



# Customer surveys in Smart Cities

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21 October 2010



who we are

The Smart Cities project is creating an innovation network between cities and academic partners to develop and deliver better e-services to citizens and businesses in the North Sea Region.



# 15 municipal and academic partners from the NSR

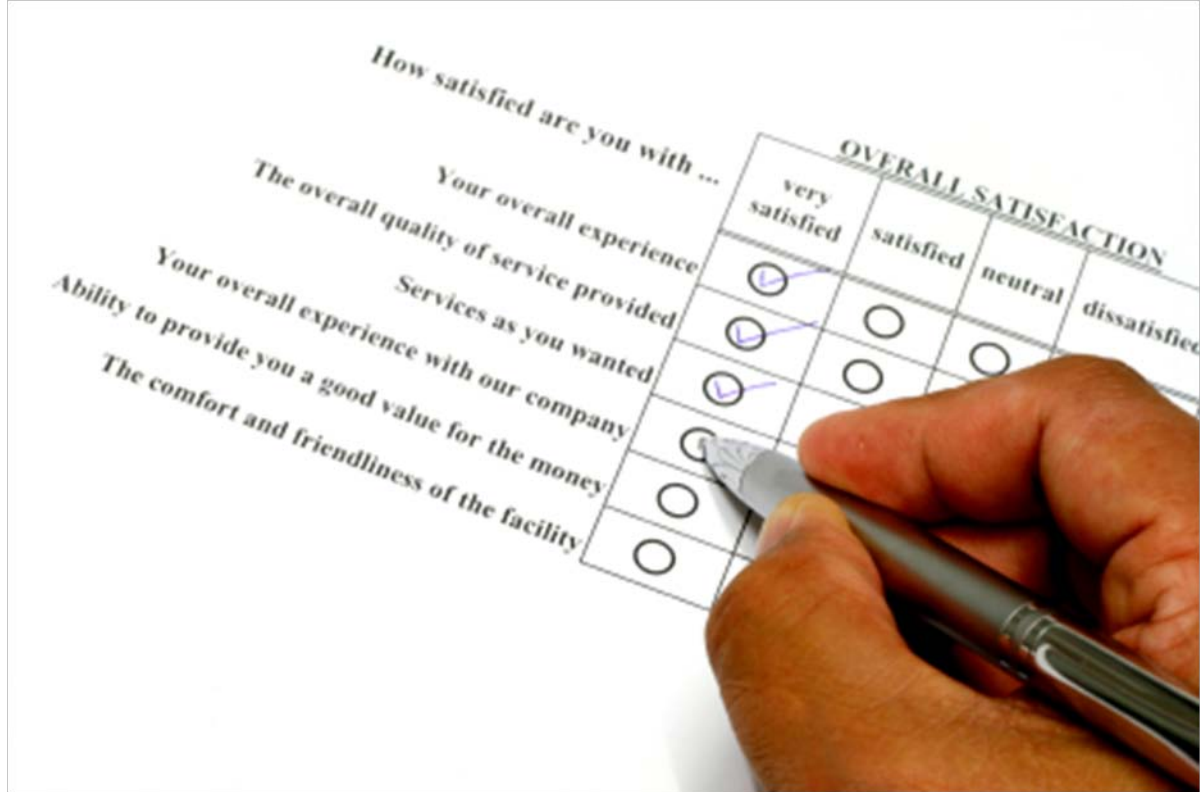


The Interreg IVB  
North Sea Region  
Programme



# Supported by a wide range of mainstreaming partners





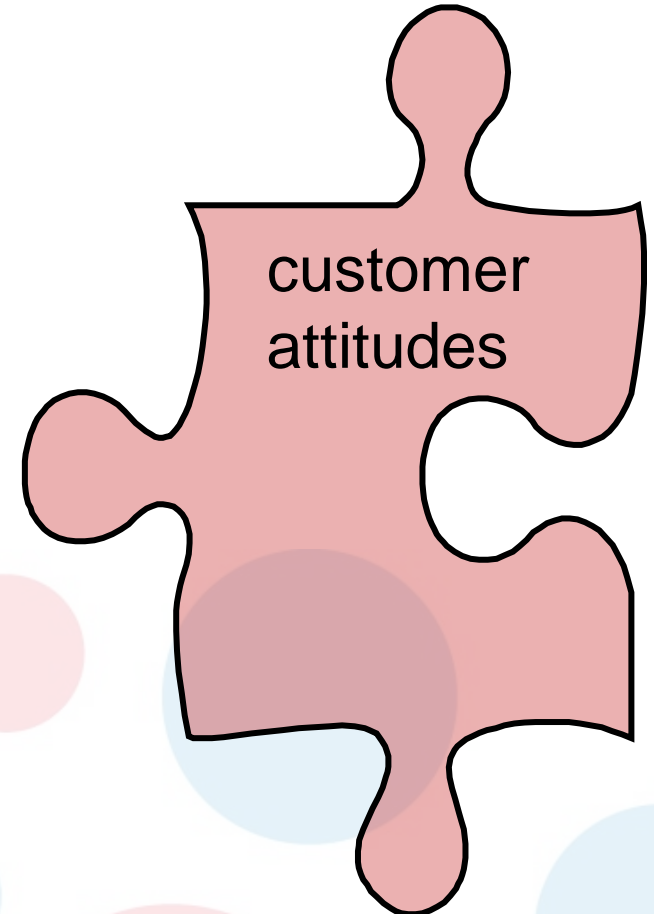
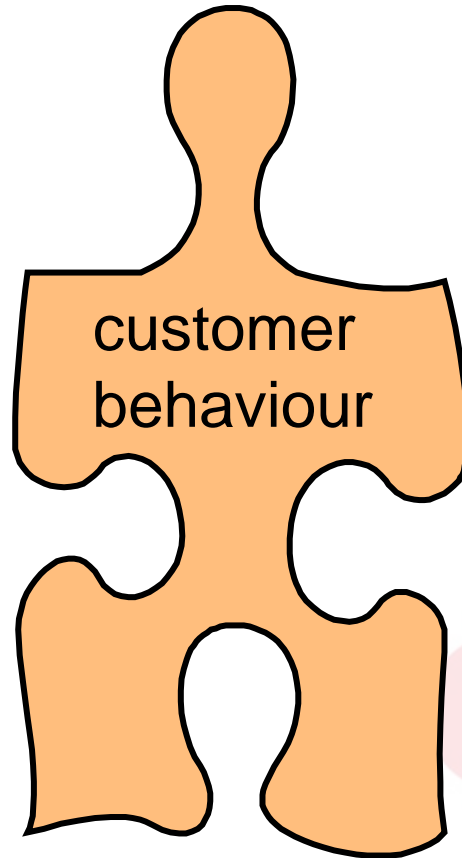
