



KANTAR PUBLIC

Driving engagement with the connected citizen

Tallinn e-Governance Conference 2018

Guénaëlle Gault
Global Head of Digital

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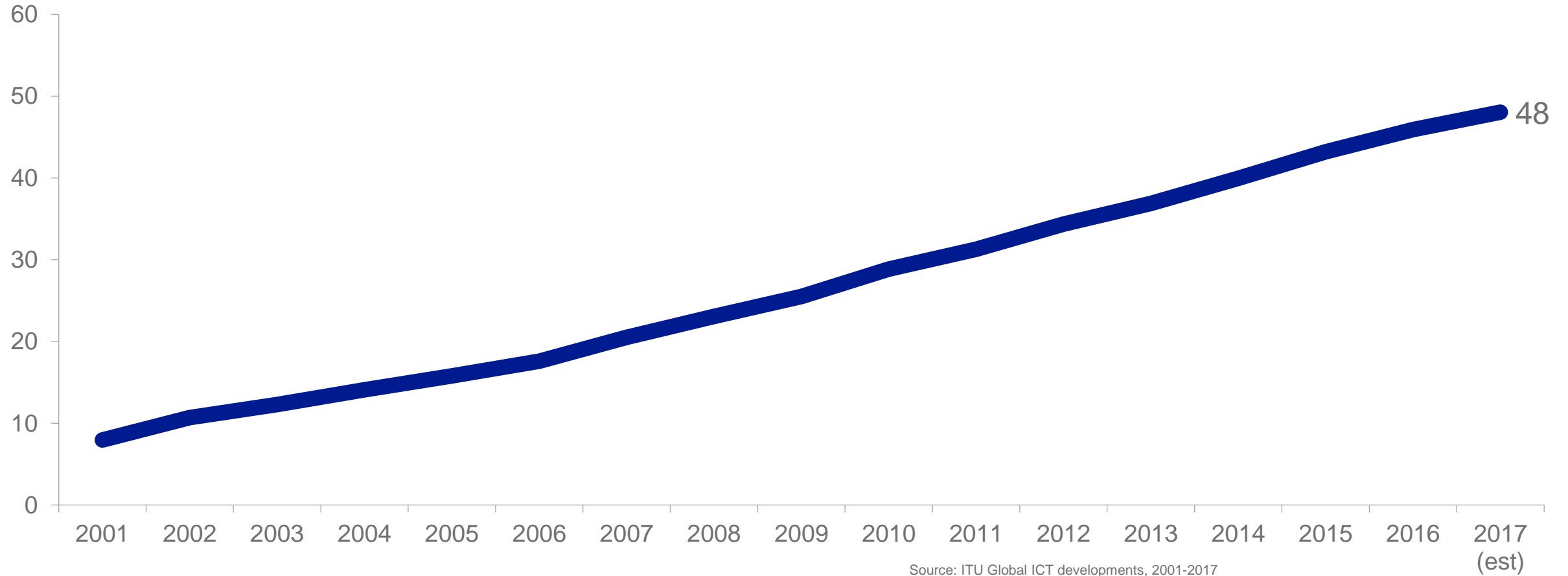


Digital & Devices
Always more...

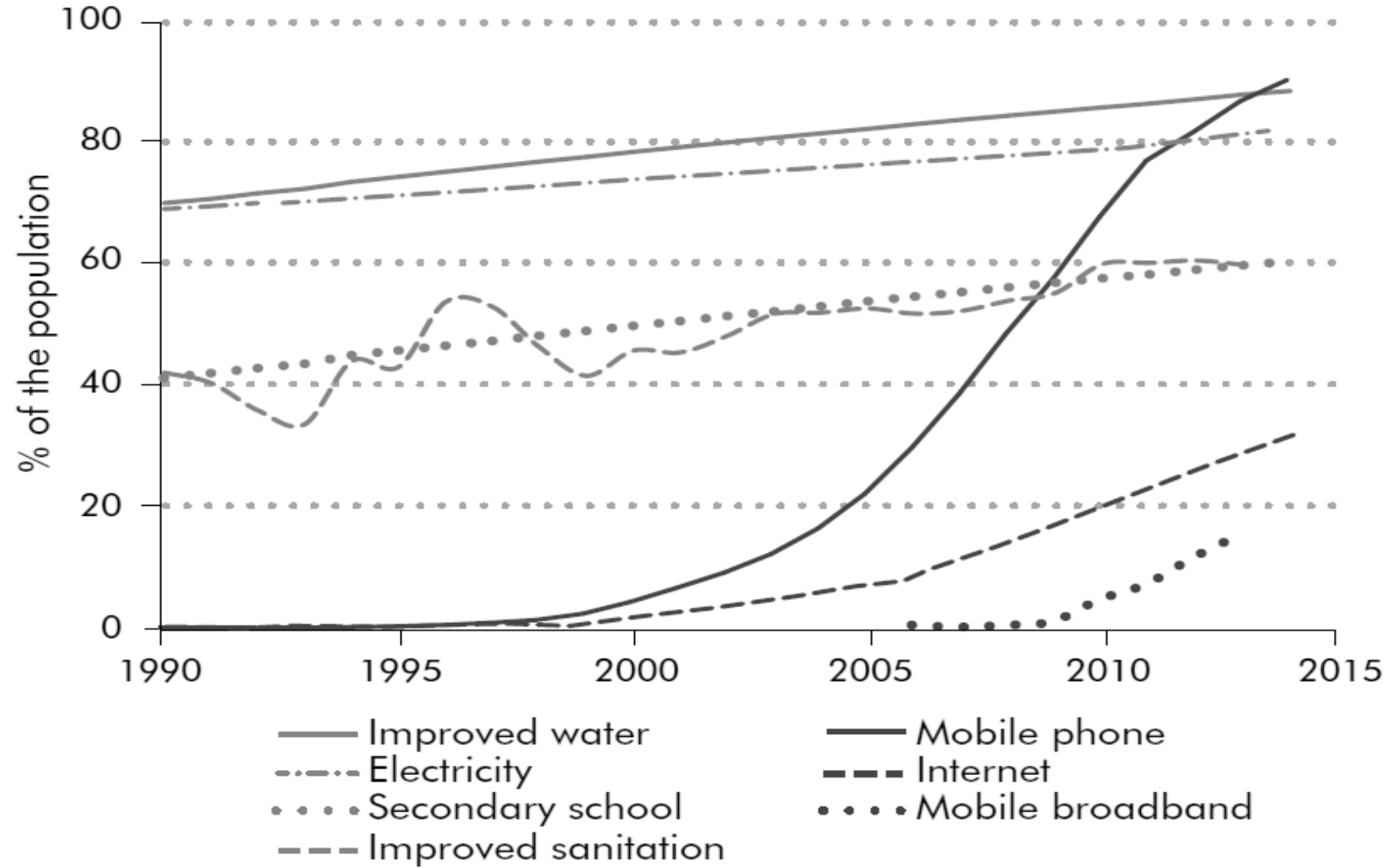


More connectivity

% of global population using the internet



Everywhere...



Source: World Bank

More Mobility

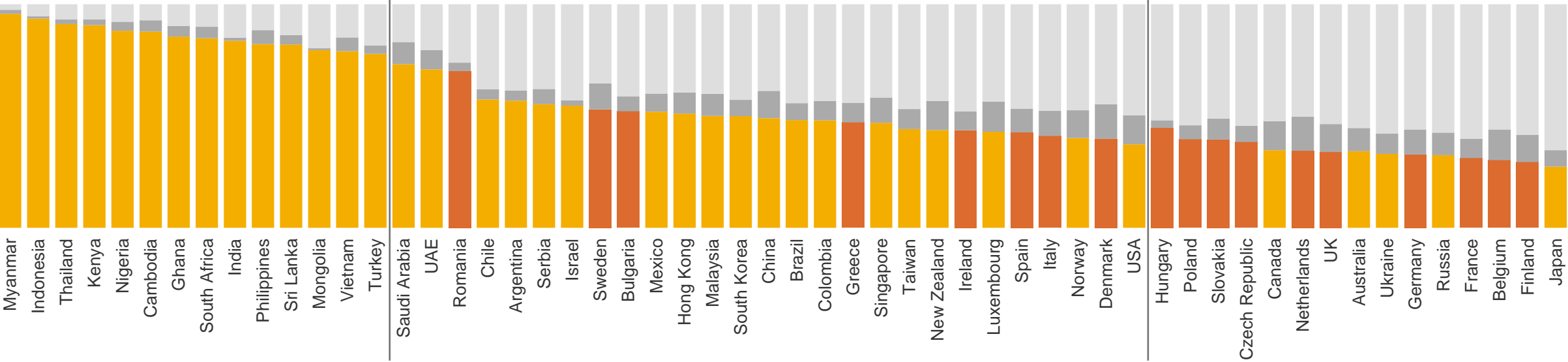
% of time spent on mobile, tablet and PC daily

