



CIDRE
**Citizen-Friendly Trans-European
mGovernment Services**
**- Administration Business Models
for Mobile Services -**

26. November 2008

Ywes Israel

Approaches

Decentralized / Single

- Every administration on its own

Centralized / Common

- Common approach of different administrations

Decentralized Approach

- Good availability of special target groups at special locations
 - Health and Social Welfare: Hospitals, Homes for the Elderly, Kindergarten etc.
 - Registration: University campuses

Example: Essex, New Jersey



Example: Essex, New Jersey

Mobile Citizen Services Center, Essex, NJ

- Application for the Food Stamp Program

...benefits the agency...

- “They tell me how satisfying it is to help people who aren’t able to get into the office.”

...and accommodates customers

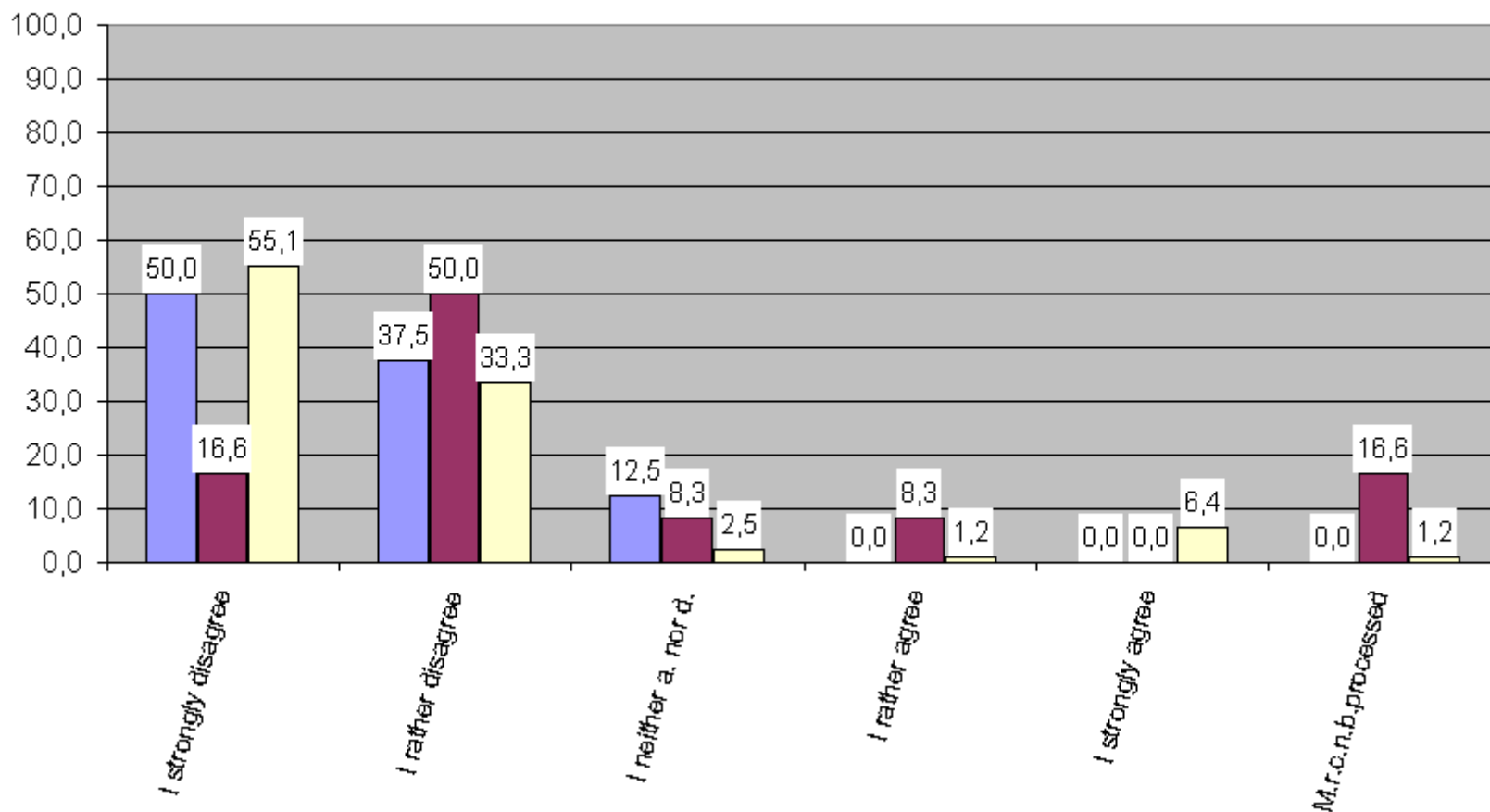
- customers benefit in terms of accommodation and comfort. “A senior who would have a great deal of difficulty coming into the office, for example, is much more likely to just walk into the courtyard of his housing complex to get some help solving a problem.”
- Getting benefits promptly to the customers: application in the morning, processed in the afternoon, and the benefits can be available in the evening
- community and health fairs, PTA meetings, day-care centers and soup kitchens - actually all kinds of locations where there could be someone who might want to apply