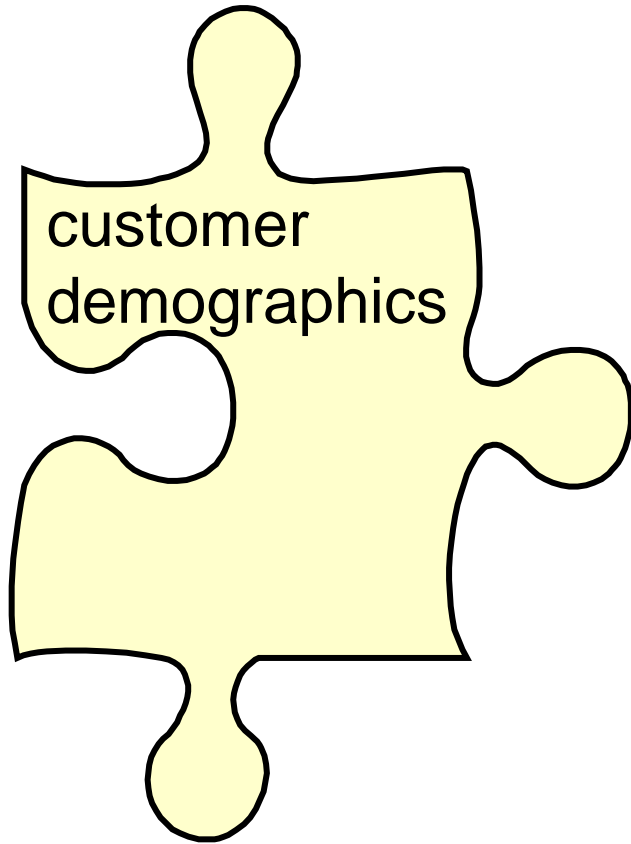
# CUSTOMER SURVEYS

## WHY?

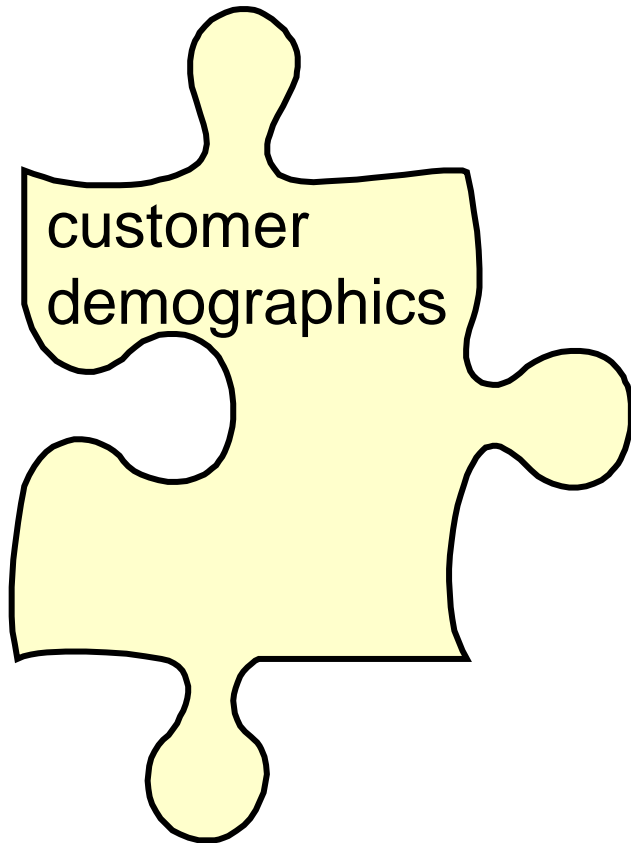


The need to be **customer focussed**  
has become widely accepted

The challenge is **how** to achieve this







- Characteristics
  - Gender, age
  - Adress
  - Household composition
  - Education, job, income
- Equipment
  - Media/computer possession
  - Mobility
- Knowledge
  - Education
  - Computer usage
  - Media literacy
- Customer profiling

Know WHO your 'customer' is

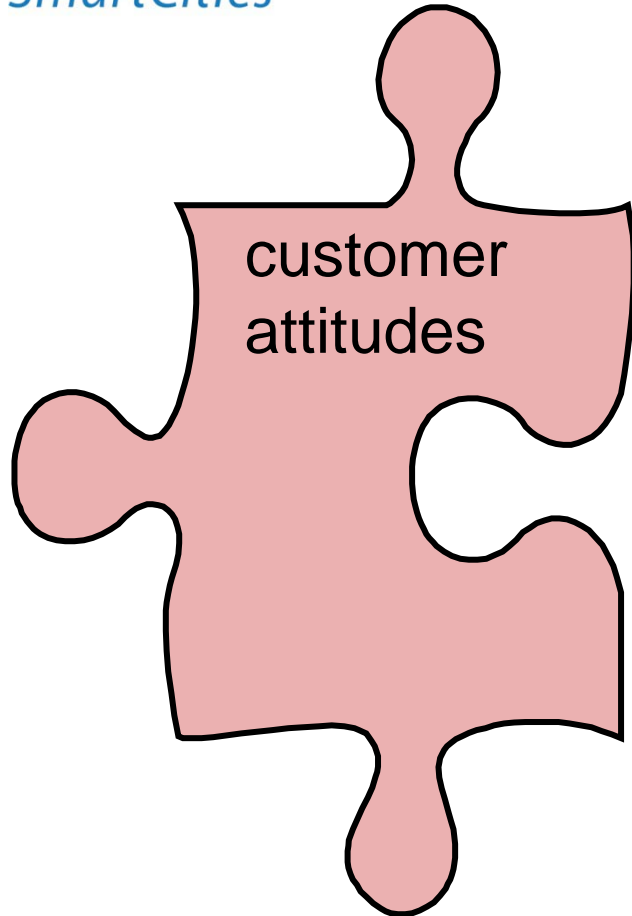
- ↳ Population returns
- ↳ Statistics and studies