■ Mobile ■ Tablet ■ PC

MOBILE ONLY

MULTI-DEVICE MOBILE CENTRIC

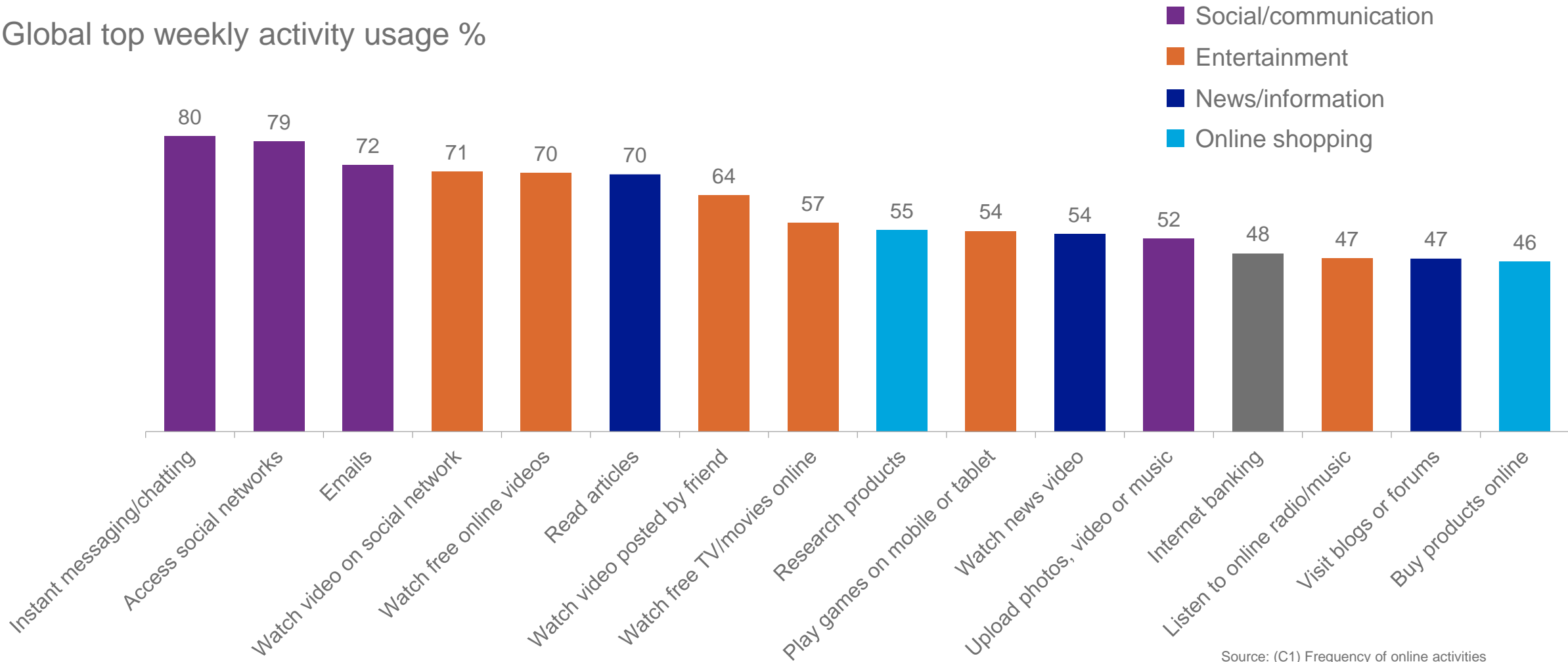
MULTI-DEVICE
PC CENTRIC



Source: (D3New) Time spent on devices

More online activities

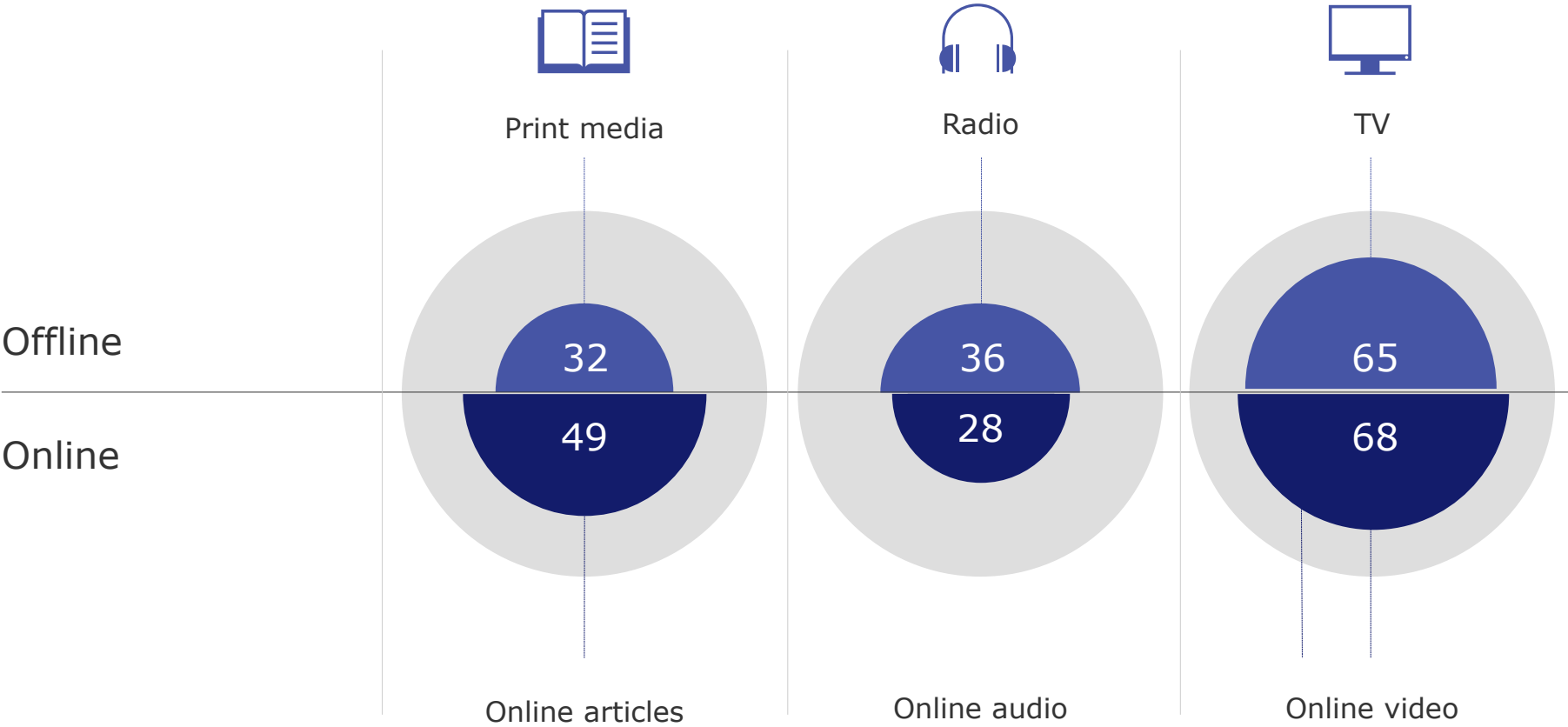
Global top weekly activity usage %



Source: (C1) Frequency of online activities

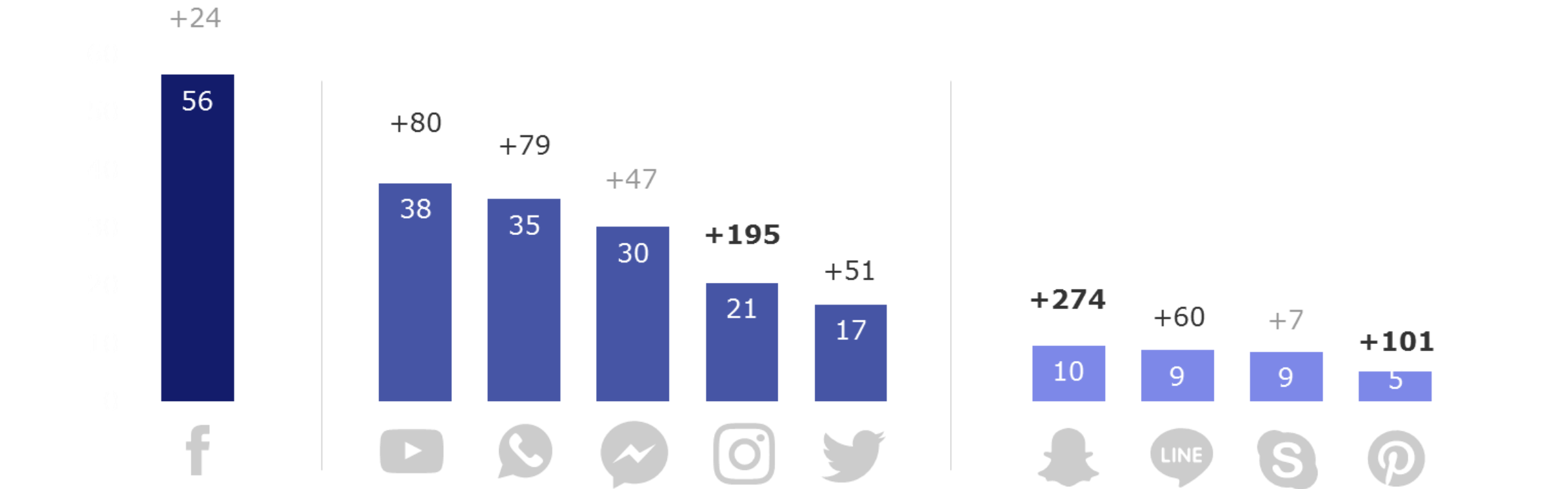
