Lecture 5
Online Service delivery and Electronic Service Delivery:

- **Electronic services delivery** or **ESD** refers to providing government services through the Internet or other electronic means. It is related to e-services and e-government.
- E-service (or eservice) is a highly generic term usually referring to 'The provision of services via the Internet
- thus e-Service may also include e-Commerce, although it may also include non-commercial services (online), which is usually provided by the government (Main focus is government services provide by government to public)
- Various model to deliver e-service(G2C,G2B,G2G will be discussed later)
- Nowadays the need for efficient, cost effective processes and increased focus on customer satisfaction is no longer only applicable in the private sector; also the public sector faces similar challenges. As part of dealing with these needs governments all over the world rely more and more on information and communication technology to deliver an increasing number of their services electronically
- Governments around the world are facing the challenge of responding to increased expectations by their customers with regard to public service delivery.
- Citizens, for example, expect governments to provide better and more efficient electronic services on the Web in an integrated way
- (Online portals have become the approach of choice in online service delivery to meet these requirements and become more customer-focussed.)
- Traditional public services offered to citizens and businesses over the Internet mirrored the internal structure of the specific government. Each department offered their services independently from the online offerings of other departments
- that led to redundant services as well as an increase in customer dissatisfaction as citizens needed to know the internal structure of the government in order to find the services they required and had to be aware of which services existed in the first place to fulfil their demand.
- These disadvantages of traditional online service delivery models are the primary reasons why governments all over the world have started to investigate the use of one-stop online portals (OSPs)
- These portals commonly apply the single window concept, i.e. they offer a single point of access to electronic services and information provided by different public authorities or even private service providers.
- In order to provide citizens with a not only easy to use, but also comprehensive view on the services they need, OSPs have to provide customer-oriented structures of public services independent of the fragmented structure of public administrations that deliver them
- Eg :
- **Hong Kong**
- In 2007, Hong Kong launched its one-stop portal GovHK including a new underlying service delivery model.
- From a citizen's perspective, GovHK is positioned as the only one entry point to government services.
- Four main user groups are distinguished on the homepage, namely Residents, Business & Trade, Non-Residents, and Youth, whereby the Residents section is the default when navigating to gov.hk.
- The homepage features a teaser with current events, shortcuts to most popular services, and several brief overviews of the weather, news, traffic conditions, etc.

- The central parts of the website are 11 topic-based clusters that can be navigated through in order to reach all government information and services.
- While most popular information is directly accessible on the portal, it is frequently linked to departmental sites or dedicated transactional sites (such as eTax) on the lowest, i.e. most detailed level.
- Despite of this, GovHK allows to browse through all services via citizen-centric clusters in a unified design across the whole site
-