Exercise-1
Service Prioritization Framework

Approach for Service Prioritization

1. Compile The List of Services
2. Collect statistics and information about your services
3. Identify High Value Services which need to be E-governance-enabled
4. Prioritize the implementation of the high-value services
5. Validate and rationalize the results
Service Prioritization Framework

- Step 1: Compile the list of services
  - Identify the stakeholders addressed/served by the department
    - First level of classification (citizens, businesses, employees, other governments)
    - Sub-classification (e.g. of citizens served by Education Dept) – Parents, Higher education level students, university level students, private college owners...
  - Identification of department functions/services to the stakeholder groups
  - Identification of list of information and transaction services stakeholder wise
Model Services for a Municipality to be followed in Step 1

(1) Quarterly Water Tax payment
(2) Birth and Death Registration along with payment
(3) Permission and payment for special occasions like marriage, puja pandals etc and for temporary private use of public places
(4) Half-Yearly Property Tax Payment
Service Prioritization Framework

- **Step 2: Collect information & statistics about the various services**
  - Collection of various operational information and statistics for the list of services identified in Step 1
  - Illustrative Information and statistics for each service include:
    - Transaction volumes
    - Frequency of transactions
    - Transaction processing time
    - Number of customer visits
    - Time spent by the customer for follow-up and track progress
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Step 3: Identify The High Value Services Which Need To Be Transformed Into E-governance

- **Measures for Value to Citizen**
  - Minimizing the number of customer visits to the department
  - Reducing the time required to deliver a service
  - Reducing the time spent by the customer for follow-up and track progress of the requested service
  - Reducing the time spent by the customer to file complaints.

- **Measures for Value to Department**
  - Reducing cost of processing transactions
  - Delivering intangible benefits
  - Increase transaction volumes

<table>
<thead>
<tr>
<th>VALUE TO CITIZEN</th>
<th>VS.</th>
<th>VALUE TO DEPARTMENT</th>
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</thead>
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<tr>
<td>LOW</td>
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<td>HIGH</td>
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<tr>
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<td>1</td>
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<tr>
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<td>3</td>
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</table>

LOW Value to Citizen
HIGH Value to Department
Service Prioritization Framework

- **Step 4:** Prioritize *The Implementation* of The High Value Services

- Identify when to implement each of the high value services identified for the department

- The implementation priority for each high value service was defined based on the analysis of service visibility and service complexity
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**Step 4: Prioritize The Implementation of The High Value Services**

- **Service Visibility**
  - Describes how significantly and extensively can customers feel and experience the benefits achieved from delivering the service into E-governance.
  - Services of high volume of transactions and a large customer base would be more visible to the Department customers than other services with a very limited customer base.

- **Service Complexity**
  - Describes how easy the service can be made E-governance-enabled.
  - Depends on a number of factors such as the degree of existing automation, number of external parties involved and the number of customer documents processed.
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Step 4: Prioritize The Implementation of The High Value Services

- **Measures for Service visibility**
  - Volume of transactions
  - Customer base
  - Intangible benefits

- **Measures for Service Complexity**
  - Degree of existing automations
  - Number of external agencies involved
  - Number of customer documents processed
Service Prioritization Framework

Step 4: Prioritize The Implementation of The High Value Services

- FEASIBILITY VS. CRITICALITY

Evaluate potential applications and e-government services based on their criticality and feasibility and prioritize the funding of those services based on the following framework:
Service Prioritization Framework

- **Step 5: Validate and Rationalize The Results**
  - Validate the identified services/projects for e-Governance through department’s survey, experience and knowledge of the customers.
  - Verify that the high-value services can deliver benefits through E-governance.
  - Verify the feasibility of the implementation priorities assigned to the high-value services.
END