More online media consumption

% accessing each media **daily**



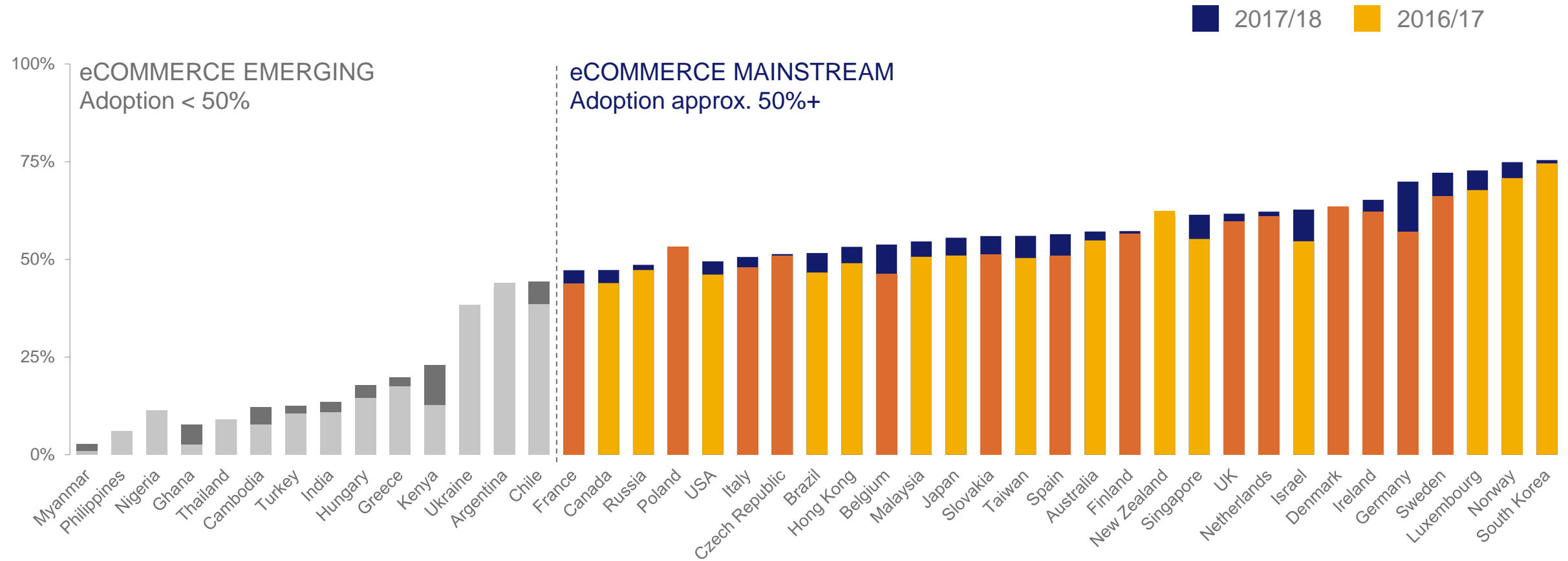
More social

% Daily usage and 2 year % change



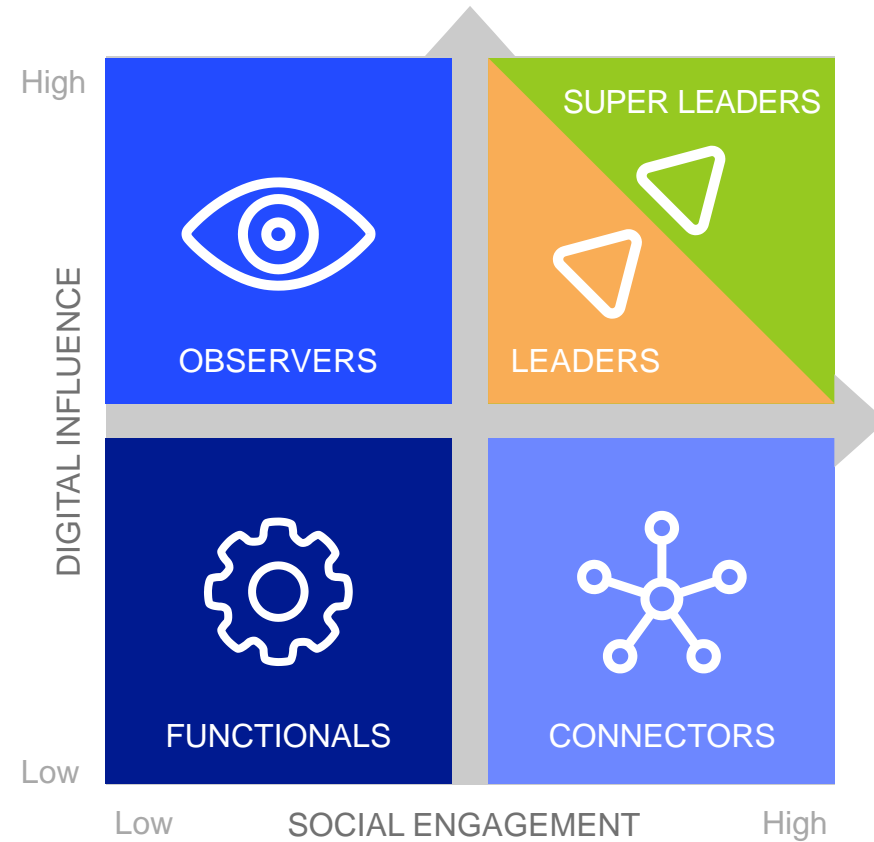
More financial transactions

Total market incidence of eCommerce %

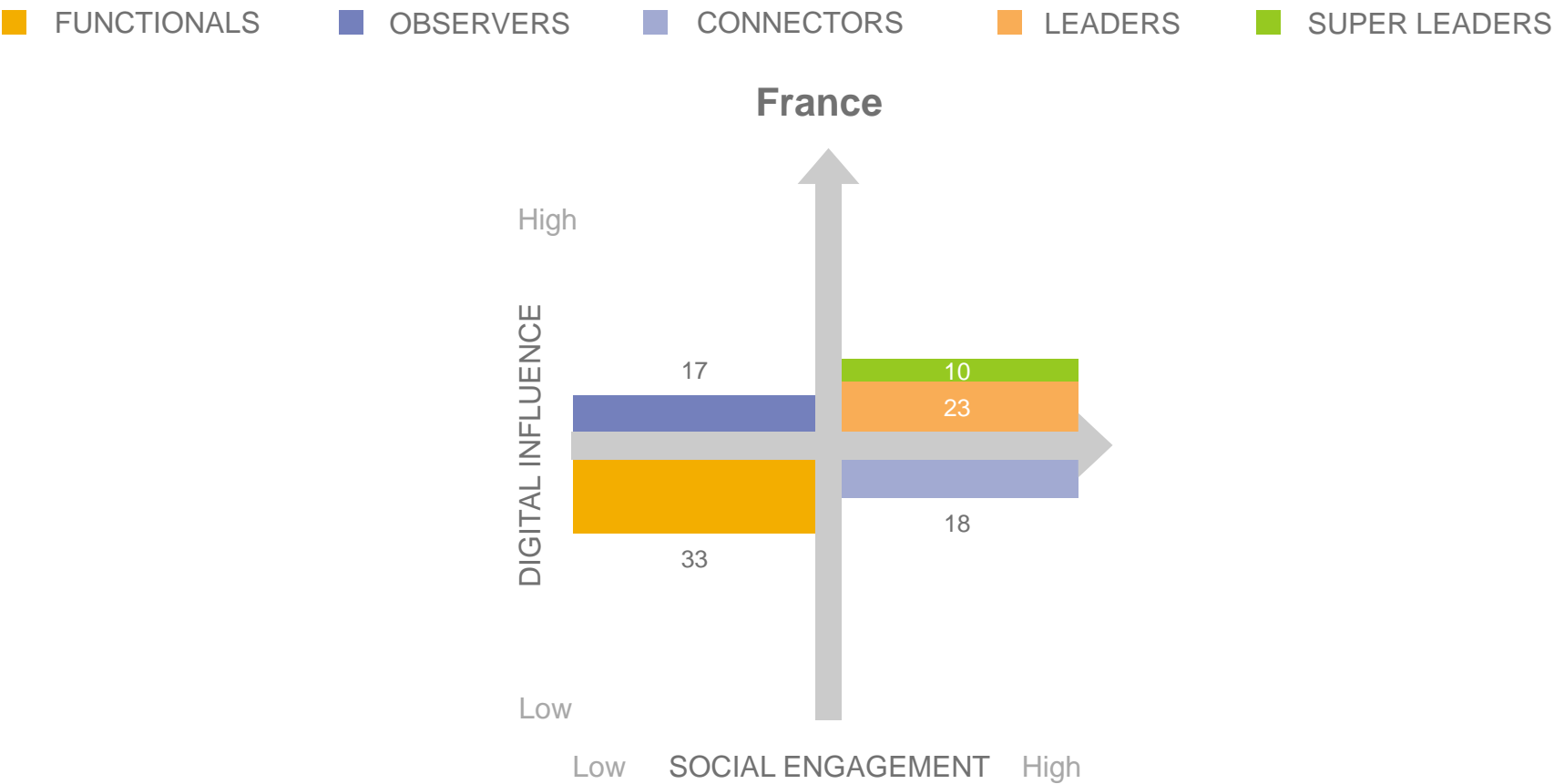


Source: G3 products bought online (any product)

