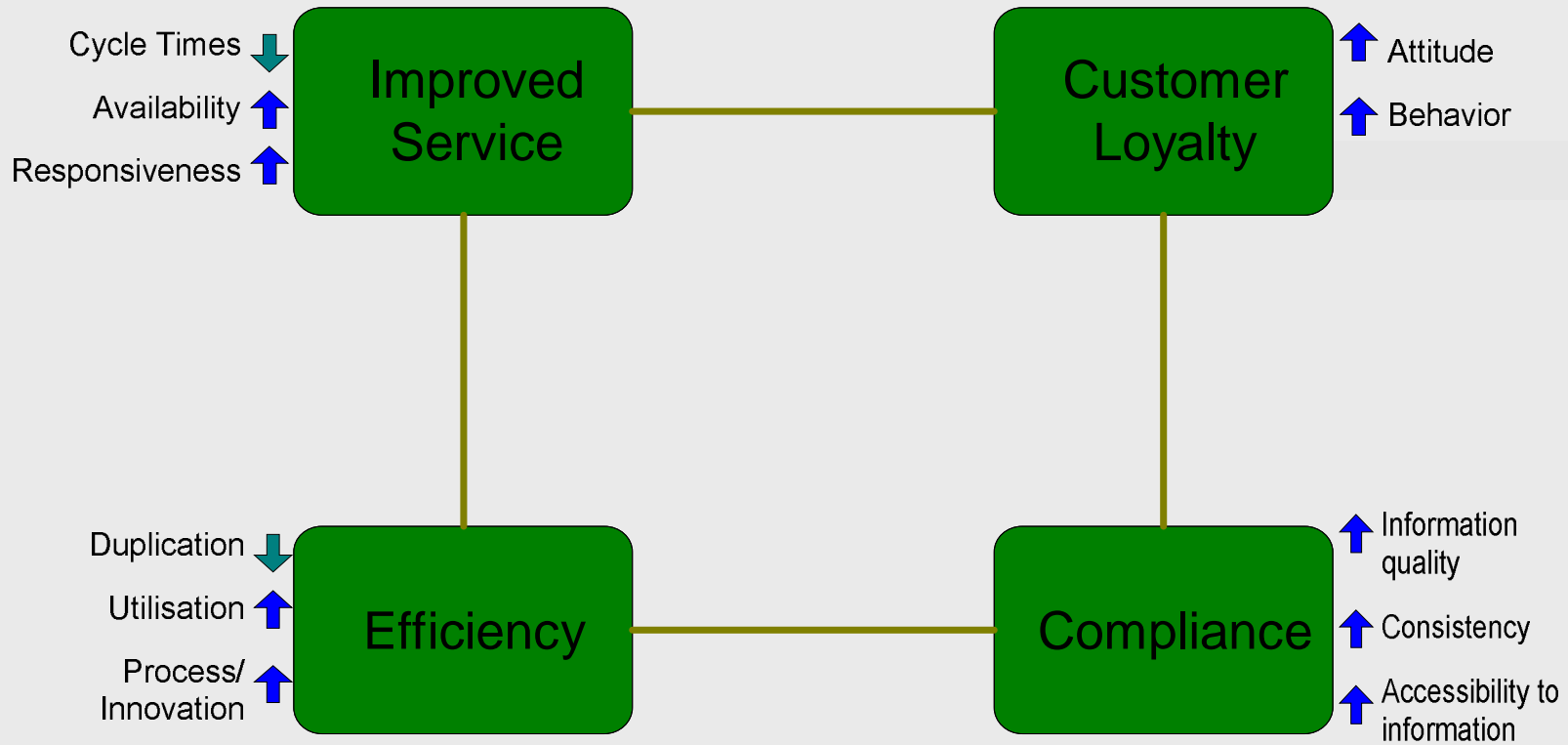
Defining Value

Change Management

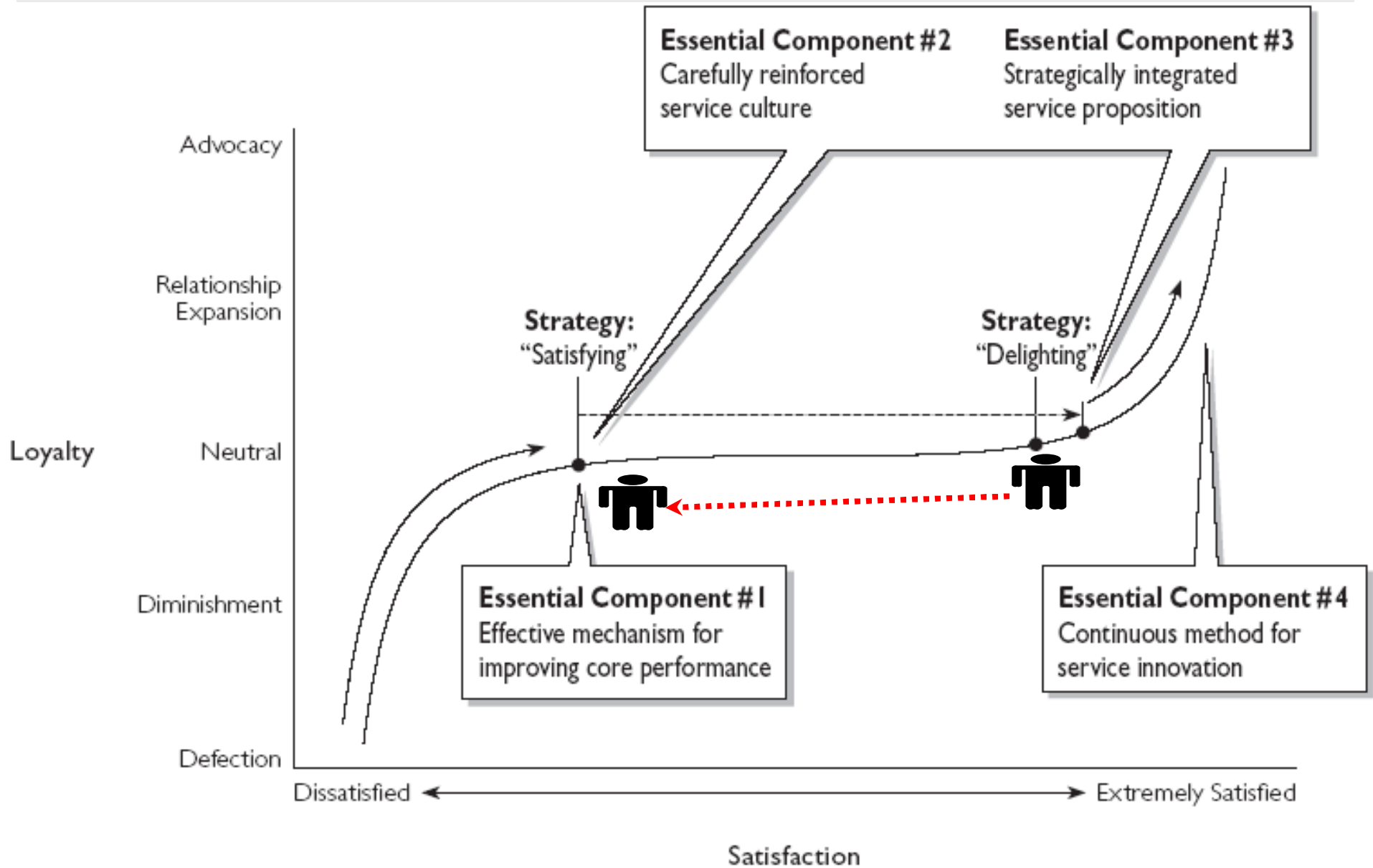
A new vision of Public Service for Gauteng grounded in e-Government