Centralized Approach

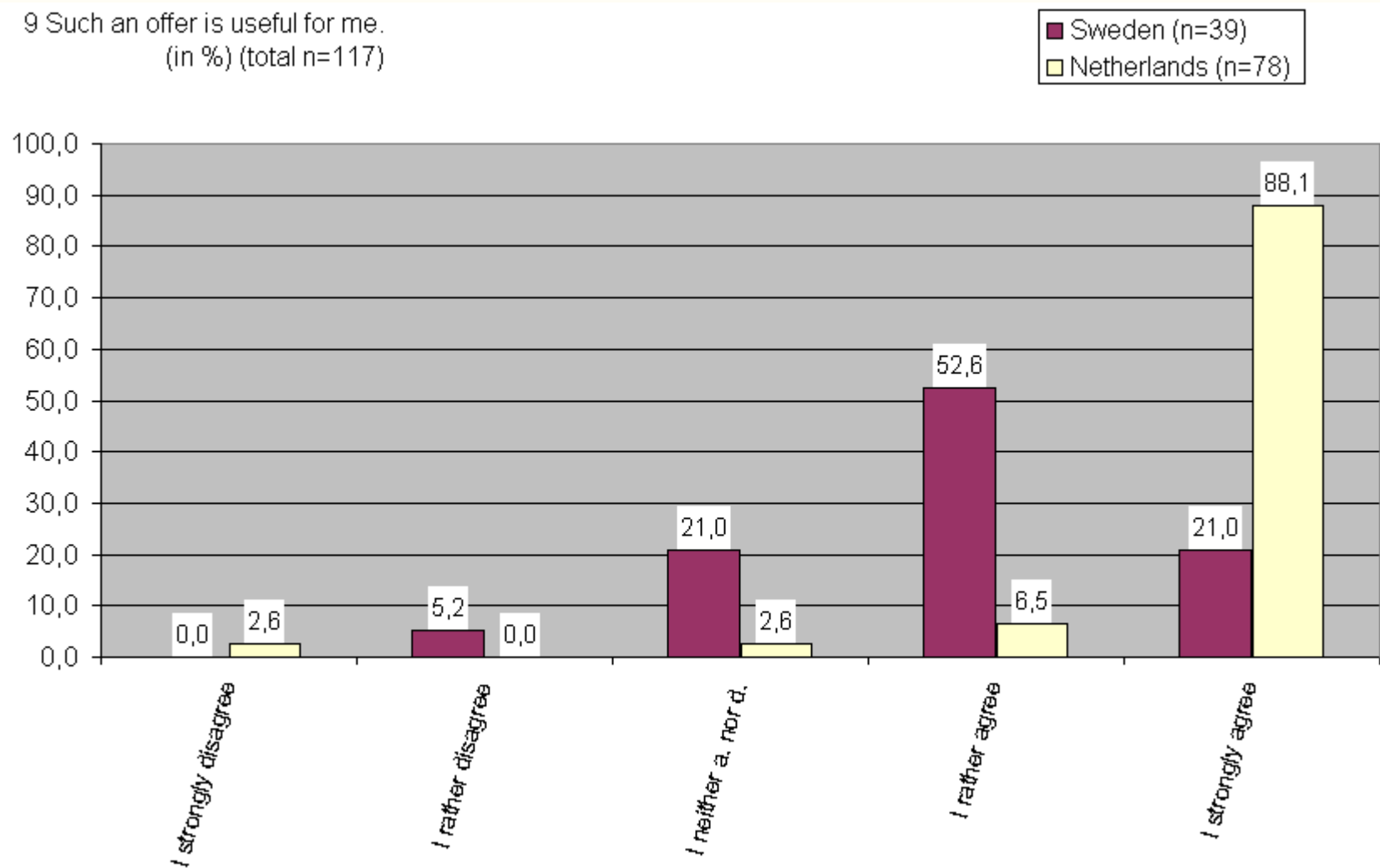
- Efficiency and Synergies through common appearance of different parts of the administration
 - Shopping Malls,
 - Festivals
 - Markets,
 - Exhibitions
 - Airports
 - Railway Stations, etc.