More complexity into societies

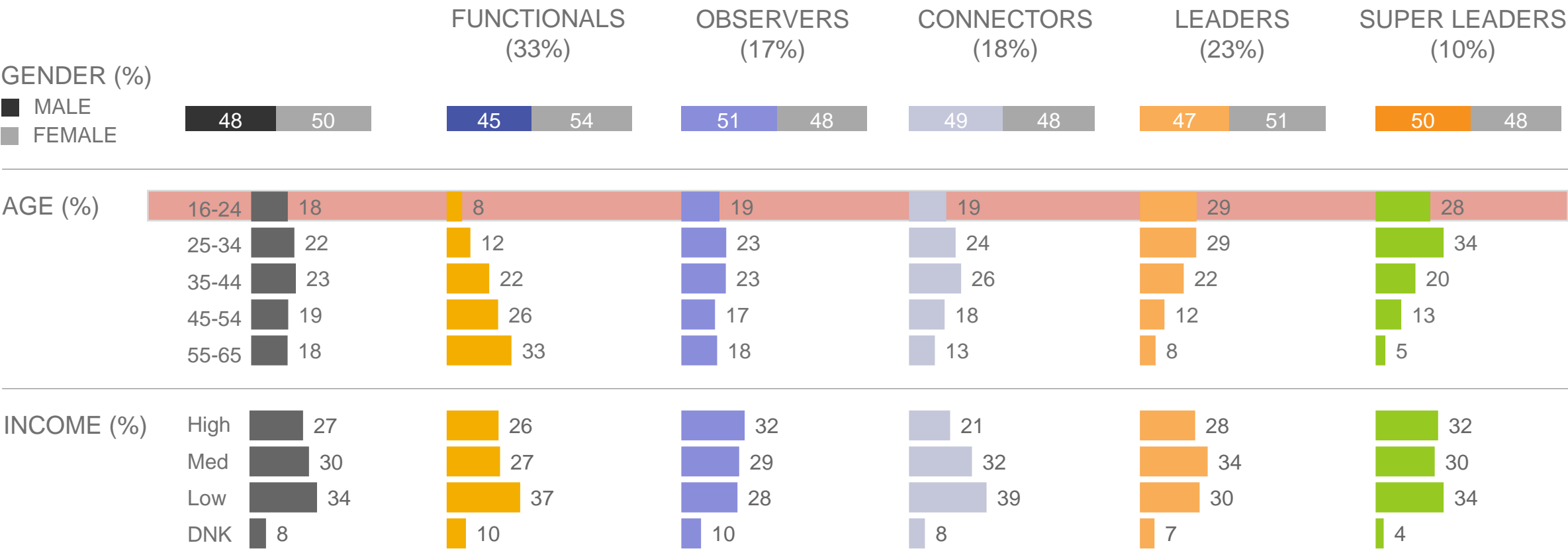


As an example / More complexity into the French society



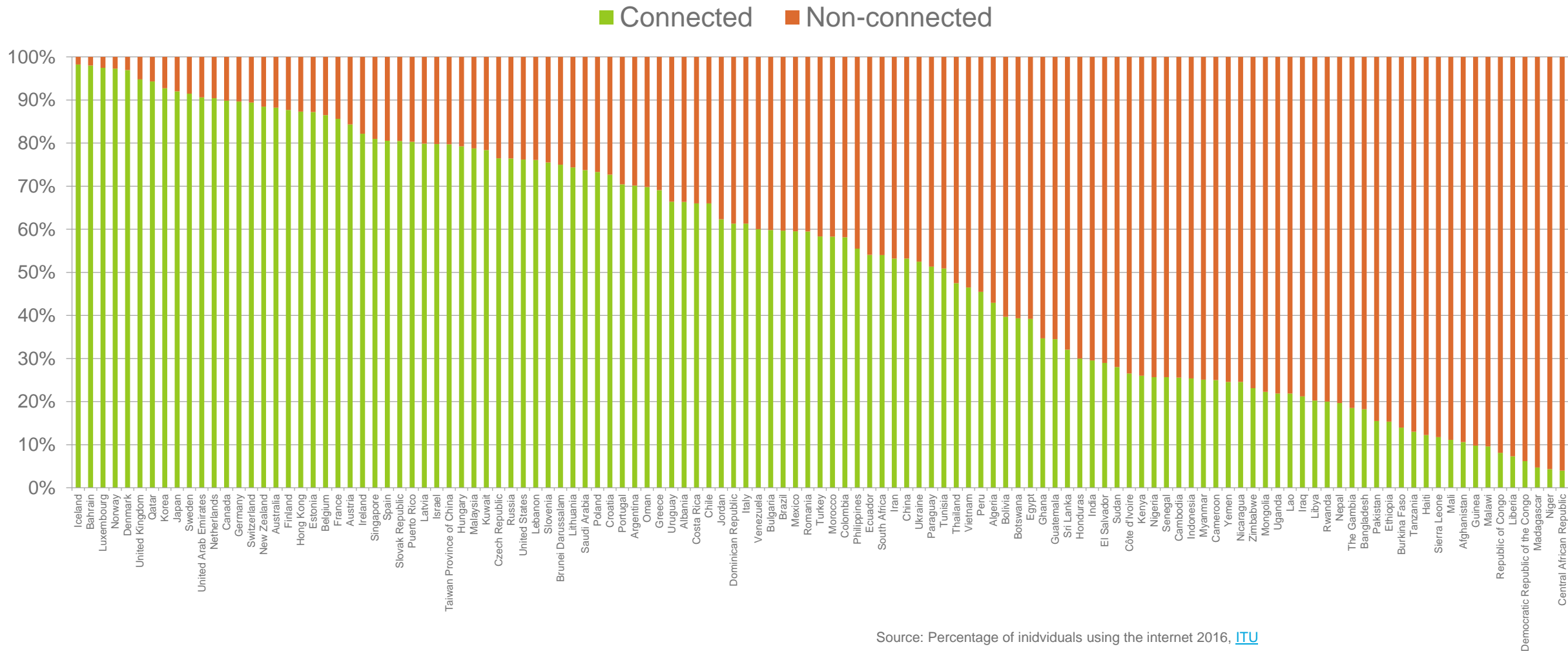
Source: Connected Life segmentation
Base: France (3032)

As an example / More complexity into the French society



Source: Connected Life Segmentation
Base: France (3032) | Within France

More divides



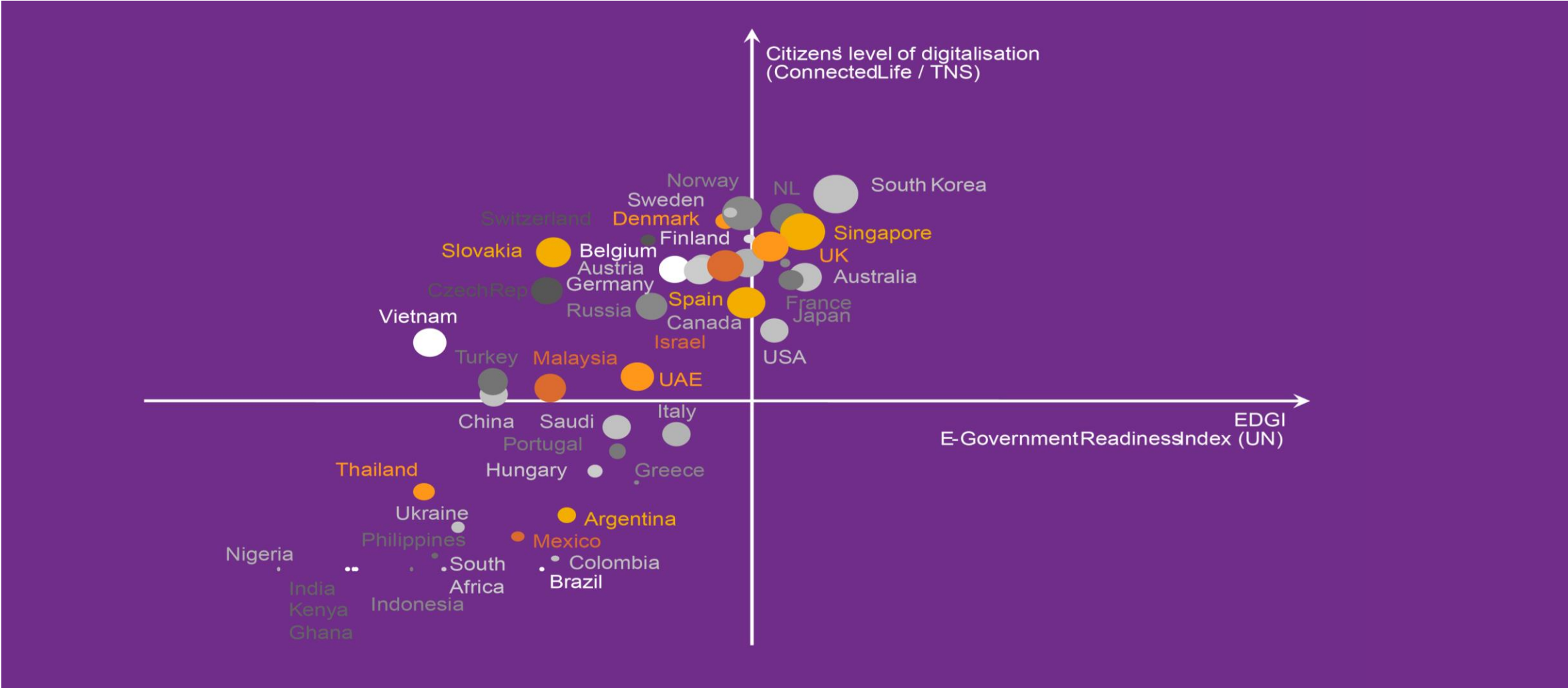
Source: Percentage of individuals using the internet 2016, [ITU](#)

Digital Transformation & Governments

Where are we?



The Digital transformation of Governments is underway



A Digital transformation at work across the 3 pillars of public action

1

Public Communication

2

Public Service delivery

3

Policy making

How to effectively communicate with citizens?

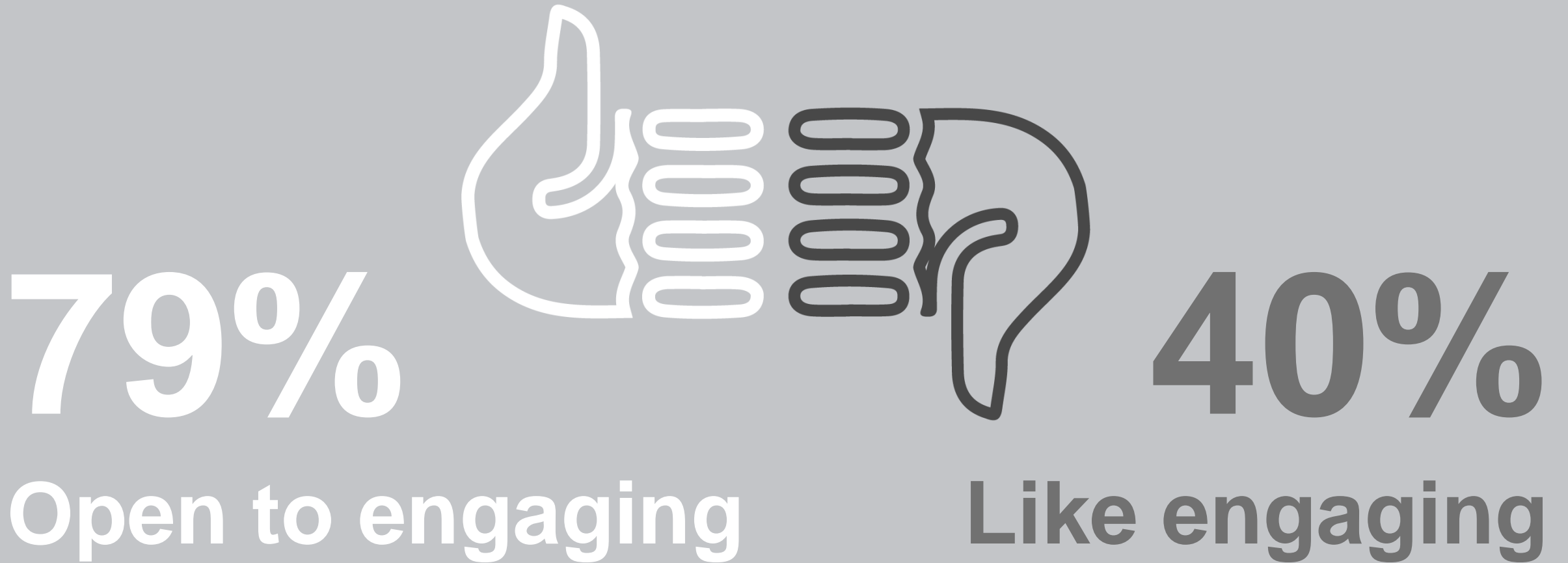
A brand new ecosystem



The new currency: attention!