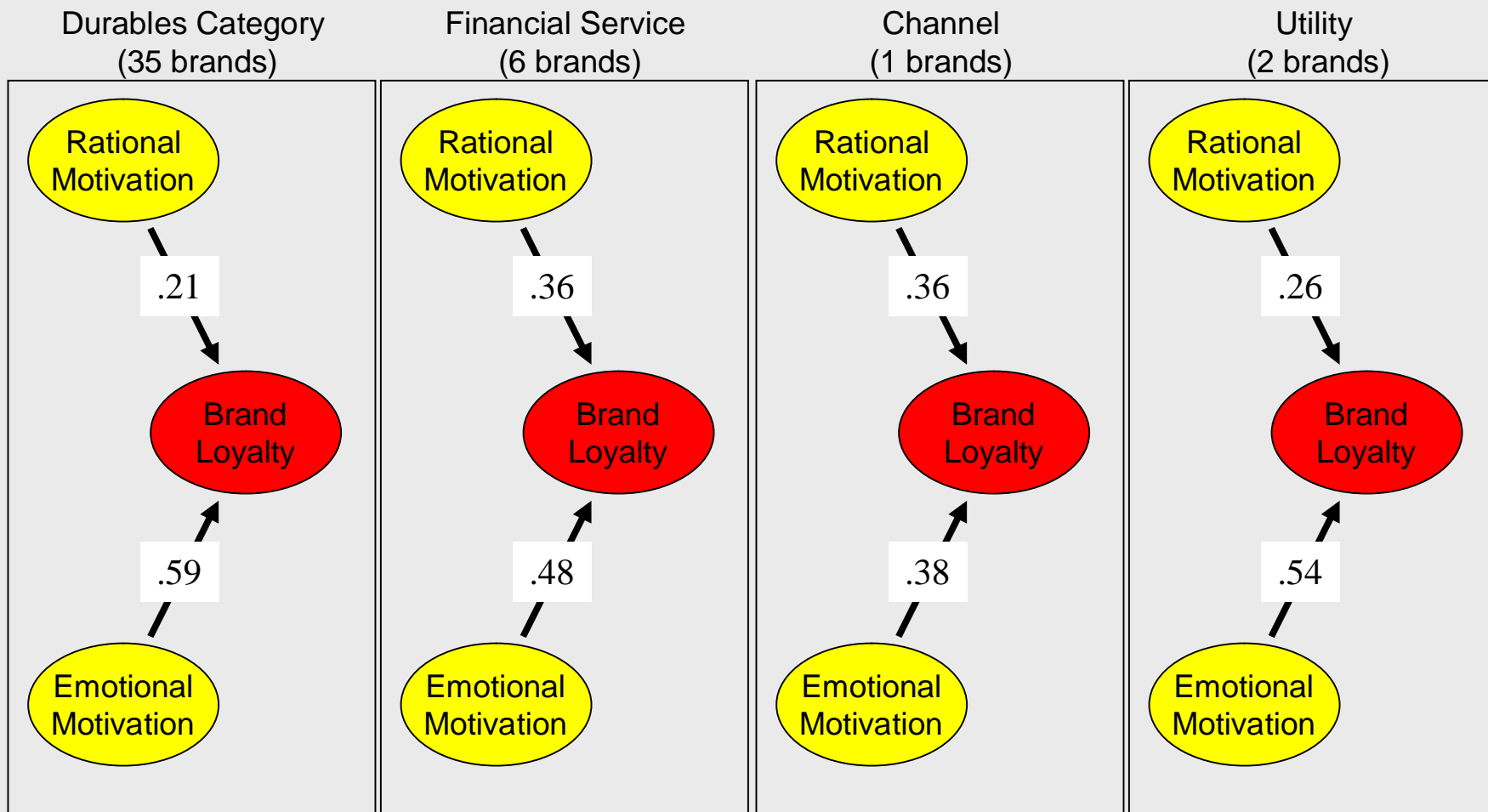
The Business Drivers



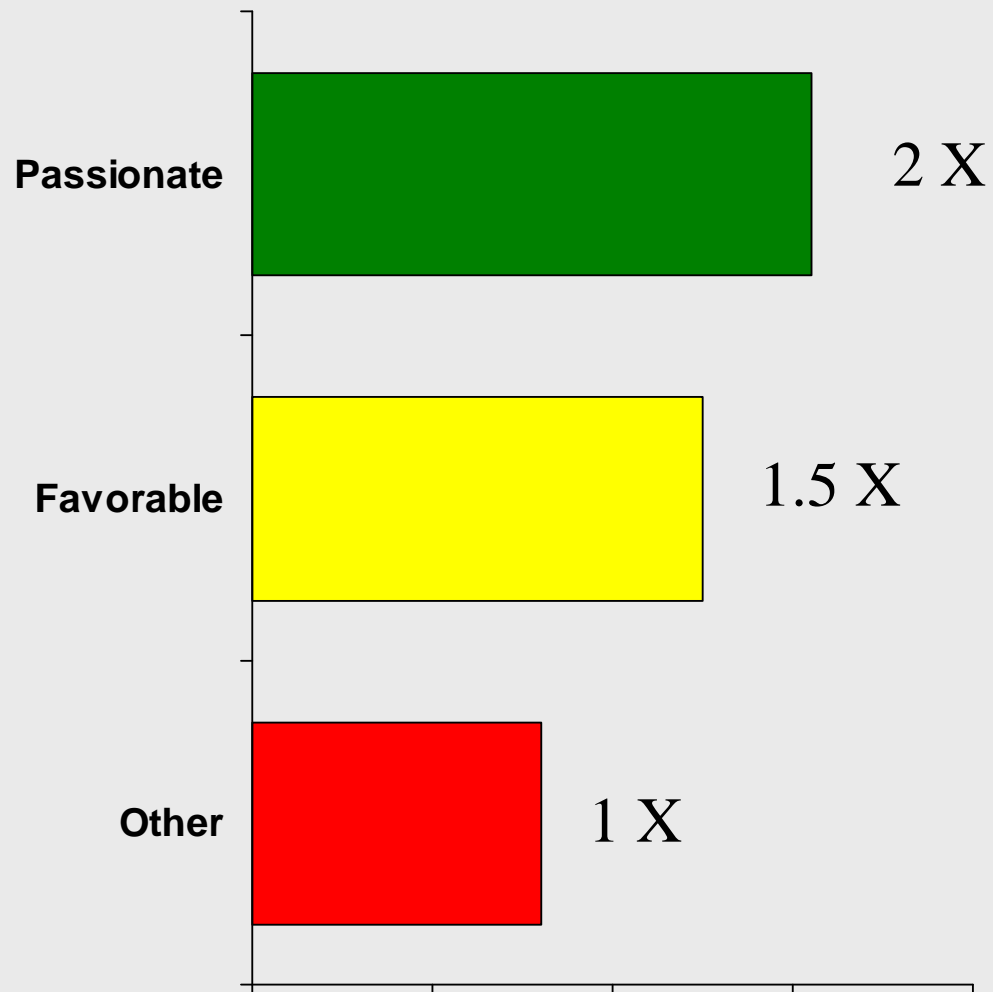
Satisfaction and Loyalty



Meta-Analysis: Rational vs. Emotional Motivation



Actual Repurchase Behavior by Loyalty Level



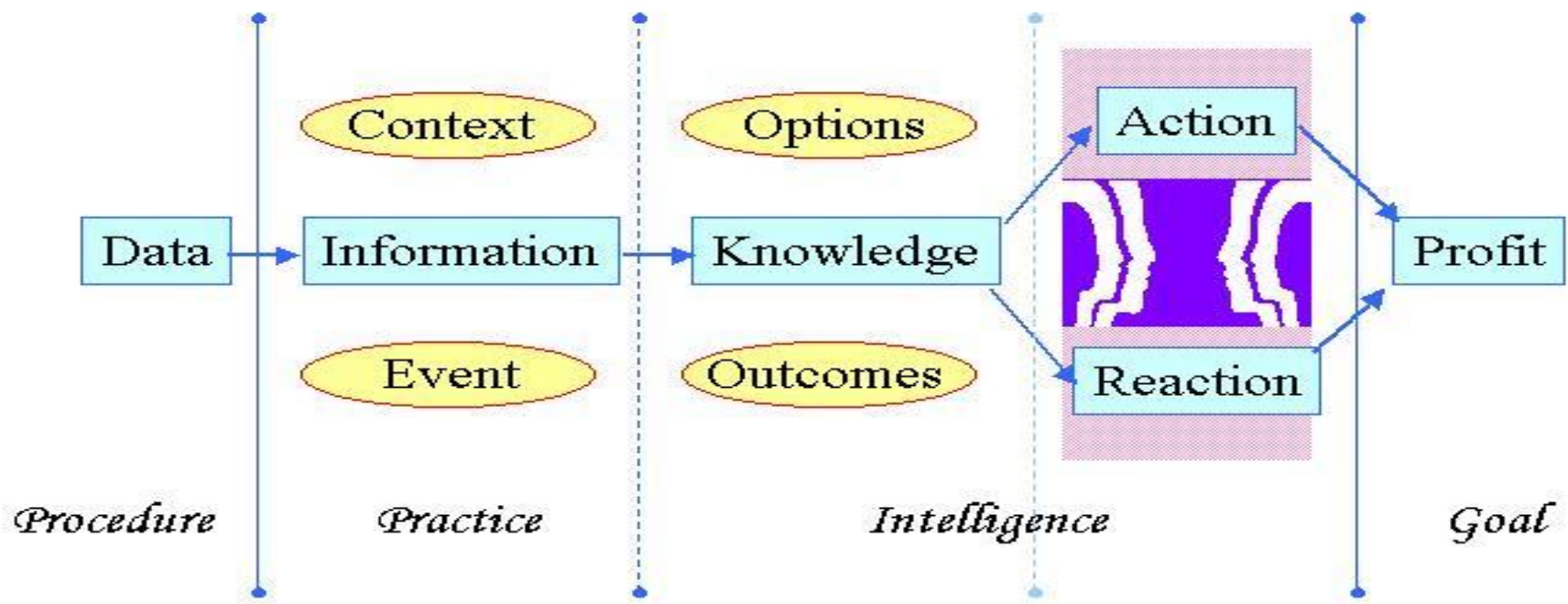
Appropriate Terminology

- **Servicing:** The routine execution of access and quality customers paid for and expect in the value proposition