8 The processing of my request seemed complicated.
(in %) (total n=128)

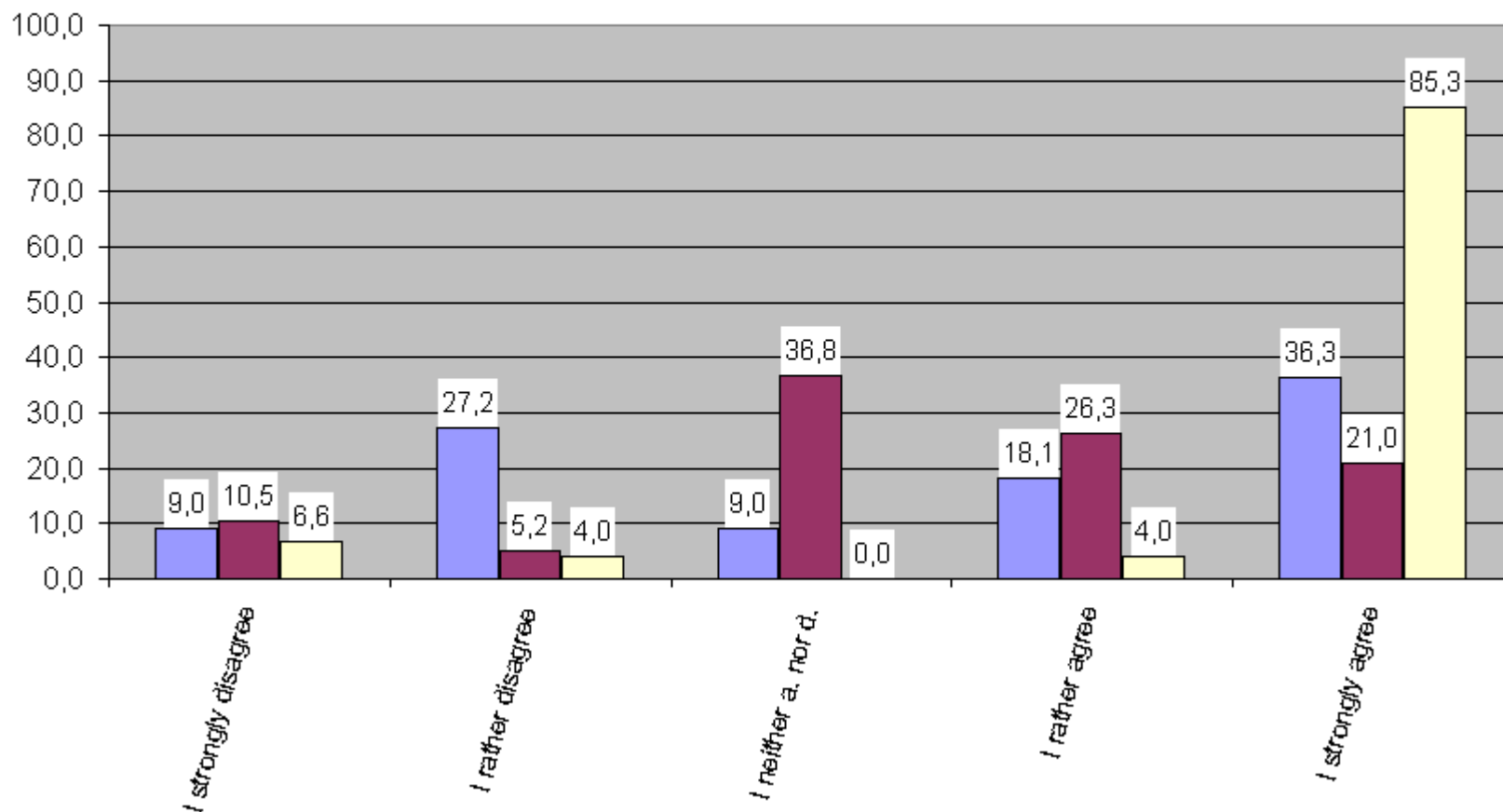
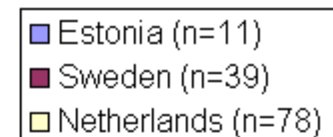
■ Estonia (n=11)
■ Sweden (n=39)
■ Netherlands (n=78)



