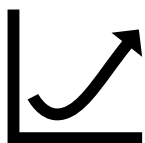# INNOVATION IN PUBLIC SERVICES

Public services are the main ways in which people interact with Governments. Public policies translate into practice and generate impact at these junctions.

Designing and delivering public services with a human-centric focus is therefore important for both people and Governments alike. .

Renewed societal challenges and changes, such as emerging lifestyles and behaviours, rapid technological change, and demographic trends, call for public services that are attuned to the evolving needs and expectations of users.

Governments can embrace innovation as an intentional and action-oriented option not just to make the best out of current efforts and maximise existing solutions, but also to keep up with a constantly changing environment and proactively get an edge.

OECD TRUST SURVEY 2023

Increasing the speed and ease of obtaining the service could boost satisfaction with both in-person and remote administrative services

Percentage point change in likelihood of being satisfied with administrative services following an increase in satisfaction with any of the service aspects (left Y-axis, represented by bar) and share of users satisfied with service aspect (right Y-axis, represented by dots), OECD average, 2023
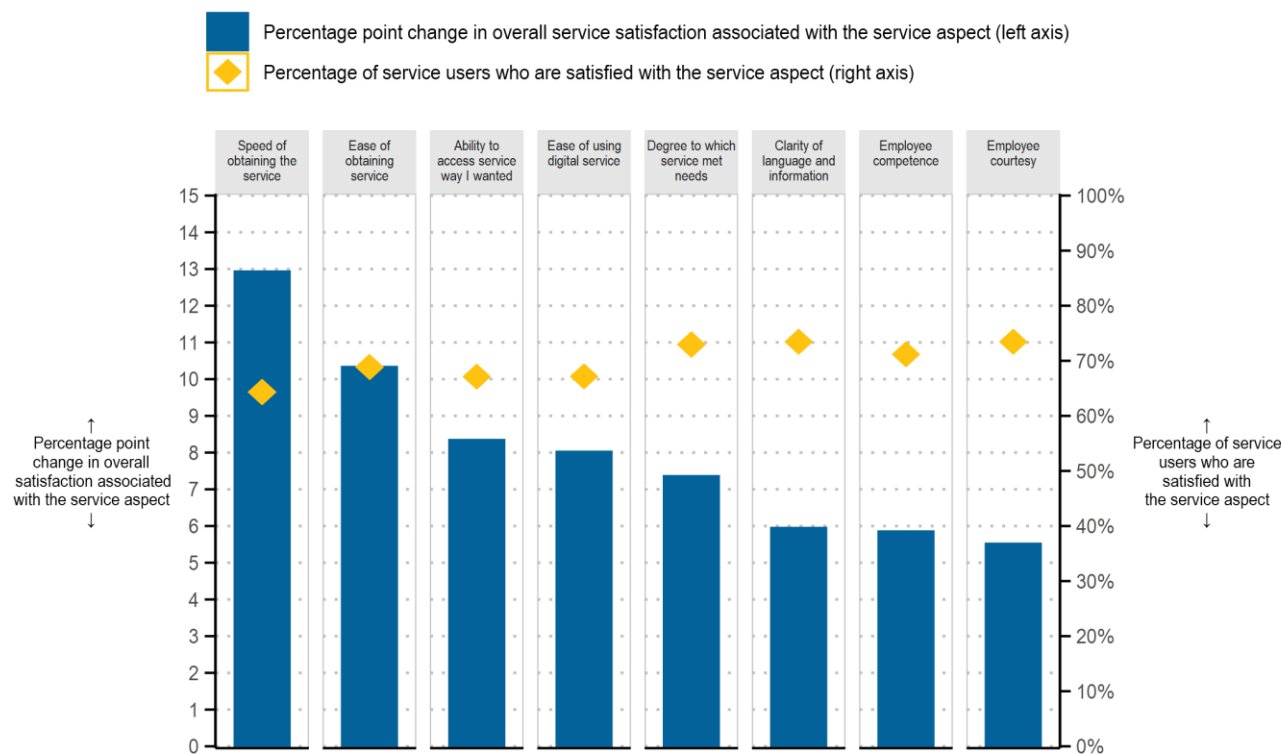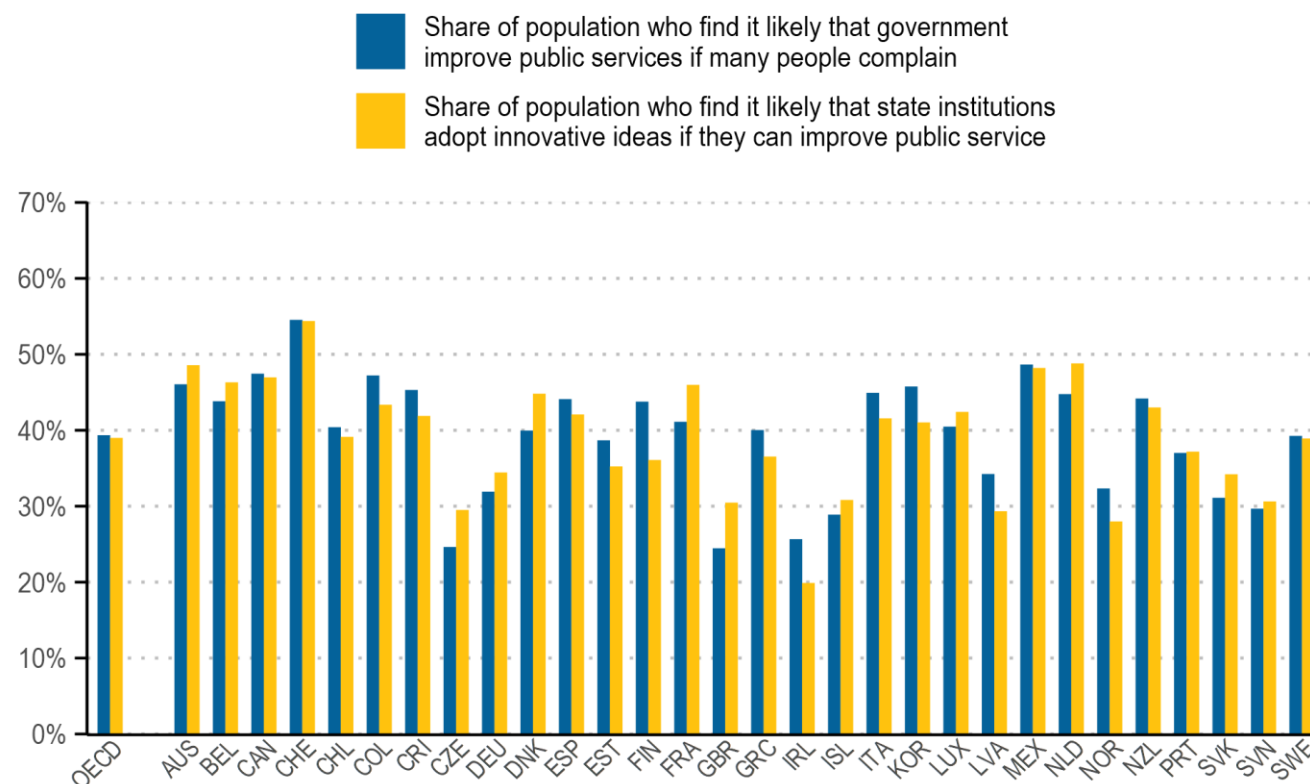