- **Service:** The deliberate response to exceptional moments that fall outside the realm of servicing and have a disproportionately large impact on customer perception



Anatomy of a Touchpoint

Customer Facing Actions - *Customerface*



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Strategic Satisfaction Matrix

Performance

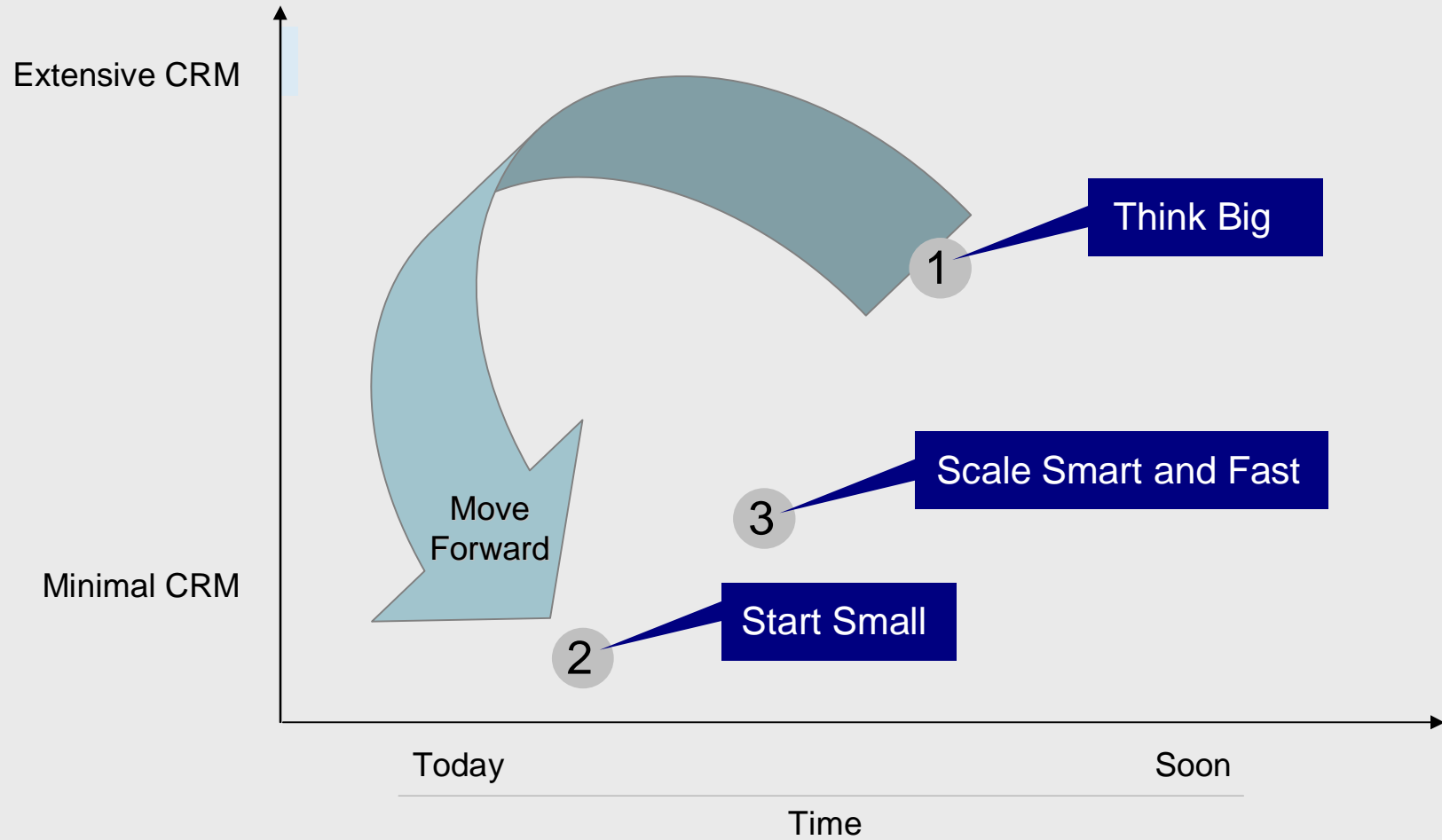
<p>Low Impact and Strong Performance: Maintain or reduce Investment or alter Target market</p>	<p>High Impact and Strong Performance: Maintain or improve Performance – Competitive advantage</p>
<p>Low Impact and Weak Performance: Inconsequential – Do not waste resources</p>	<p>High Impact and Weak performance: Focus improvements Here – Competitive Vulnerability</p>