- Usage
  - # of products and services
  - Frequency
- Choice
  - Channel
  - Location
  - Moment (peak times)
- Requests and complaints

## Study customer's BEHAVIOUR

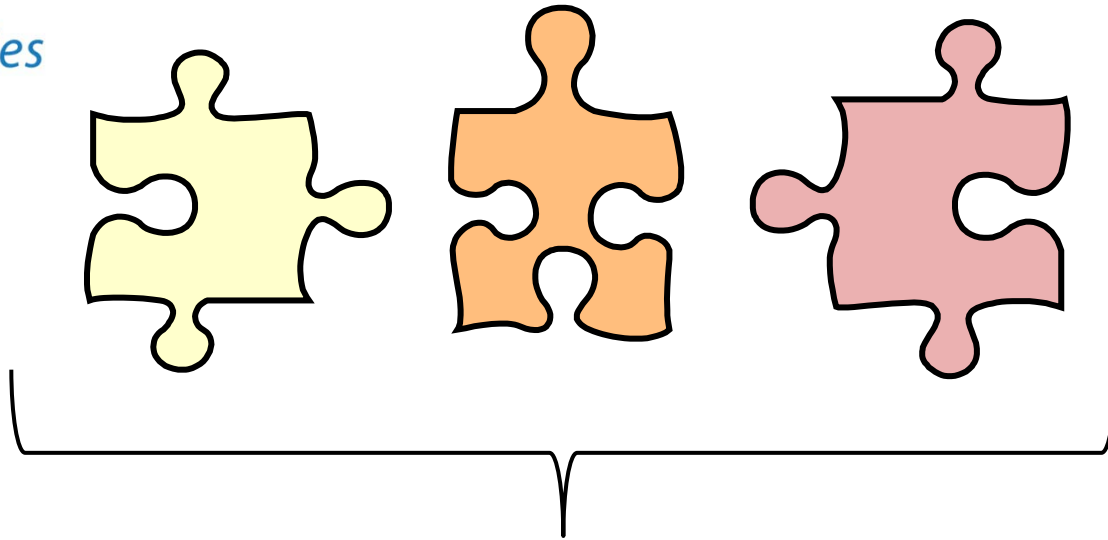
- ↳ Patterns in transaction data
- ↳ Observation of customer behaviour
- ↳ Customer feedback
- ↳ Customer surveys
- ↳ User tests



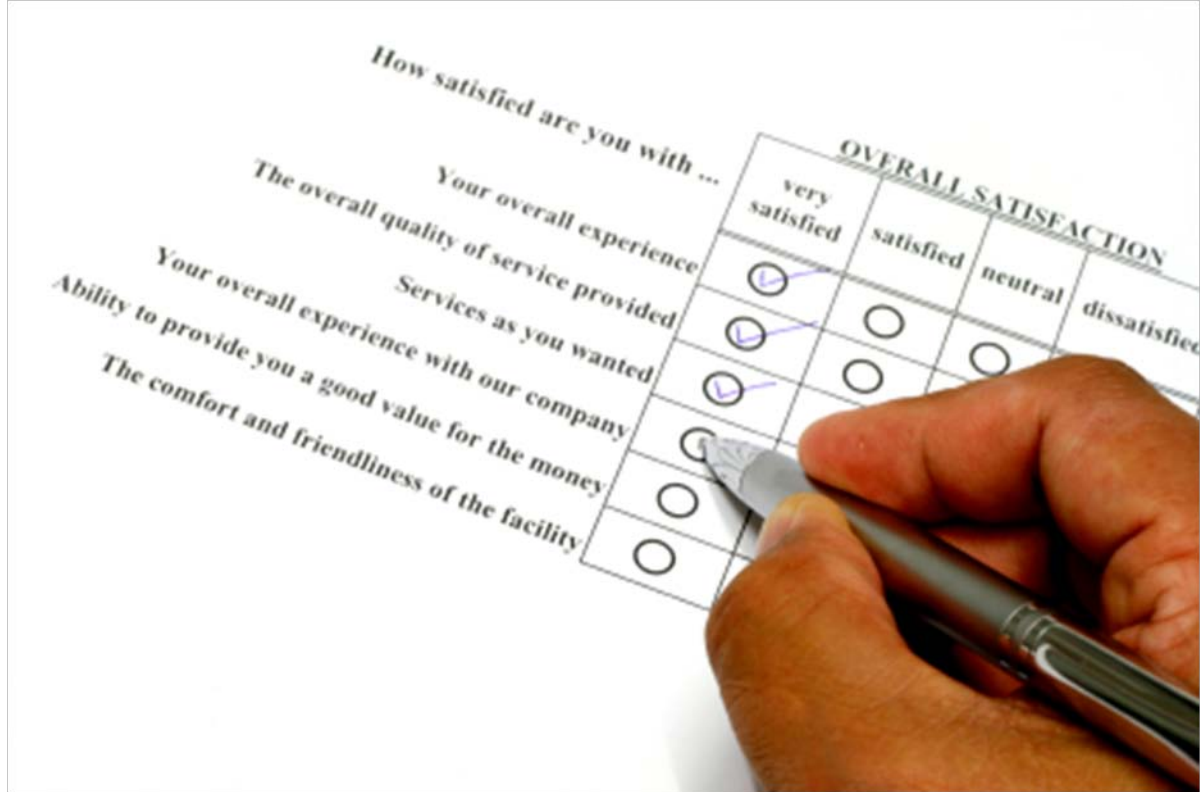
- Motivations
- Needs and preferences
- Awareness
- Perceptions

