



What we've learned about delivering effective e-services



Dave Fitch
Project Manager
Edinburgh Napier University
d.fitch@napier.ac.uk

Sheila Apicella
Project Manager
esd-toolkit/Porism Ltd
sheila.apicella@esd.org.uk

Case description

We will present four key lessons we've learned in designing and delivering better e-services in the Smart Cities project.

1. The need for innovation
2. The role of technology in delivering better e-services
3. Customer profiling – understanding what e-services your citizens need
4. Channel swap – identifying what channels you need to use to deliver e-services

We will support these lessons with practical examples from our project partners and project pilots.

Vision

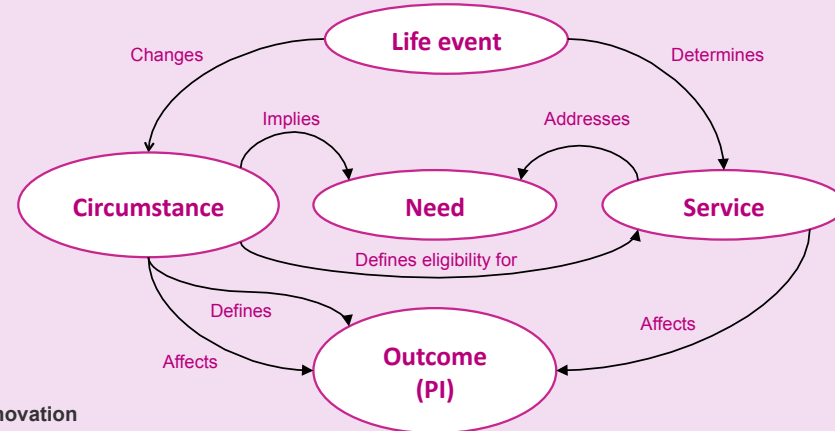
The Smart Cities Project is an Interreg IVb funded project that brings together 13 municipal and academic partners from around the North Sea Region to develop better e-services and e-government by facilitating the transfer of successful practices and by developing a better understanding of what eservices work best and why.

Relevant facts

Understanding e-government & e-services

e-government covers many different institutions, at different levels of government and at different stages of organisational/technological development, trying to deliver a wide range of things to a wide range of citizens.

We should not look for 'one size fits all' solutions – in reality, one size fits nobody.



Innovation

We need to develop a model for how public services are delivered that allows organisations to share information, re-use resources, reduce risk and saves re-inventing the wheel.

We need to understand citizens and customers if we want to understand how they use services and what services they need.

- Channel choice** – how will you deliver services (face to face, email, web, phone?)
- Channel swap** – moving citizens to the most efficient channel for their needs
- Organisational challenge** – ensuring citizens get the same services/information regardless of their channel choices.

Goals

To introduce the work the Smart Cities Project is doing to develop better e-services and e-government by:

- Highlighting the work we are doing to develop a the esd-toolkit into a European Service List
- Highlighting some of the key organisational issues facing the development of e-services
- Integrating channel choice and channel swap into to the development of e-services