The current situation



Communicate WITH, not communicate TO



Useful, personalised purpose
The value exchange



Accuracy
Sincerity



Interactivity



Differentiation

Implication and prerequisites for good communication

A good knowledge of your targets, their needs and areas of interests

Understanding **which channels your targets prefer** to engage with you online

Getting a sense of **your reputation**, or what is already said about your issues and by who

Adapting your tone and content to your targets' expectations, codes and desires online

Understanding **how information and ideas spread** in social networks and how to **combat rumors and false information**

France

AMAZING FRENCH TECH

L'Ère de la French Tech
a déjà commencé

Entrez

L'ACTUALITÉ, LA POLITIQUE...
AU MENU DES FÊTES

«LE PROBLÈME,
c'est l'austérité»

«C'est toujours
la classe moyenne
qui trinque»

**PRÉPAREZ-VOUS À RÉPONDRE
AVEC LE BINGO #REPASDEFAMILLE!**

GOUVERNEMENT.FR/KIT-REPAS-FAMILLE

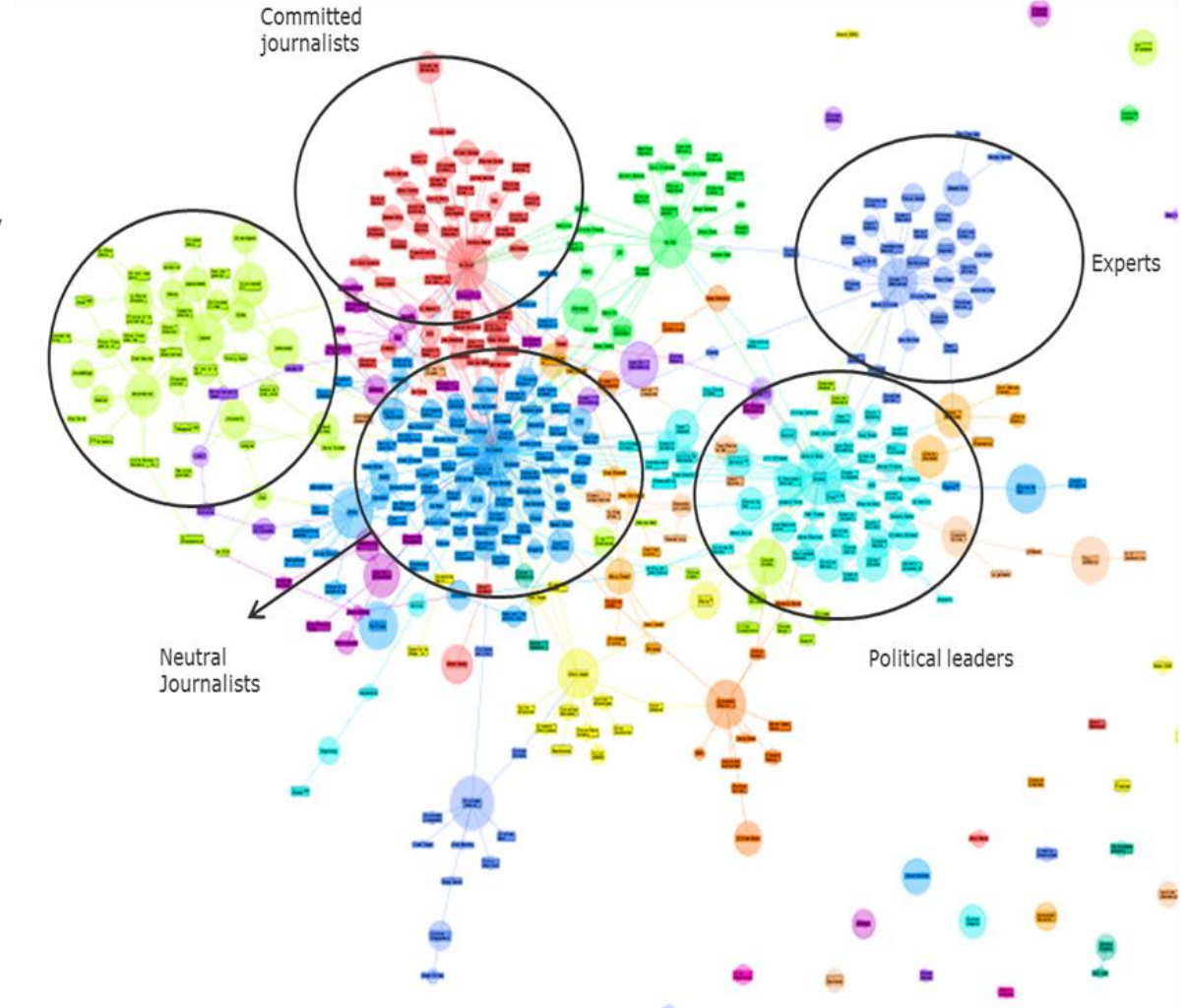
Aux Familles

ans le cadre de notre dialogue partenarial et de nos relations diplomatiques, nous voulons,
par la présente mission, offrir au prochain roi nos conseils, tirés de notre propre expérience pour
bâir un pays plus fort et plus juste.

Article 1 - Décentraliser pour mieux gérer

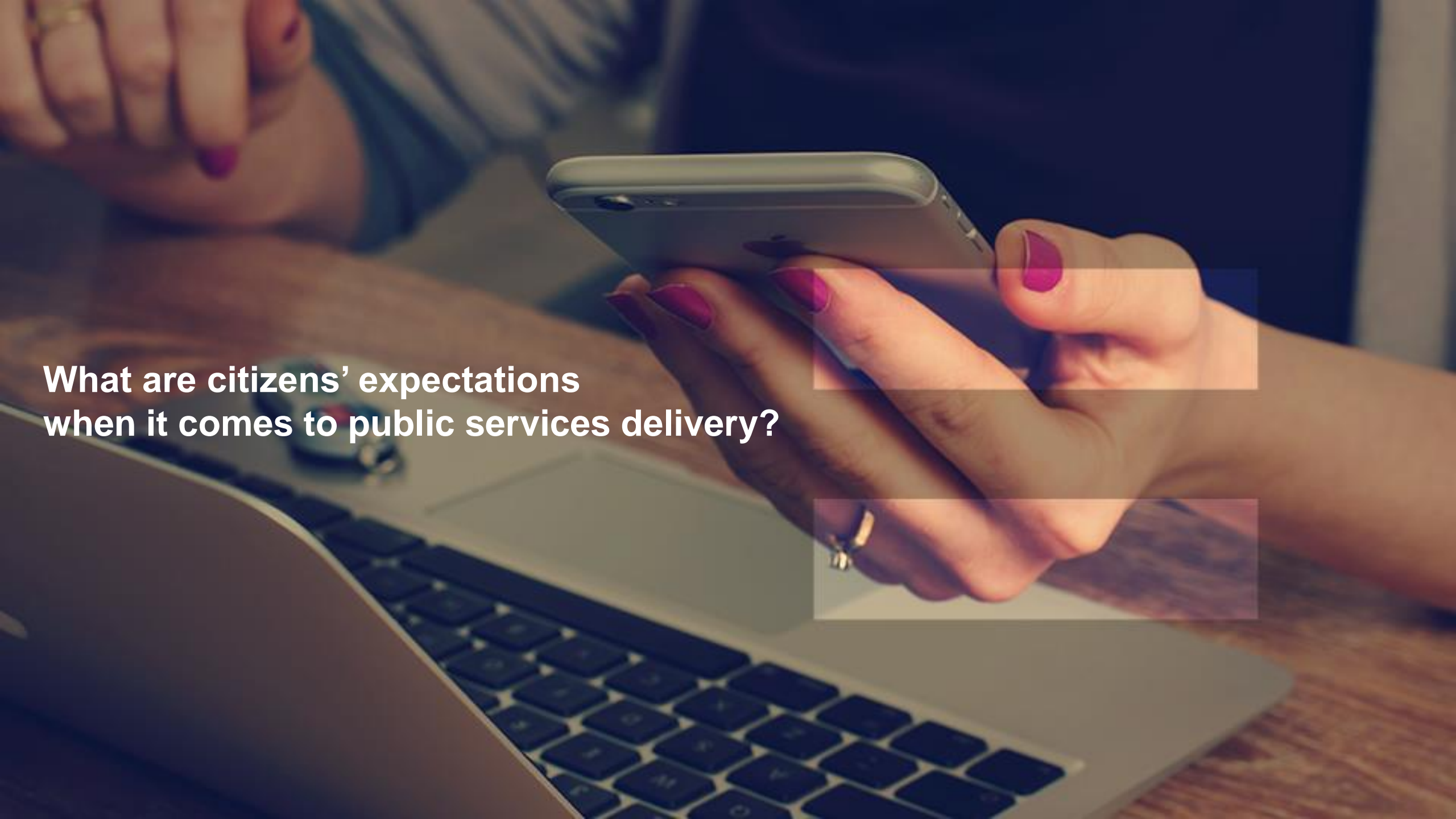
La concentration excessive du pouvoir dans la capitale, et l'organisation peu rationnelle des fiefs, pousse
seigneurs et bannerets à d'incessantes querelles. Réformez l'organisation territoriale en créant une
nouvelle carte plus lisible de 13 provinces et en répartissant clairement les compétences entre vos vassaux.