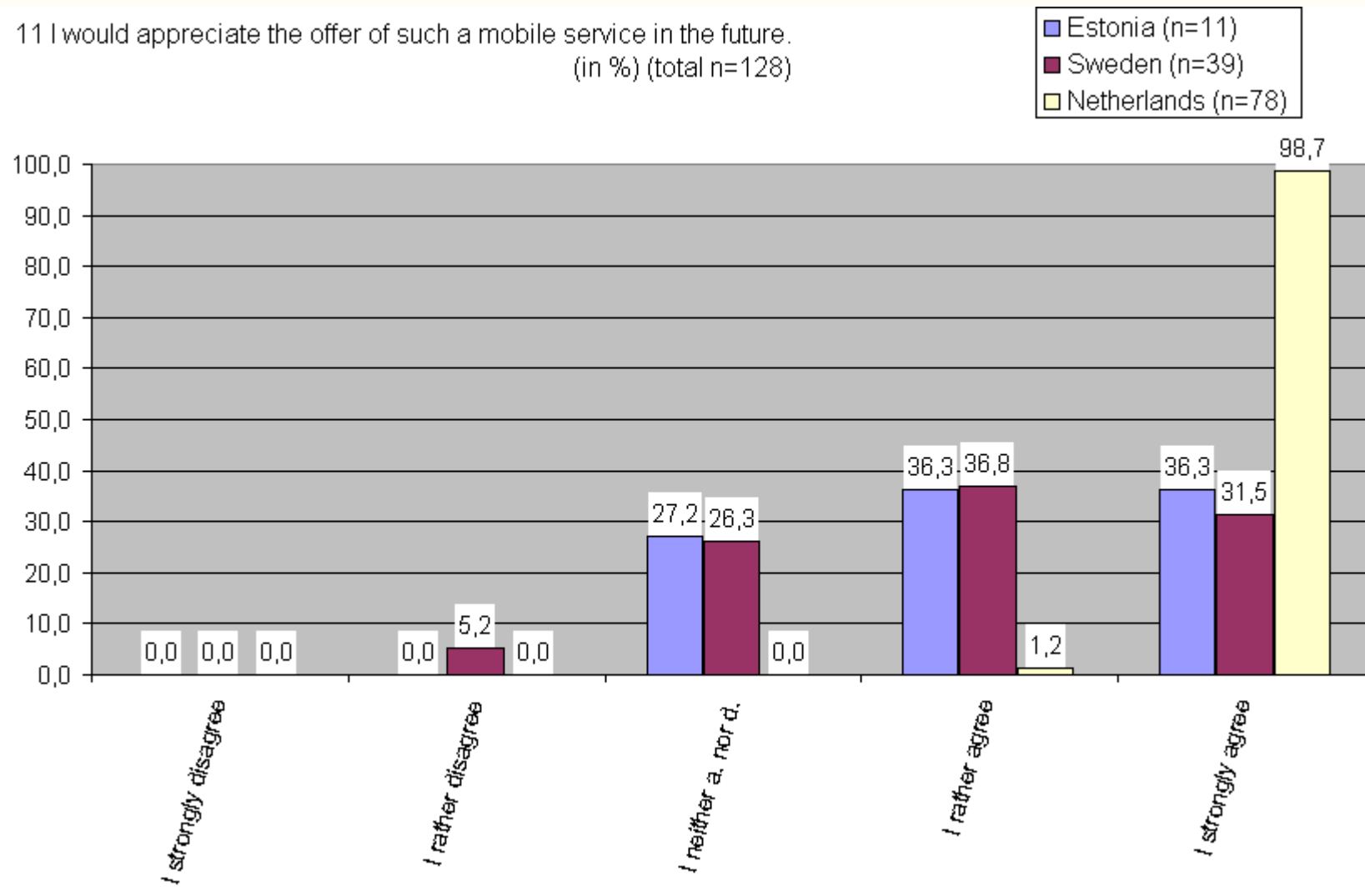
9 Such an offer is useful for me.
(in %) (total n=117)