Impact

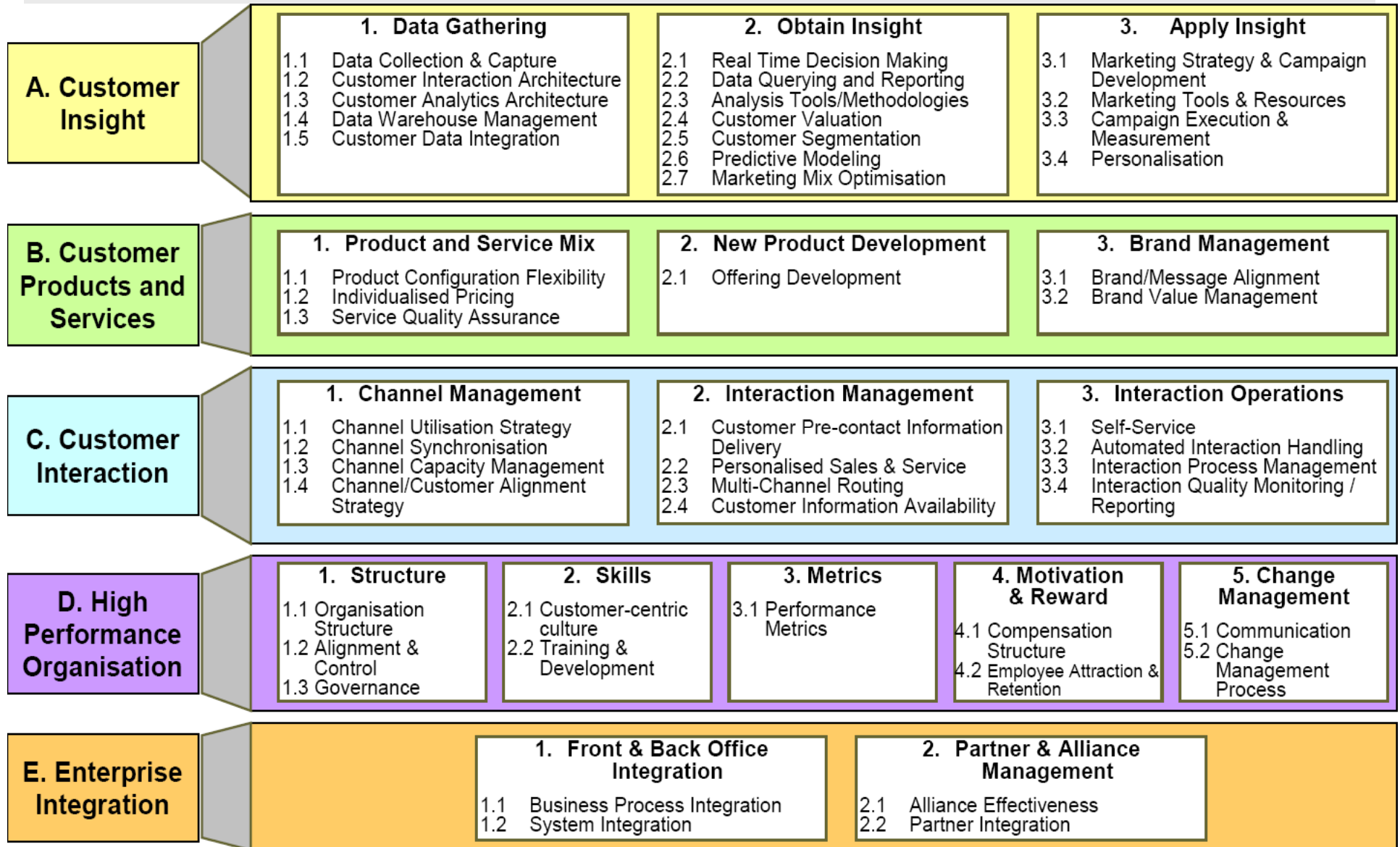


Implementation

Planning for a CRM Evolution



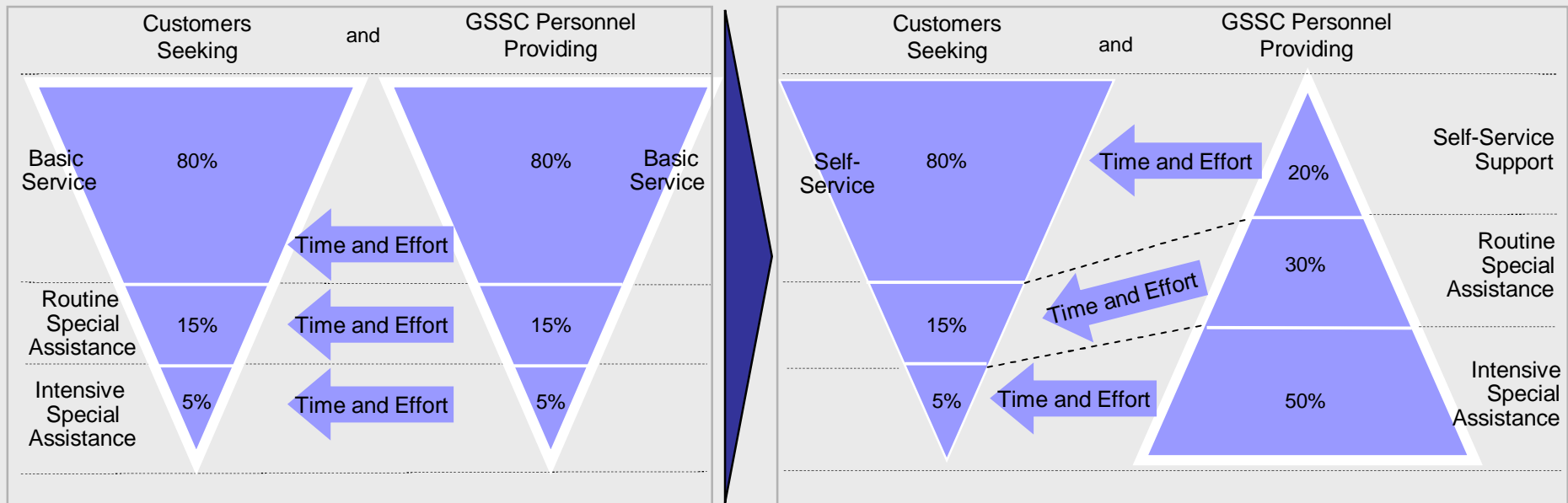
As is Capability Assessment Framework



Shifting traffic to electronic channels will significantly reduce the personnel time the GPG needs to provide high-quality basic services.

Current Resource Deployment Model

Future Resource Deployment Model



CEO Challenges – Global Results

<i>Relative ranking</i>	<i>Top 10 challenges</i>	<i>Cite challenge as being “of greatest concern”</i>
1	Sustained and steady top-line growth	52
2	Speed, flexibility, adaptability to change	42
3	Customer loyalty / retention	41
4	Stimulating innovation / creativity / enabling entrepreneurship	31
5	Cost / ability to innovate	29

Segmentation

Government to Citizen (G2C)

Government to
Business (G2B)



Government to
Government
(G2G)

Government to Employee (G2E)



Citizen-centered Initiatives

Government to Citizen

1. My Health
2. Recreation One Stop
3. GovBenefits
4. Online Rulemaking Management
5. ...

Government to Business

1. Government Asset Sales
2. Online Rulemaking Management
3. Expanded Electronic Tax Products
4. Consolidated Informatics
5. Business Compliance One Stop
6. International Trade Process Streamlining
7. ...

Authentication

Government to Government

1. Disaster Management
2. Geospatial Information One Stop
3. Project EDRMS
4. ...

Government to Employee

1. e-Training
2. Recruitment One Stop
3. Enterprise HR Integration
4. e-Travel
5. Integrated Acquisition
6. Payroll Processing
7. ...