Bloggeurs,
Citizens...



UK

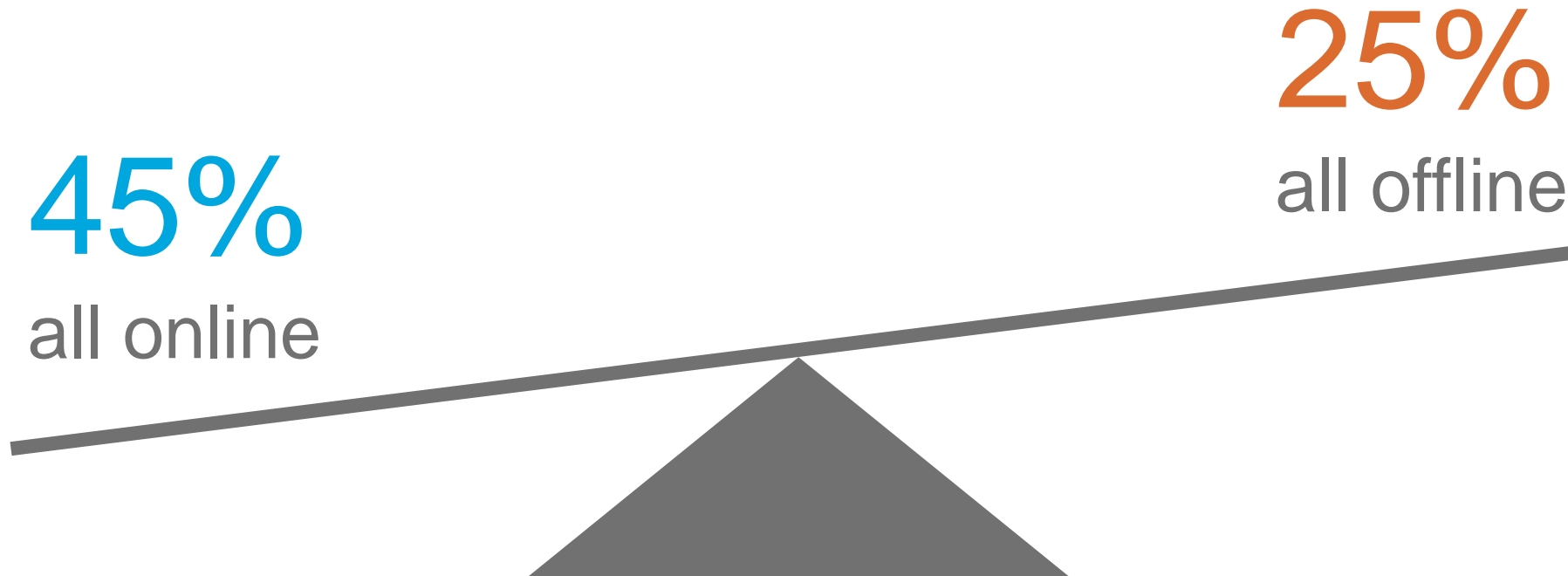


A close-up photograph of a person's hands holding a silver smartphone. The person has pink nail polish and is wearing a ring on their left ring finger. The phone is held over a laptop keyboard, which is partially visible in the foreground. The background is blurred, showing a wooden desk and another person's hands in the upper left corner. The text "What are citizens' expectations when it comes to public services delivery?" is overlaid on the left side of the image.

**What are citizens' expectations
when it comes to public services delivery?**

An appetite for more online government services

“I would prefer to access government services:”



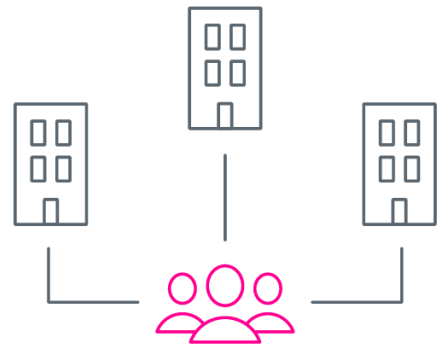
A real Opportunity as well...



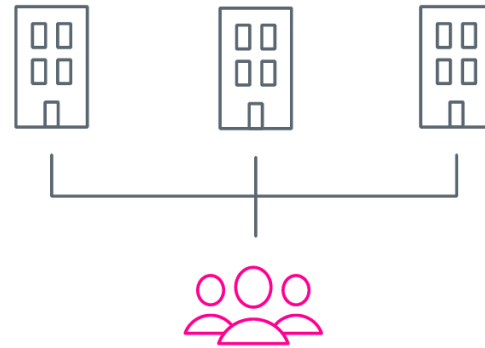
£1.7
billion
= 20 hospitals



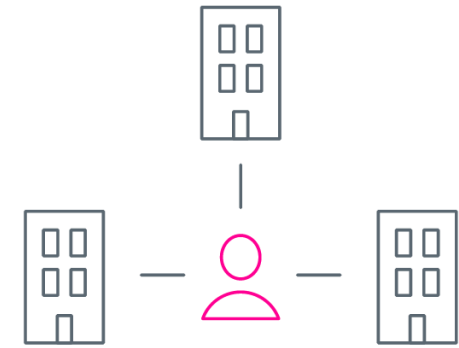
The Digital Journey



departments.gov



services.gov



me.gov

What drives the positive experience



1. Citizen Journey

Single journey
Right support
Efficiency



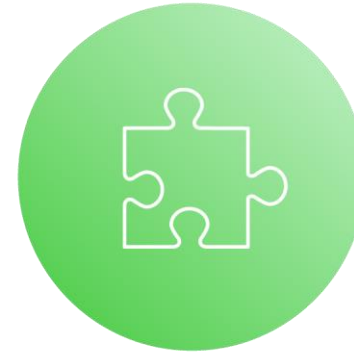
2. Mobile

Mobile enabled
Multi-channel
accessibility



3. Design

Attractive
Easy to use
Functional
Supports decisions
Exceeded
expectations



4. Relevance

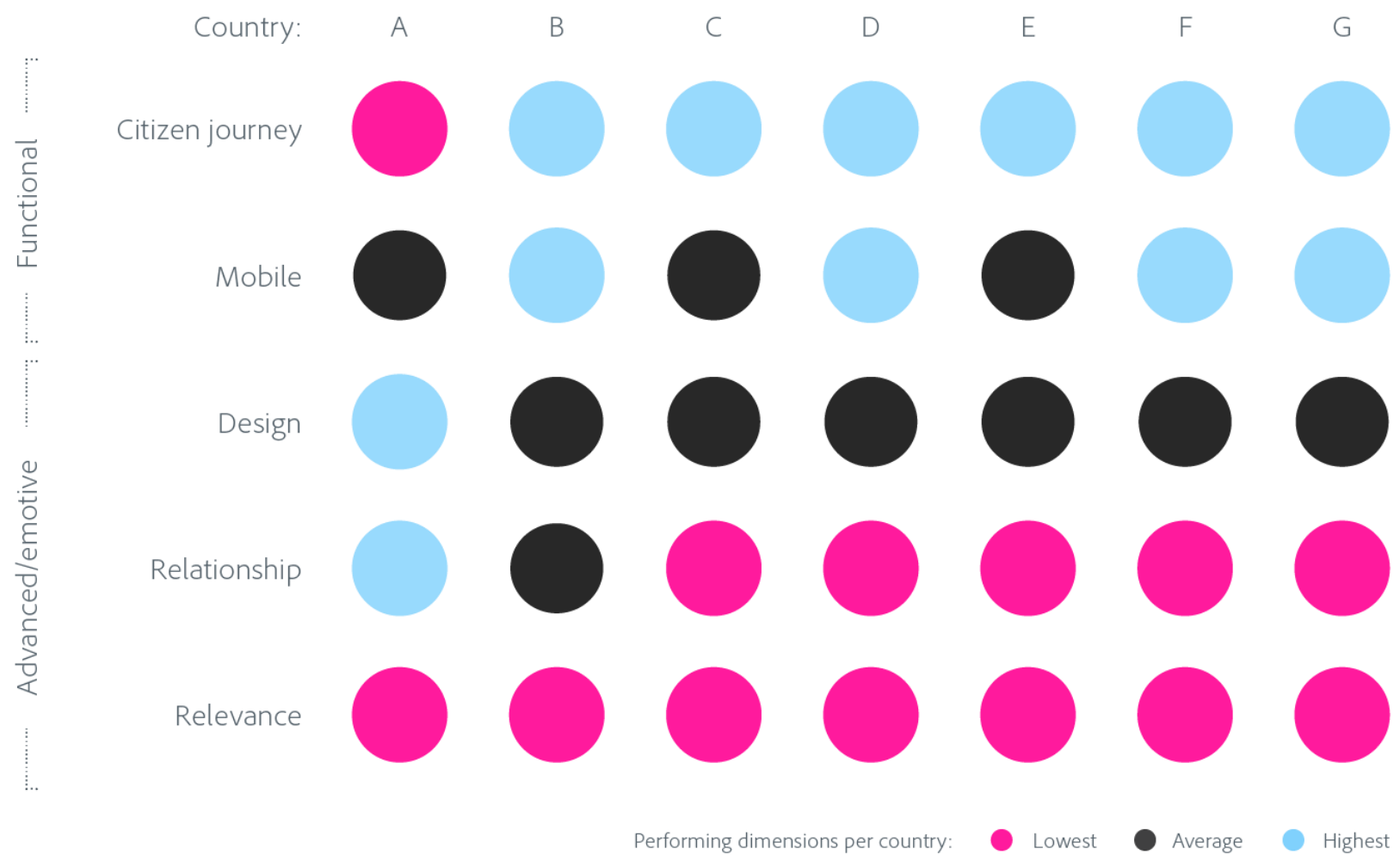
Pre-population
Adaptive response
Predictive content



5. Relationship

Two way dialogue
Enjoyment

Overall... a positive experience but a significant room for improvement



Implications: create experiences that count!