**EXPLAIN/UNDERSTAND** behaviour

- ↳ Customer surveys
- ↳ Focus groups & interviews

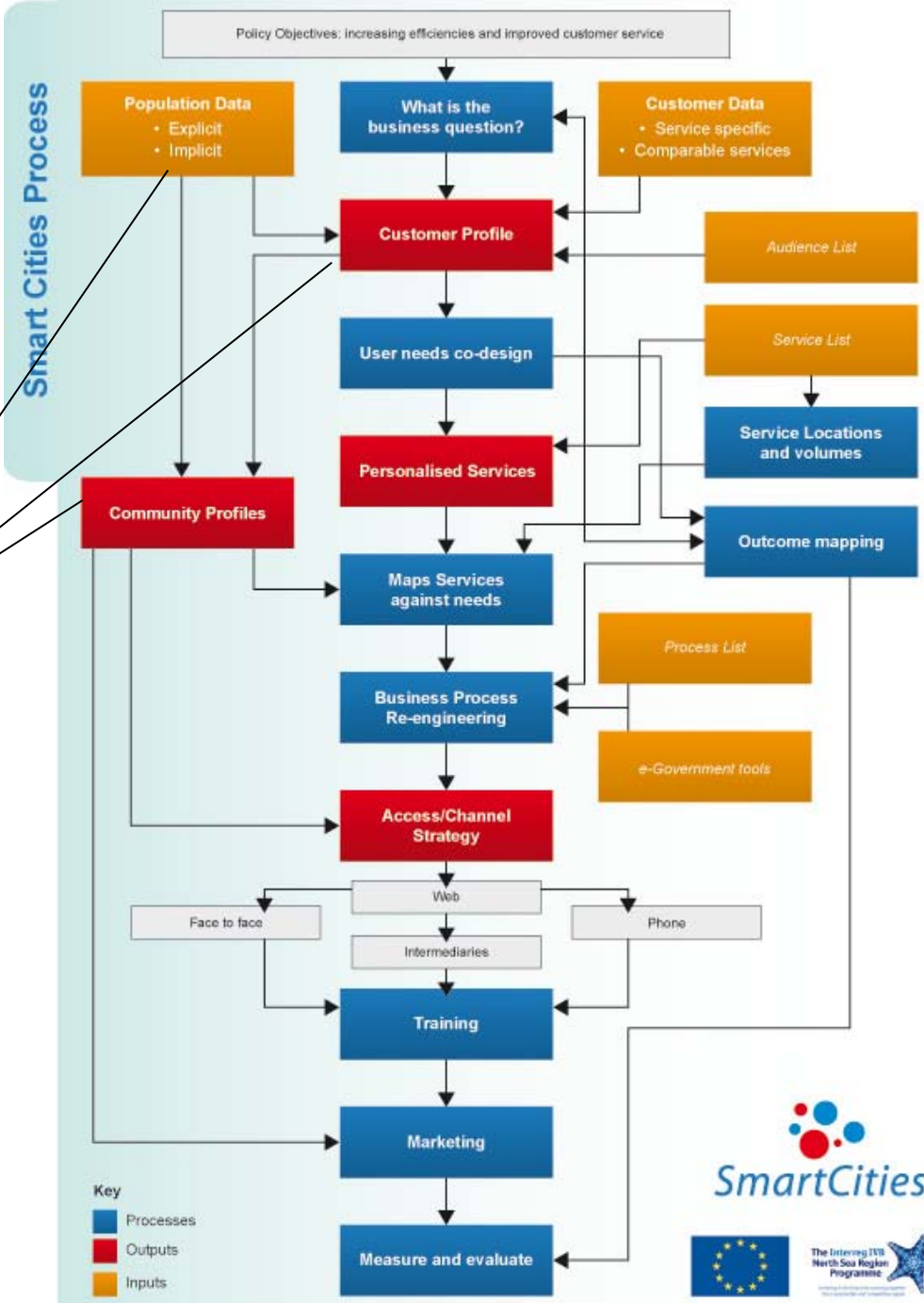


- Combine methods: qualitative & quantitative
- Combine data / (re)use existing information / don't ask what you already know
- Talk to your users / ask their feedback
- Measure impact, rather than output
- Work together with (local) academics

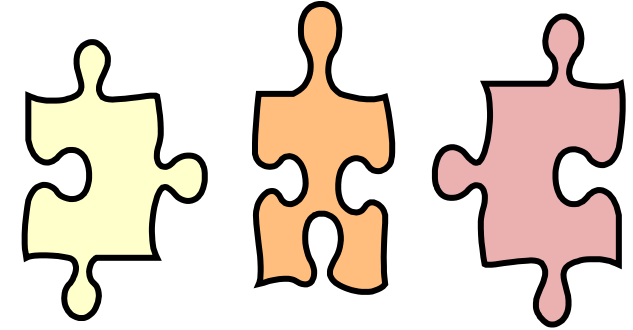


# CUSTOMER SURVEYS IN THE SMART CITIES PROJECT

Surveys & Focus groups



# Case 1: Services in Kortrijk region



# Survey on services in Kortrijk region

## WHY?

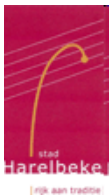
- No recent data about knowledge, use and appreciation of (digital) channels and (e-)services
- Benchmark