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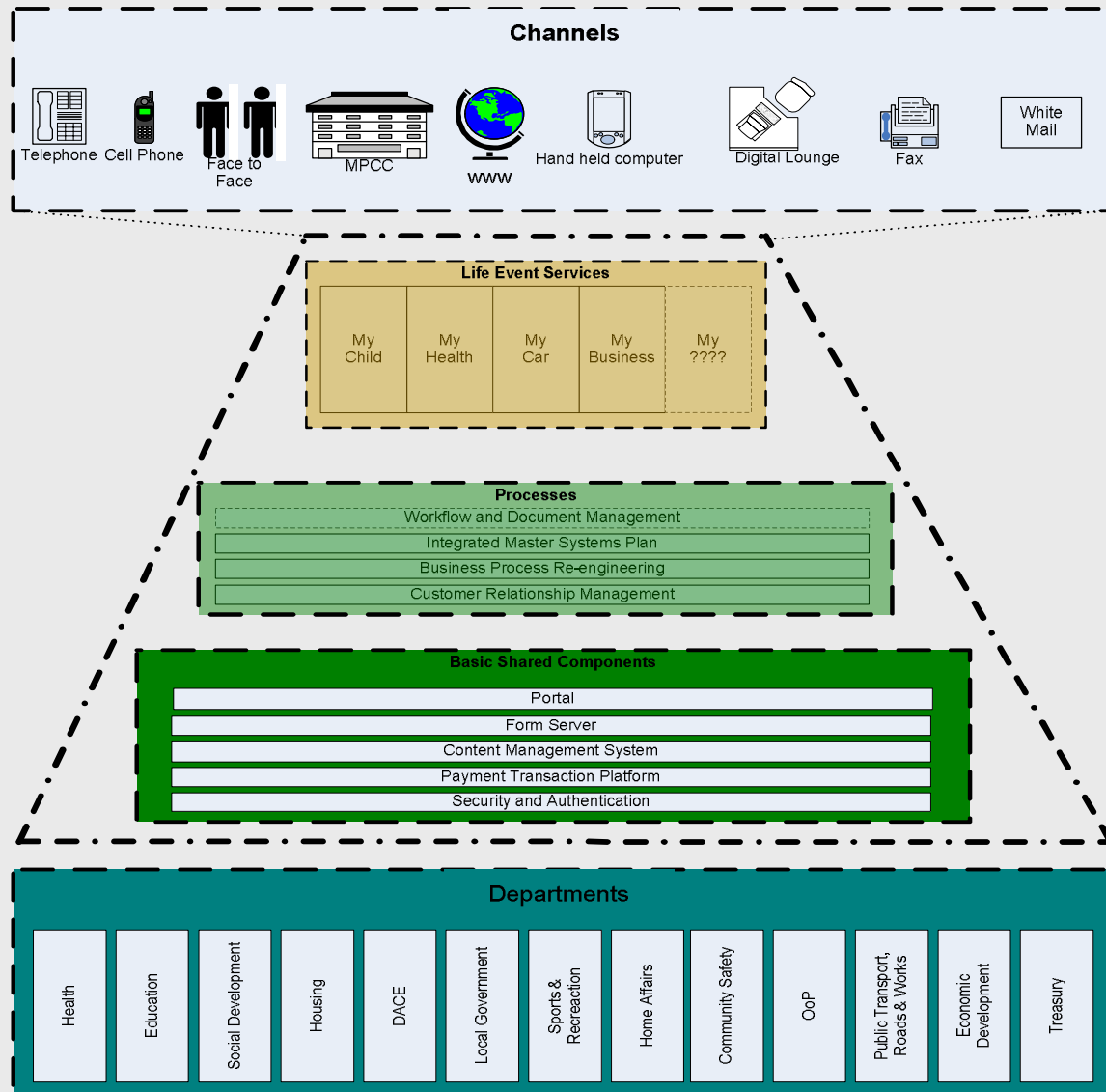
One-stop Collaborative Government