Understanding citizens' needs and their journey.

Identifying the touchpoints that have most impact for your purpose.

Delivering a **personalised and integrated experience**

Creating positive **emotional experiences** with users.

Communicate with the public to convince of the benefits of online services.

Co-create with the public

Singapore

ECITIZEN

ecitizen.gov.sg



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Google play

Mobile apps (iPhone, iPad, Android)

The eCitizen mobile app packages over 60 topics from various government bodies into clear, concise articles that can be read easily on smartphones and tablets.



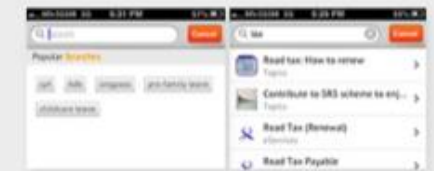
Favourites

Bookmark articles for reading later



Popular Topics

Find out what topics are trending



Search Shows search results as you type

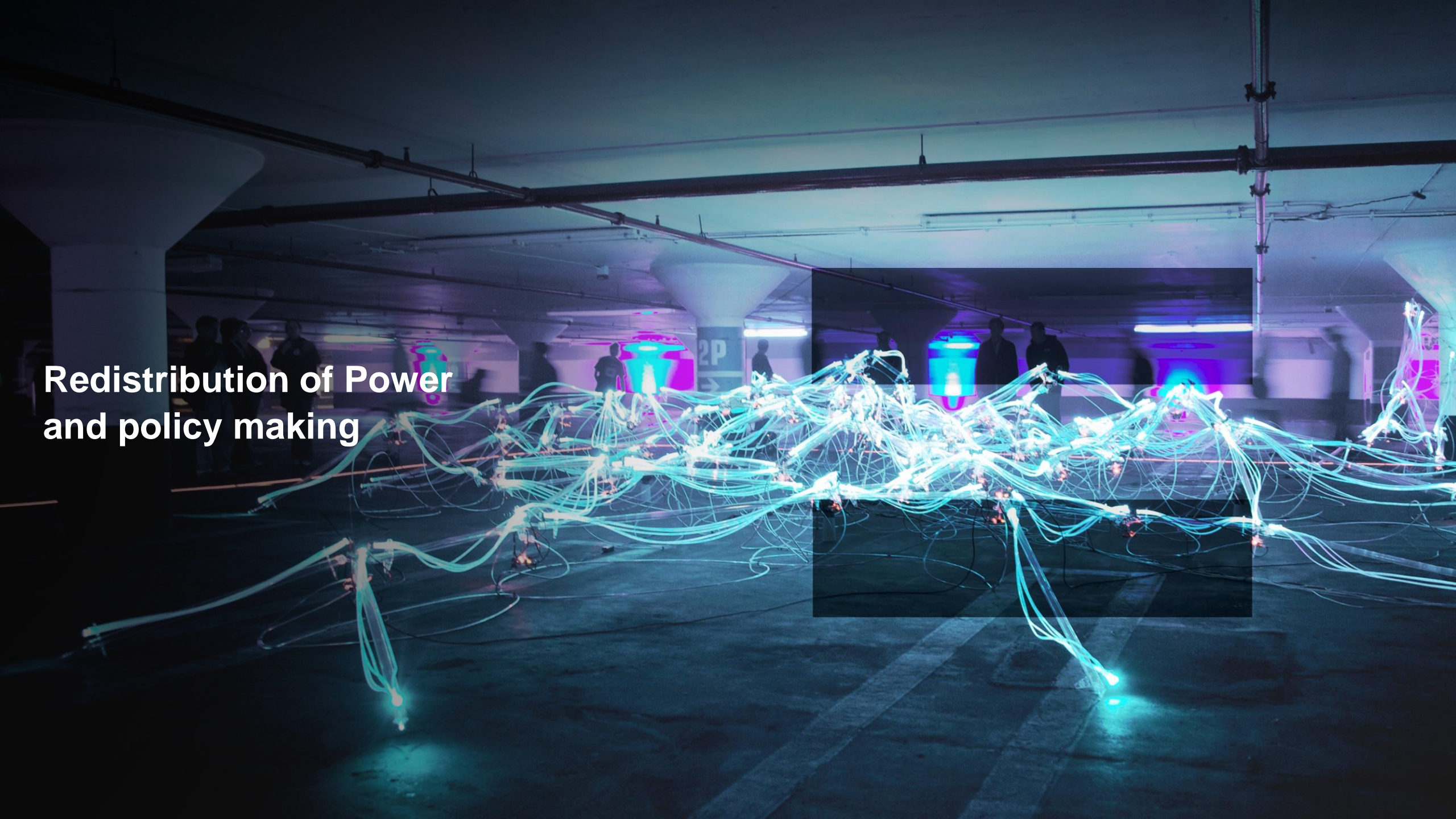
Kenya



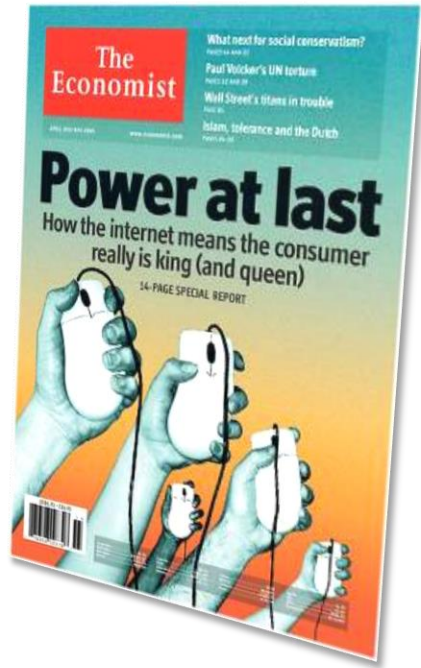
Italy



Redistribution of Power and policy making



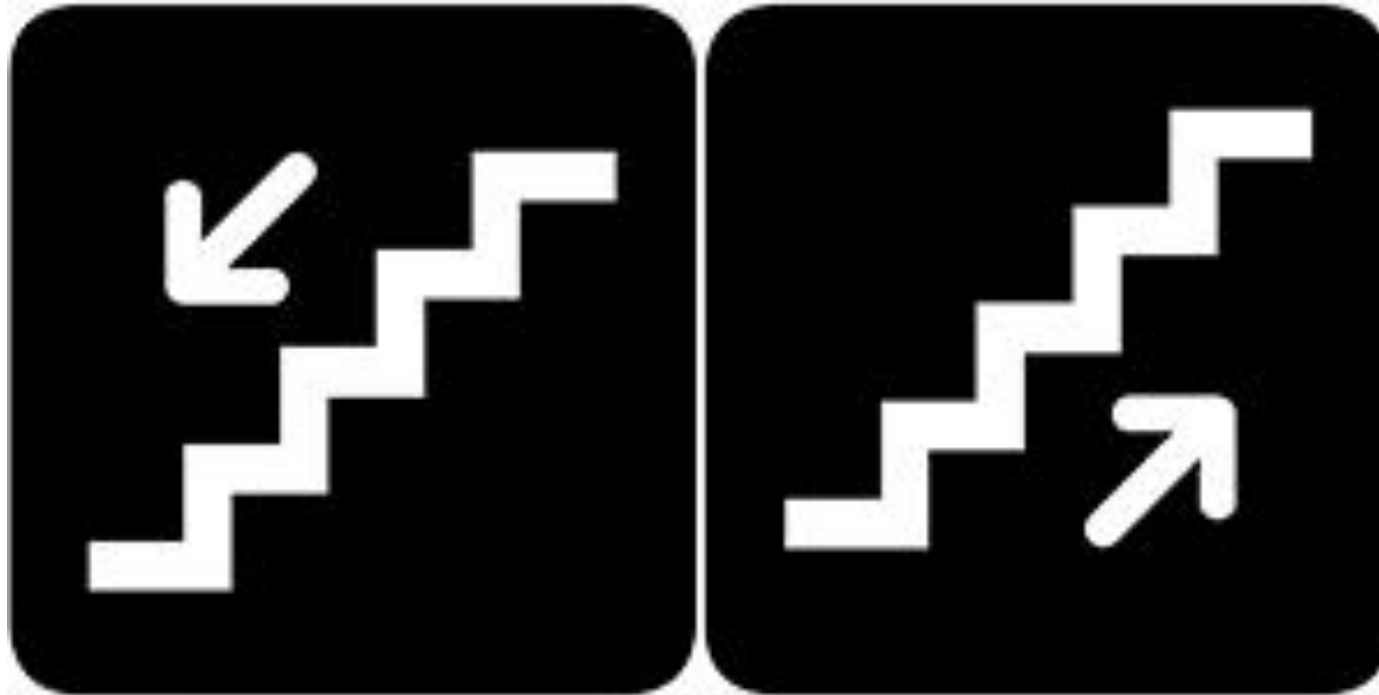
Power to the people



A fundamental change of gravity center

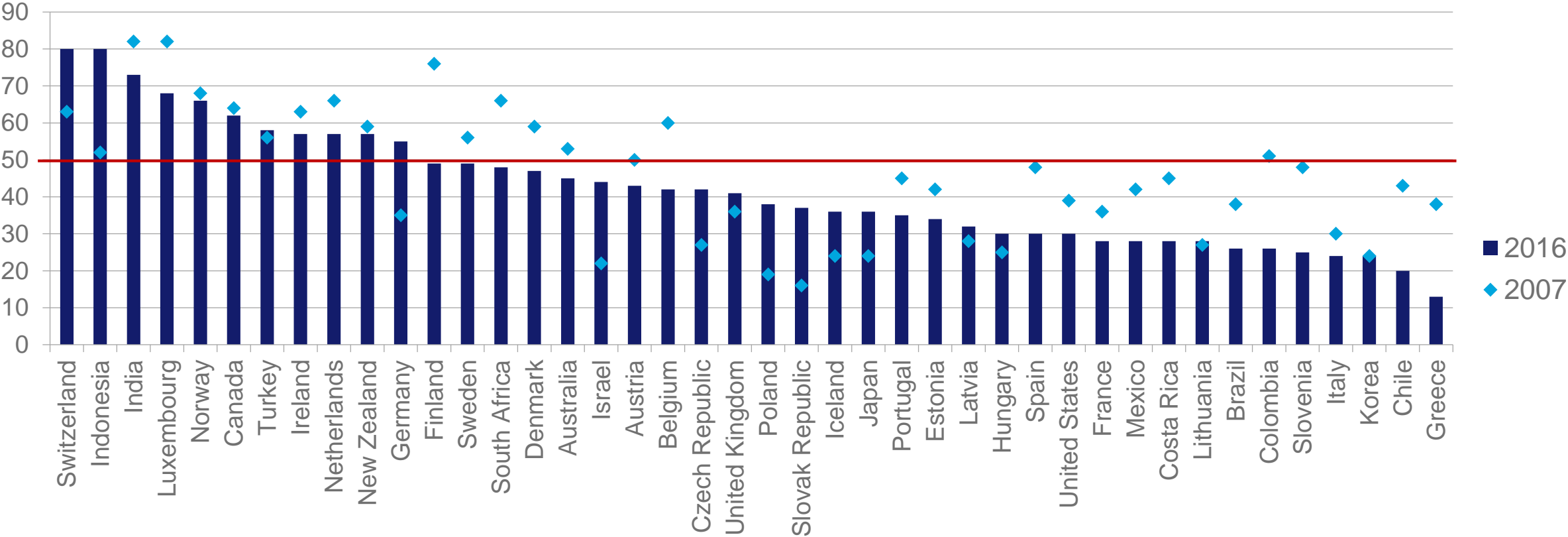


From Top down to Bottom up



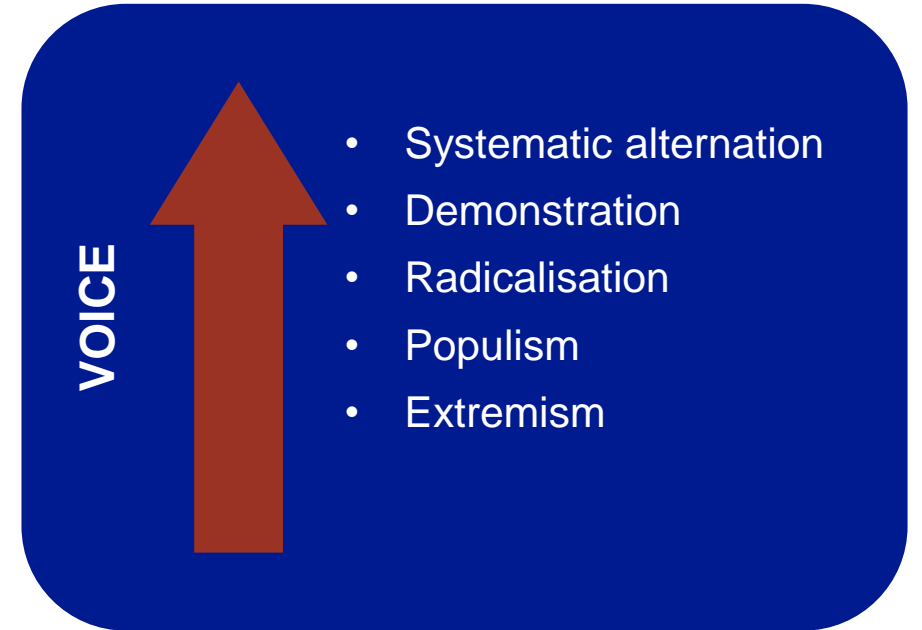
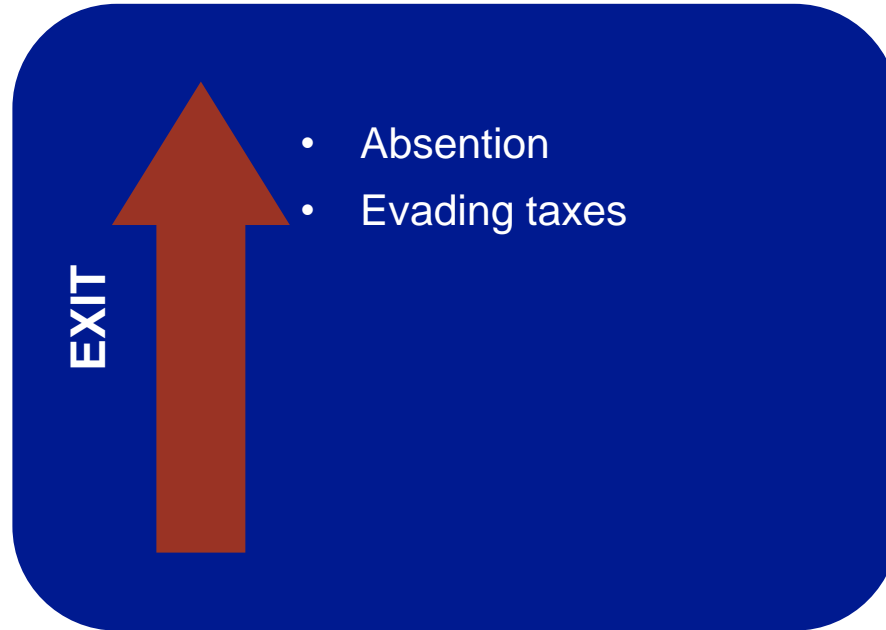
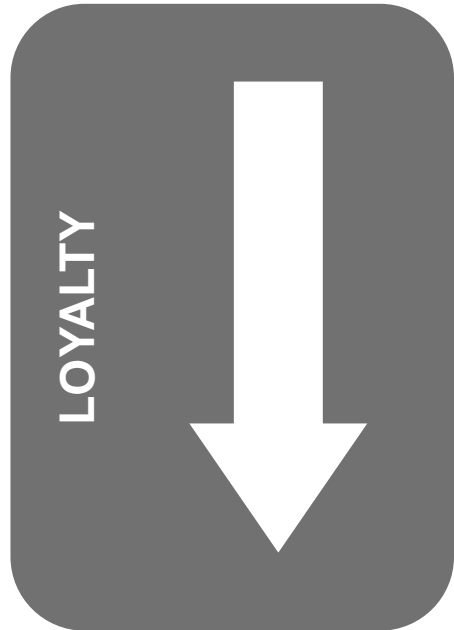