10 Such an offer is useful for certain people, e.g. the elderly or disabled people.
(in %) (total n=128)

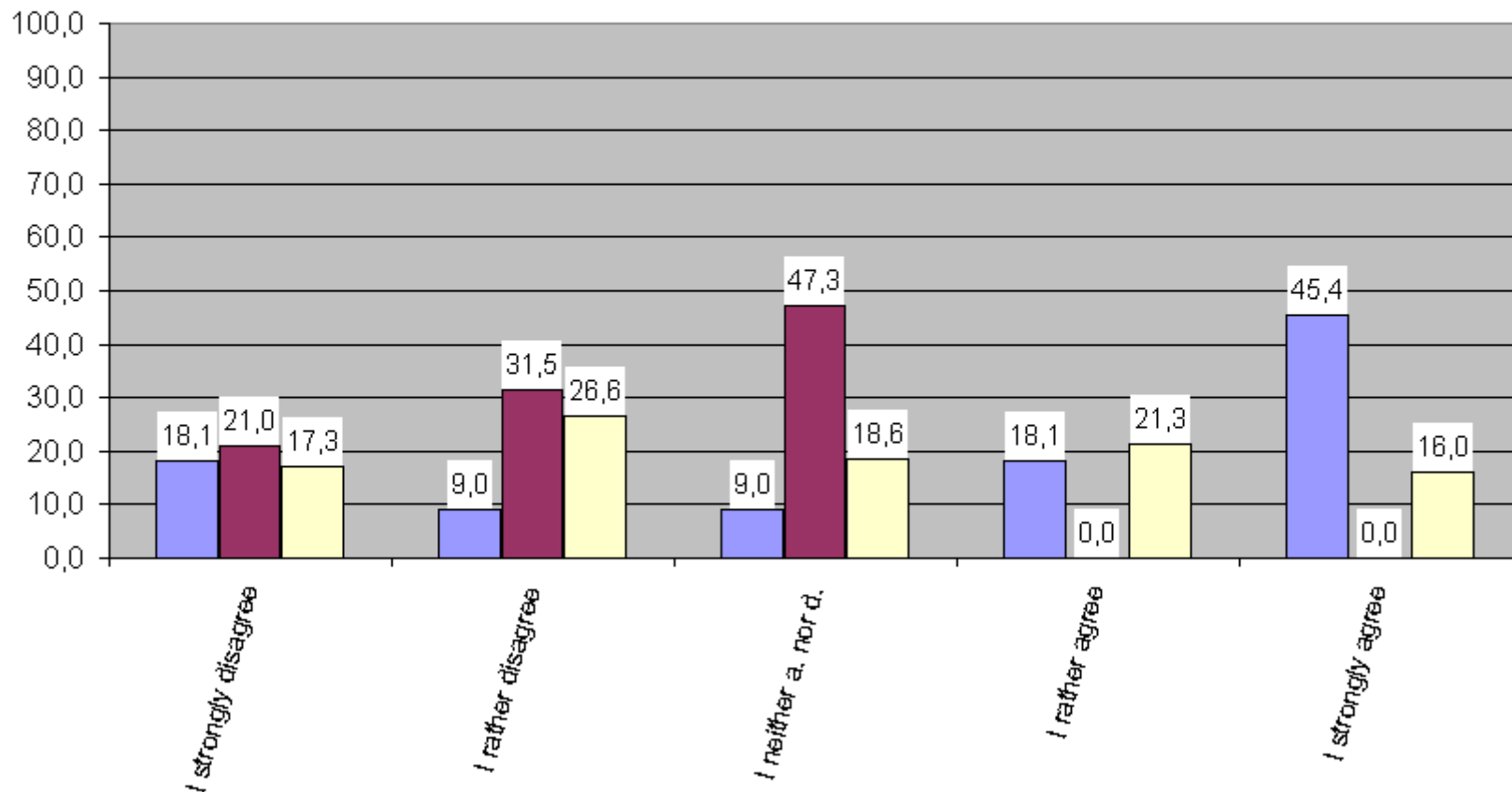


11 I would appreciate the offer of such a mobile service in the future.
(in %) (total n=128)



12 I would be willing to pay some extra fee for the usage of the mobile citizen office.
(in %) (total n=128)

■ Estonia (n=11)
■ Sweden (n=39)
■ Netherlands (n=78)



Potentials

- Possibility to include special target groups by visits
 - Disabled people
 - companies
 - etc.
- On the long run: strong confidence in and utilization of eGovernment applications by „enlightened“ and better informed citizens
- Implementation of an eGov-Strategy
- Possibility of an extra charge

Possible savings

- To synergize with other administrations (workflow, data flow)
- Cost-savings at stationary offices in rural areas
- Shortening of time dealing with files and application and requests –
 - less customer enquiries due to right at sight application and
 - correctly filled in applications due to personal advice



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- Thank You very much for Your attention -