## Survey on (digital) services

- 5 municipalities, 3000 respondents
- 1 questionnaire with local accents

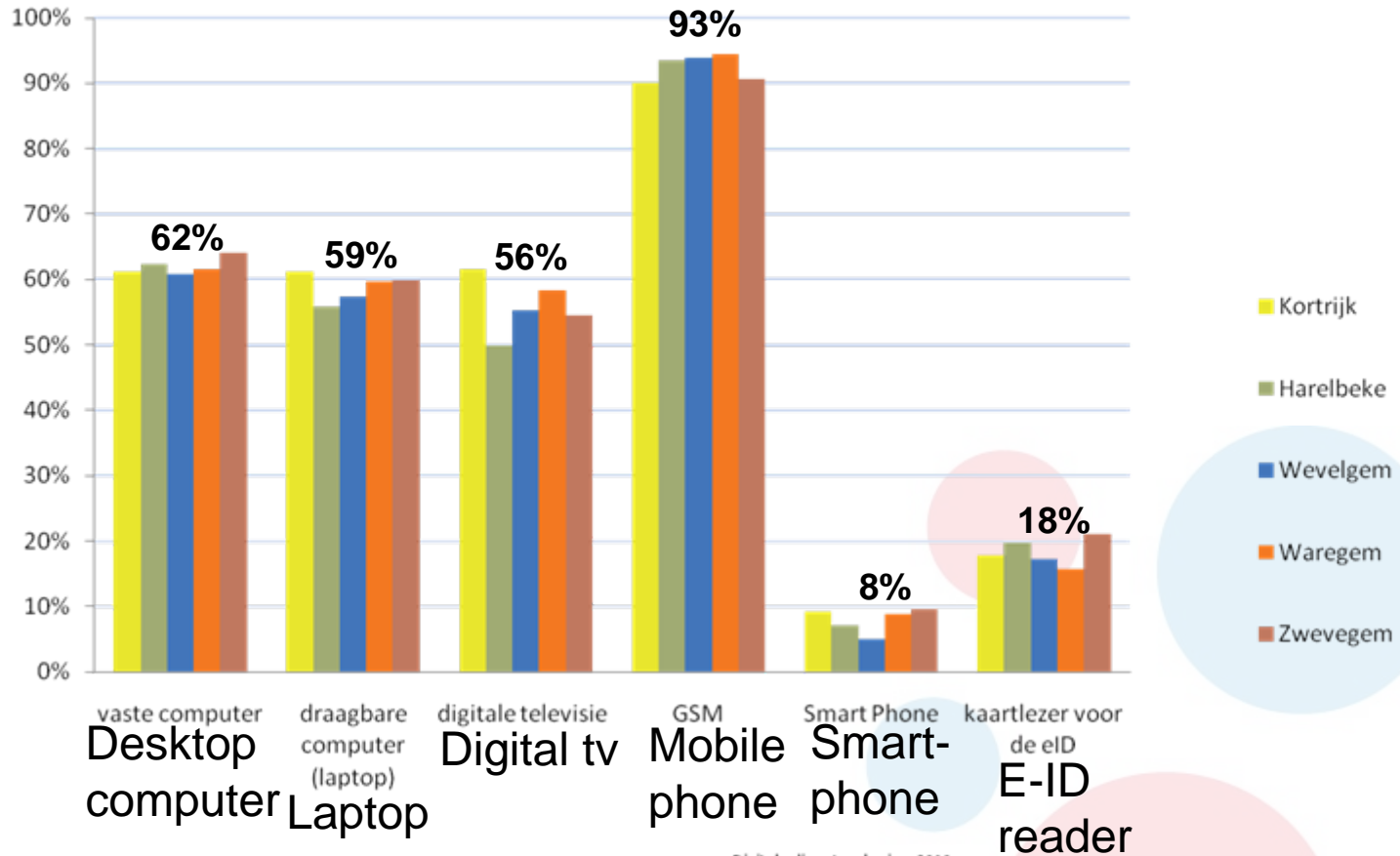
**memori**  
ONDERZOEKSCENTRUM

Leiedal