Defining Value

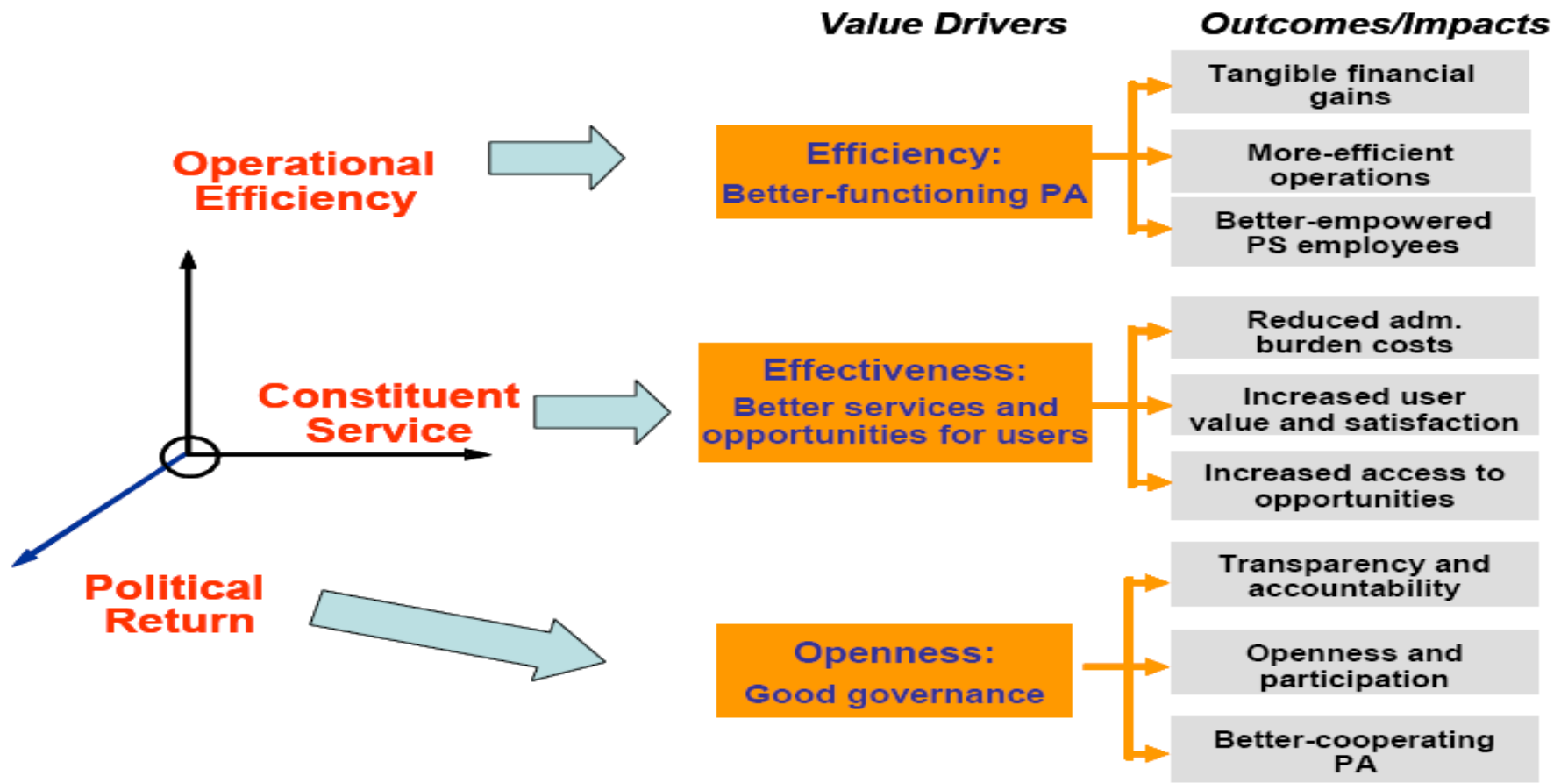
Change Management

One-stop Collaborative Government

Balance short & long term objectives



Value Measurement



PA = public administration
PS = public sector