How to read: For example, on average across the OECD, 64% are satisfied with the speed of obtaining the service, and this is associated with a 13 percentage point increase in the likelihood of being satisfied with administrative services.

Note: On the right Y-axis and represented by dots, the figure presents the OECD unweighted average of the share who indicated satisfaction with the respective aspect when answering the question: "Thinking about the most recent administrative service that you personally made use of, how satisfied were you with each of the following? Please give your answer on a scale of 0 to 10, where 0 means you are not at all satisfied, and 10 means you are completely satisfied". The satisfied proportion is the aggregation of responses from 6-10 on the scale. 'Don't know' and 'not applicable' were separate answer options. The percentage point change in satisfaction with administrative services, on the Y-left axis represented by bars, corresponds to the average marginal effect of a being satisfied as compared to not being satisfied with any of the eight service aspects, when all the other service aspects, age, gender, and education levels are kept constant. The average marginal effects are statistically significant at p<0.01.

Source: OECD Trust Survey 2023.

OECD TRUST SURVEY 2023

An average of 4 in 10 people believe that a public service would be improved if people complained and if an innovative idea was proposed

■ Share of population who find it likely that government improve public services if many people complain

■ Share of population who find it likely that state institutions adopt innovative ideas if they can improve public service

Note: The figure shows the average share of the population who respond that it is 'likely' (responses 6-10 on a 0-10 scale) to the questions "If many people complained about a public service that is working badly, how likely do you think it is that it would be improved?" and "If there was an innovative idea that could improve a public service, how likely do you think it is that it would be adopted by the responsible public institution?". "OECD" presents the unweighted average of ''likely'' responses across countries.
Source: OECD Trust Survey 2023.

INNOVATION IN PUBLIC SERVICES

I.   **Strengthen the strategic vision and improve the governance of innovation for public services**

II. **Gather, share and adapt (re)usable methodologies and cutting-edge insights**

III. **Enhance and build capacities for exploration, experimentation and scale-up of innovations**

OECD RECOMMENDATION ON HUMAN-CENTRED PUBLIC ADMINISTRATIVE SERVICES

OECD

Establishing a clear, common policy framework to support Adherents in the development and implementation of services that put peoples' needs at the center of policy design and delivery.

Strategic vision, values and rights

- **Whole-of-Government Strategy:** Develop human-centred services aligned with government-wide goals.
- **Foster a Human-Centred Culture:** Promote services that prioritize user needs and public engagement.
- **Protect Rights:** Ensure services respect rule of law, providing procedural guarantees and transparency.

Core foundations

- **Leadership and Roles:** Clearly define leadership and coordination responsibilities for service design and delivery.
- **Skills and Competencies:** Build capacity in public servants to design and deliver human-centred services.
- **Digital Infrastructure:** Develop scalable, secure, and interoperable digital infrastructure to support service delivery.

Seamless and accessible services

- **User-Centred Design:** Design services based on user needs, ensuring inclusivity and accessibility.
- **Omni-Channel Approach:** Provide consistent, high-quality service across all channels (digital, physical).
- **Simplified Services:** Streamline processes, reduce administrative burden, and anticipate user needs.

Measurement, engagement, improvement

- **Measure User Experience:** Track user satisfaction and service performance.
- **Data-Driven Improvement:** Use data and feedback to continuously enhance services.
- **Public Engagement:** Involve users in the co-design and evaluation of services.

Case #1
Future-oriented life events

The "New in Norway" programme leveraging foresight techniques to develop future personas, allowing for the anticipation of users' evolving needs, resulting in proactively address the anticipated needs of future users, supporting the further work of (re)designing the services.

Case #2
Automated social benefits for newborns

Portuguese Social Security takes a proactive approach by automatically notifying families of the family allowance entitlement immediately upon the baby's registration at the maternity ward, eliminating barriers to access and ensuring the inclusion of every newborn in the system.

Case #3
Individual Assistance For Disaster Survivors

Building on years of feedback from users, applicants for disaster assistance are now provided with a simple, personalised platform with easy navigation, visual progress tracking and individualised information collection, resulting in a reduction in registration time by more than 15%.

Case #4
Leverage IoT to monitor services delivery

The InnOvaTe Programme monitors challenges related to "public spaces" using Internet of Things (IoT) technology, generating new data to improve insights and outcomes in areas such as transportation decision-making, early flood warning systems, and monitoring of unused buildings to prevent antisocial behaviour.
The project has yielded other impressive results, including saving five lives and reducing fly-tipping by close to 80%.

Case #5
Improve service with citizen engagement

France has designed this initiative to invite citizens and civil society organisations, together with public officials, to take a leading role in the definition of solutions to address challenges in public services. This unique approach involves assembling a jury of 15 citizens to evaluate proposals for public services improvements submitted by fellow citizens and civil society organisations.

WAYS AHEAD

1. **Not just FOR, but also WITH citizens:**
   Human-centred design for co-creation, co-design, co-production, co-delivery of public services.

2. **Test before implement:**
   Prototype and pilot before investing heavily on implementation.

3. **People, not pixels:**
   Ensure technology is framed by ethical standards, transparency, responsible design, and sustainability.

4. **Value-creation:**
   Impact and effectiveness should be monitored, assessed, and evaluated.

5. **Ecosystem-wide collaboration:**
   Bring together the stakeholders across the segments of the ecosystem.