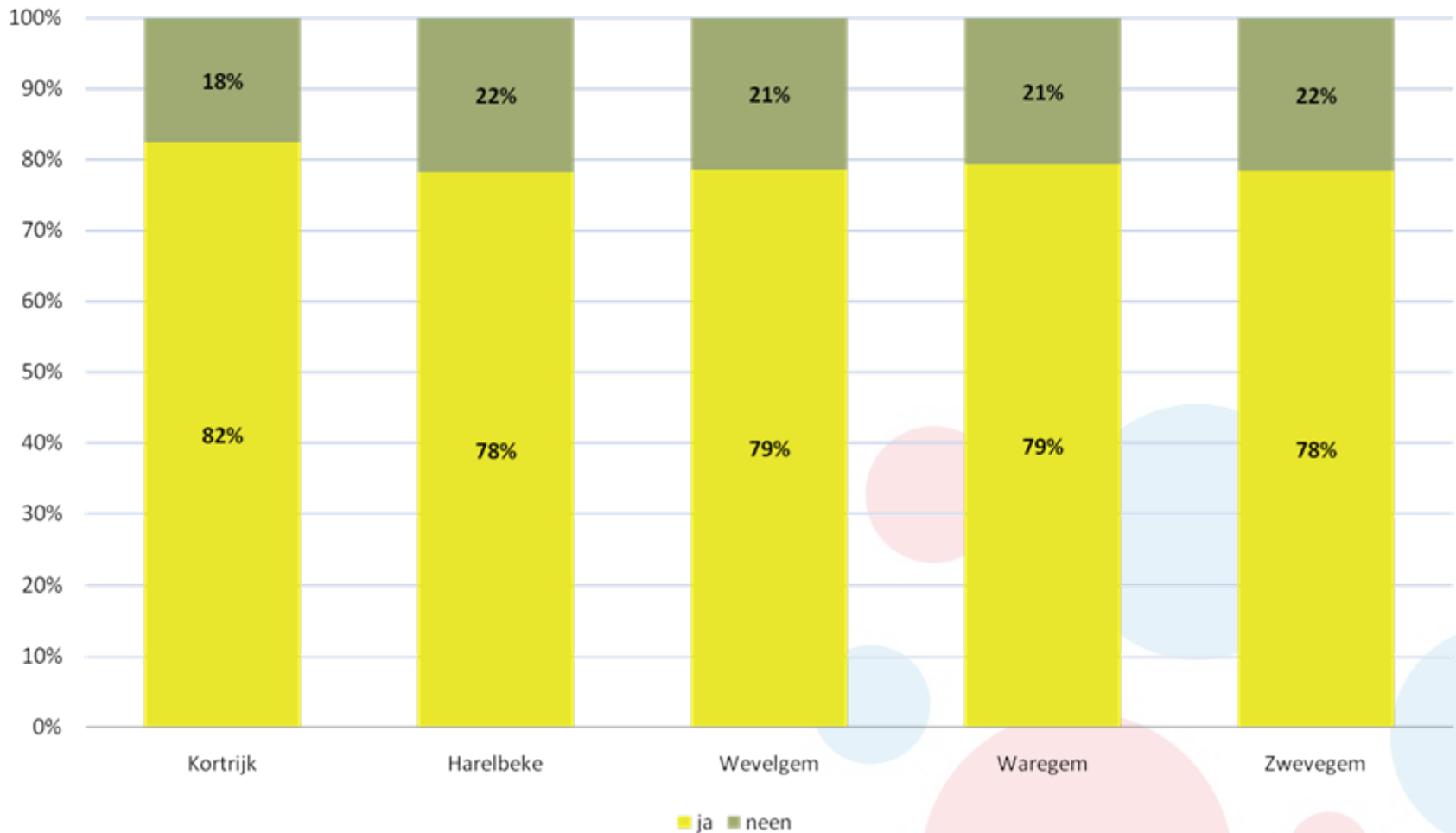


# Media possession

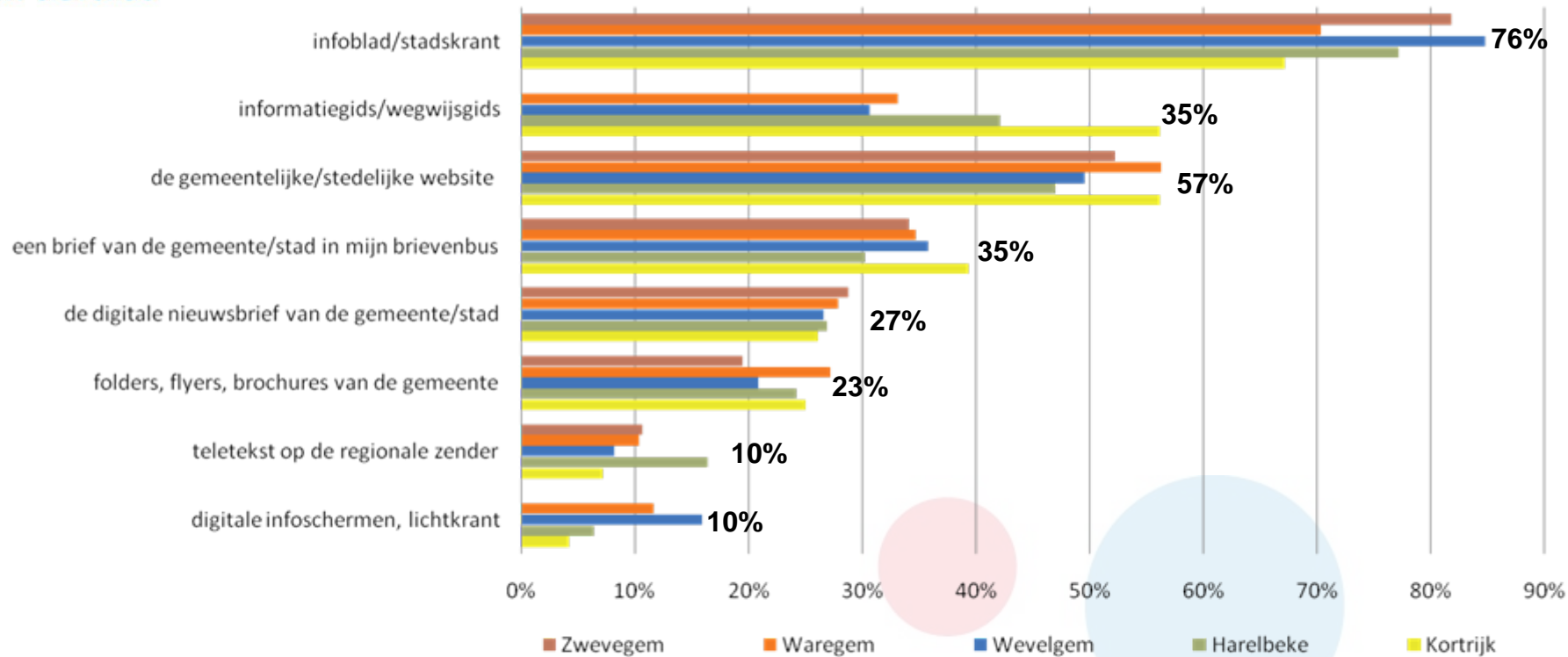


Digitale dienstverlening 2010  
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# Internet access