Poor management of this transformation contribute to erode trust in government

“Do you have confidence in national government?”

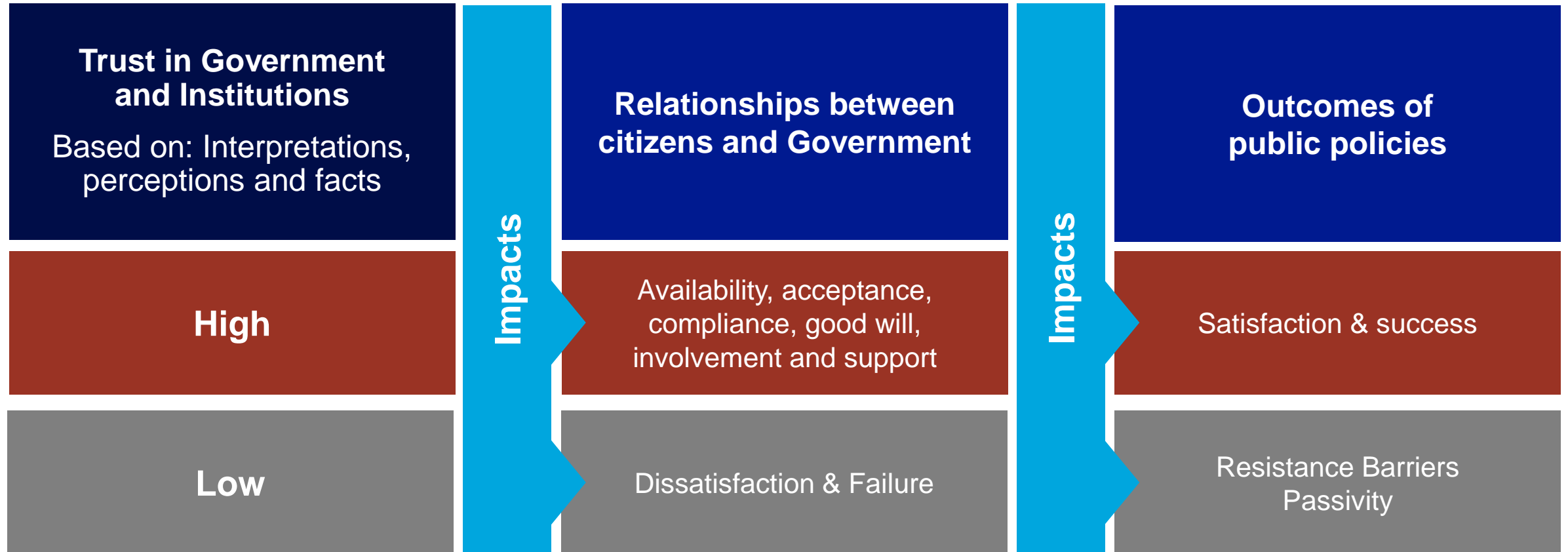


Source: OECD Government at a Glance 2017

The Current Rise of Exit & Voice in Politics



Trust is an Essential Building Block of Each and Every Institution



Implications: empower!

Think Capacitation : making people think they are capable

Consulte, ask for people's opinions

Co-create and involve people in decisions making process

Consider, reward and incentive people for their engagement

Develop behavior change strategies

EU



UNIVERSITÀ DI SIENA 1240

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US



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As a Conclusion

(Re)building a strong narrative

Building the future: understand the present, create a desirable narrative

« Today we've become so aware of the downsides of innovations, and so disappointed with the promises of past utopias, that we find it hard to believe even in future – one in which tomorrow will be a little better than today. We find it very difficult to imagine any kind of future at all that we desire (...) That makes us Future Blind »

The Inevitable, Kevin Kelly, 2016