Source: eGEP, Gartner



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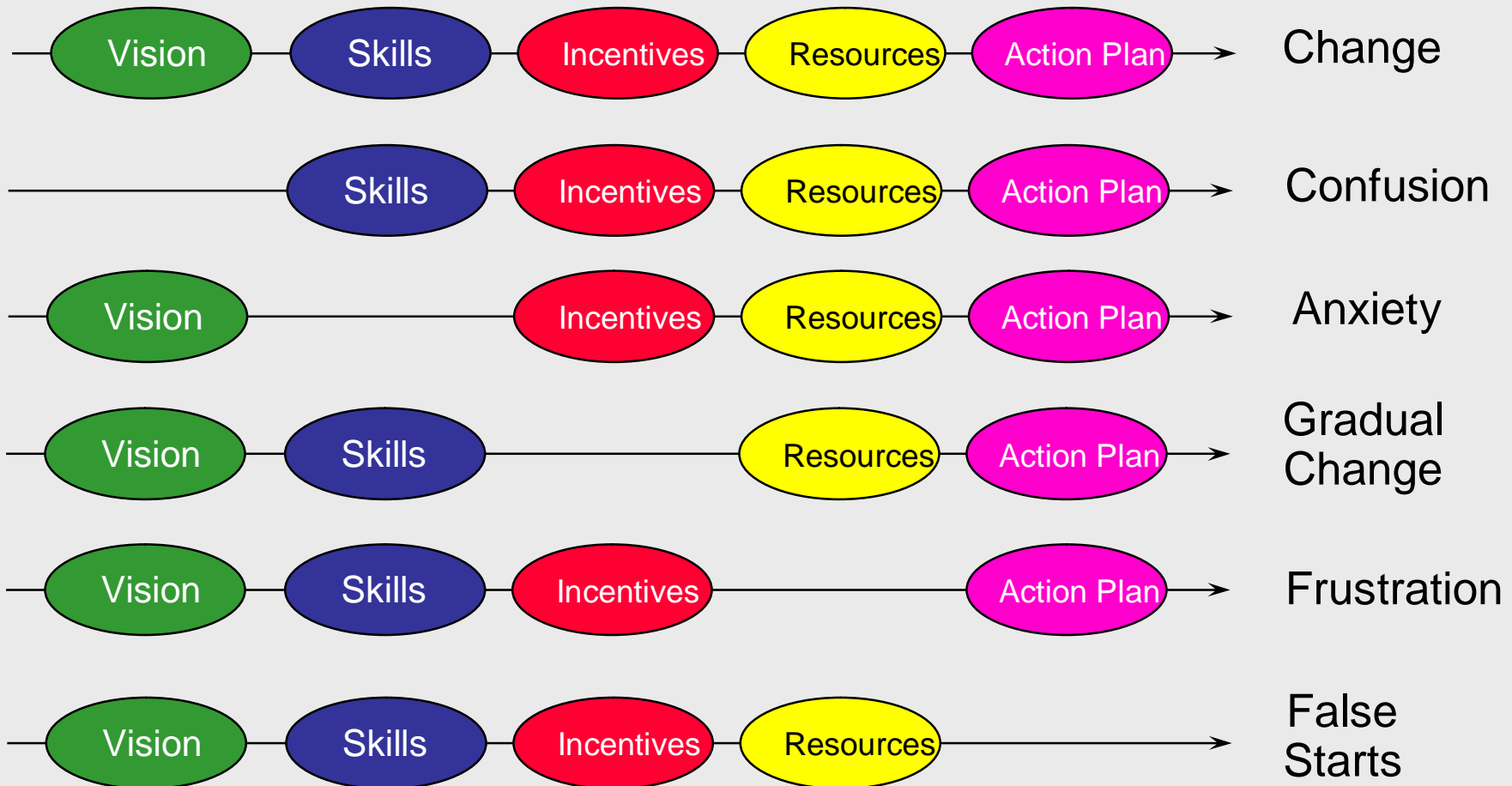
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Managing Complex Change



Source: APQC



Questions and Answers