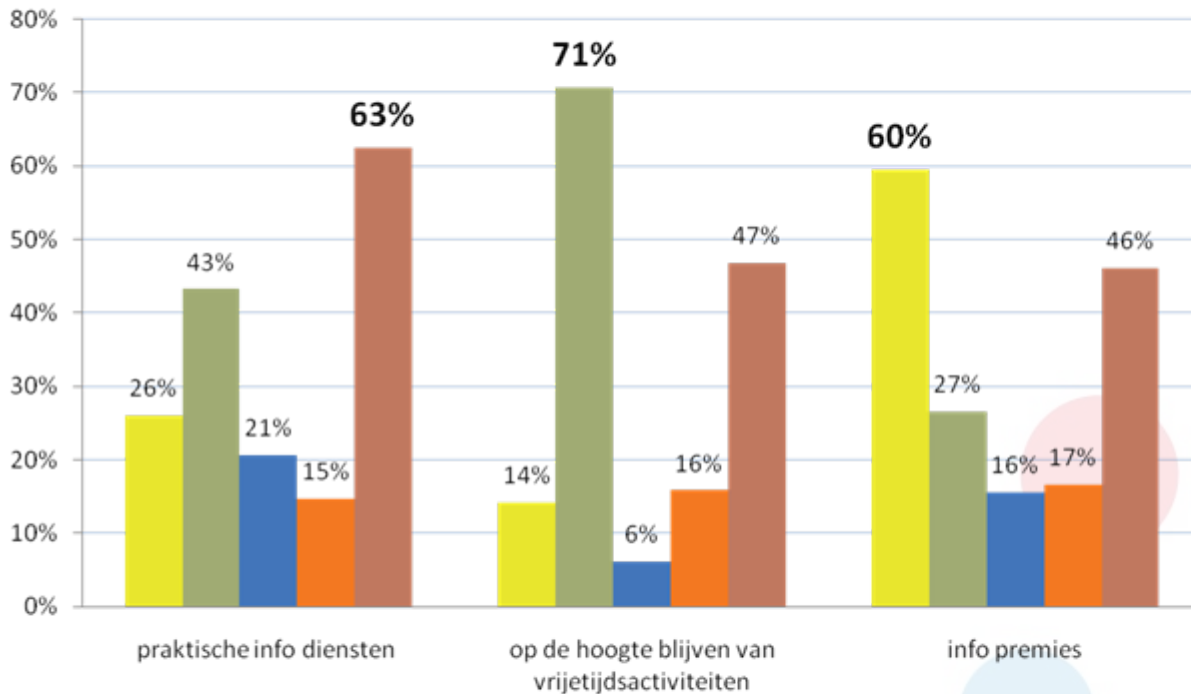


# Preferred information channels



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# Preference channels for information on ...



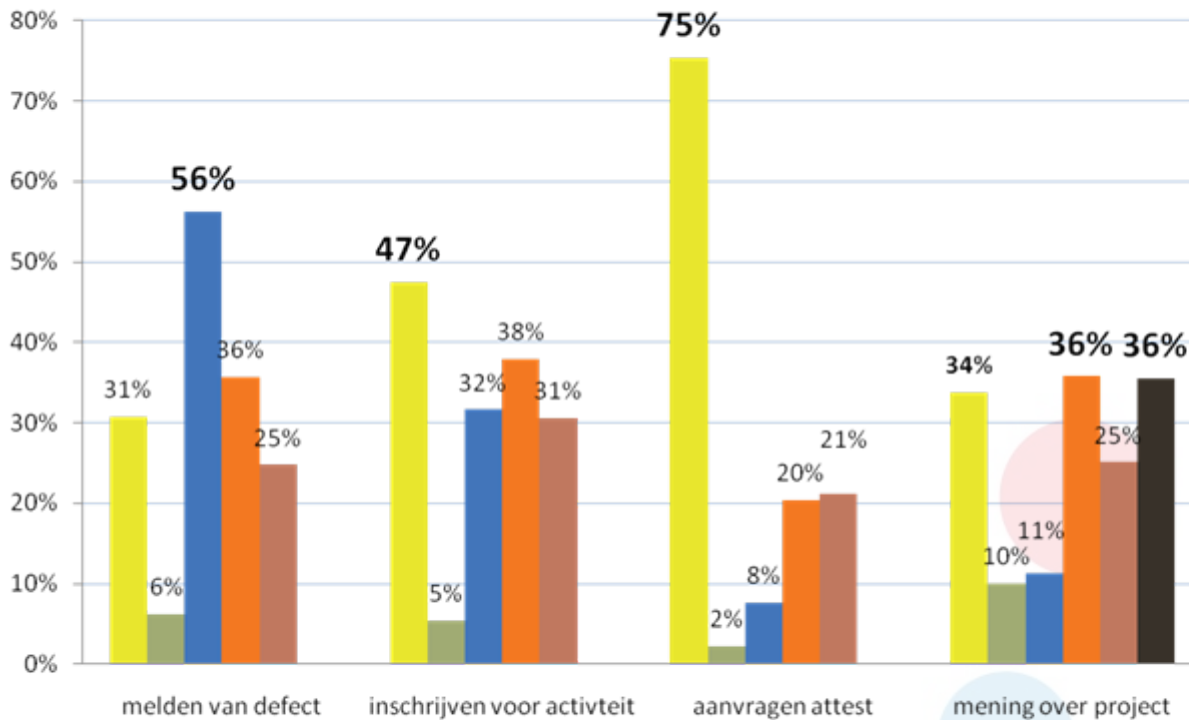
Practical info

Leisure

Subventions

- ter plaatse, bij de dienst zelf
  - via folders
  - telefonisch
  - per mail
  - via de website
- Face to face  
Print  
Phone  
Mail  
website

# Preference channels for ...



- ter plaatse, bij de dienst zelf
- per brief
- telefonisch
- per mail
- via de website
- op een bewonersvergadering

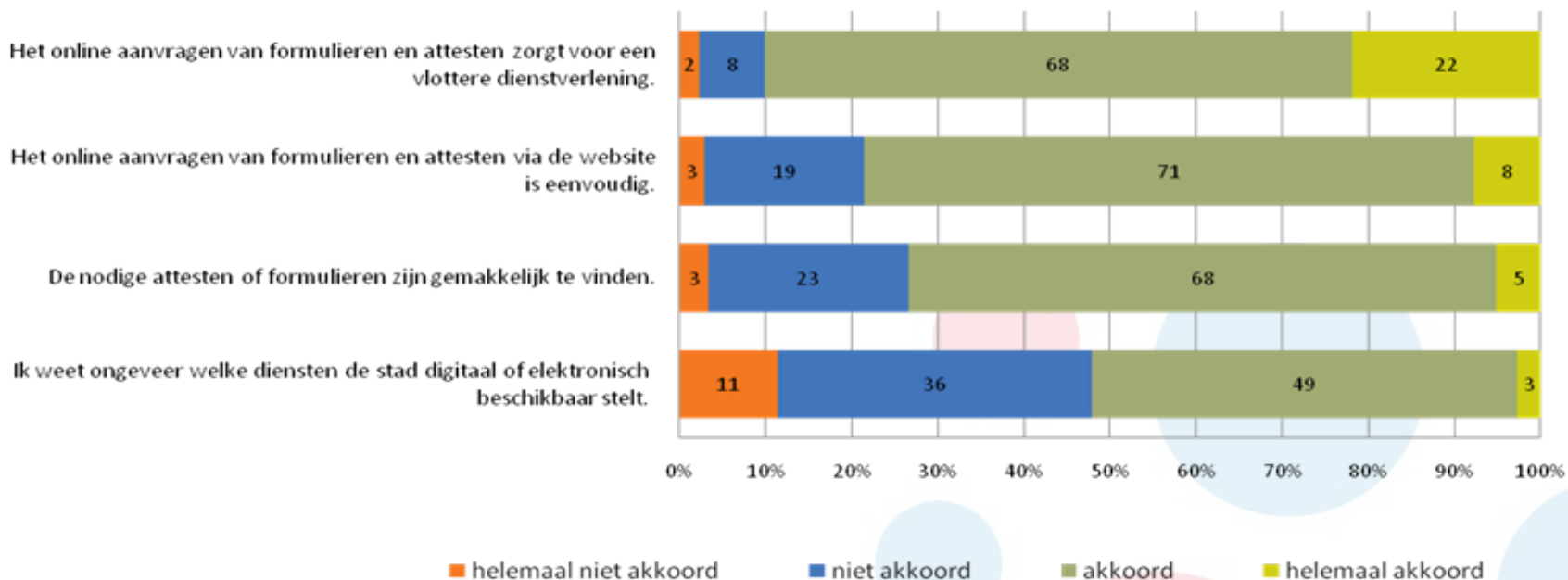
Face to face  
Letter  
Phone  
Mail  
Website  
Meeting

Reporting malfunction / registration activity / formal registration / expressing opinion

# Appreciation digital services

## Tevredenheid over de stedelijke/gemeentelijke digitale dienstverlening

(enkel internetgebruikers)



Digitale dienstverlening 2010  
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# Priorities Zwevegem



## Significant differences

### Free computer- en internetcourses

↳ More interest amongst *older age groups and lower education*

### Hotspots

↳ Most interest amongst *youngest respondents (< 30yrs)*

### Websites per borough

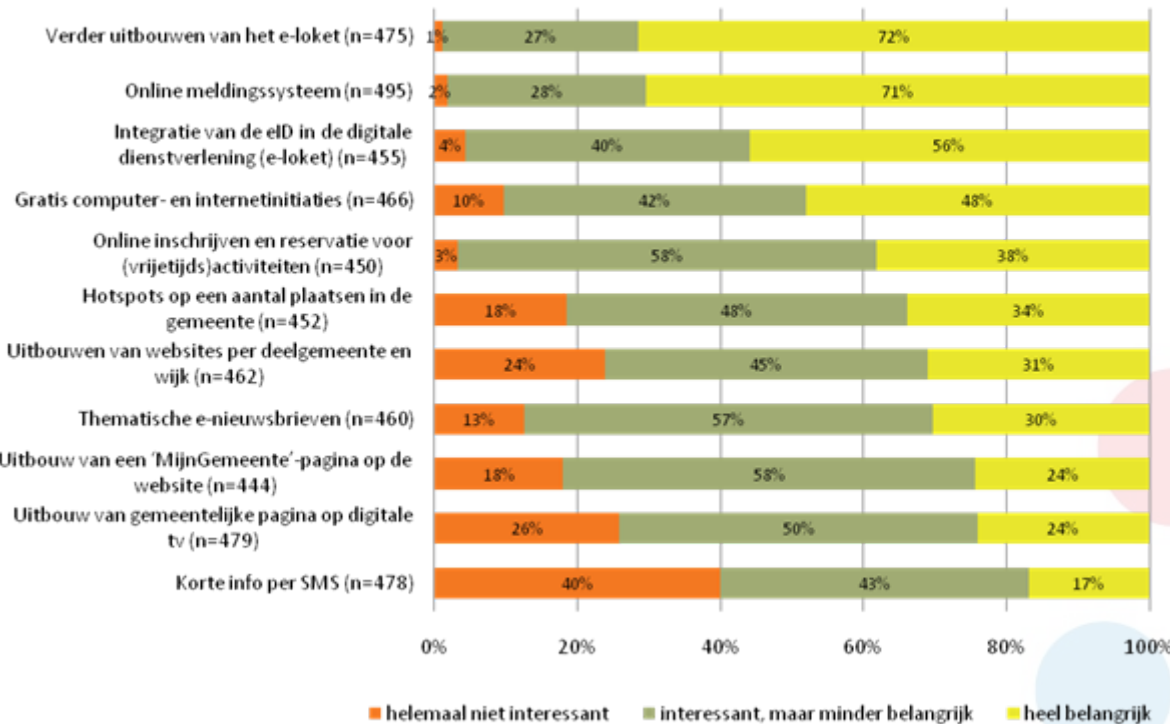
↳ Most interest amongst *lower education*

### Info flash by text message

↳ Most interest amongst *older age groups, lower education and non-internetusers*

### Municipal digital tv

↳ Same as **Info flash by text message**



Digitale dienstverlening Gemeente Zwevegem 2010  
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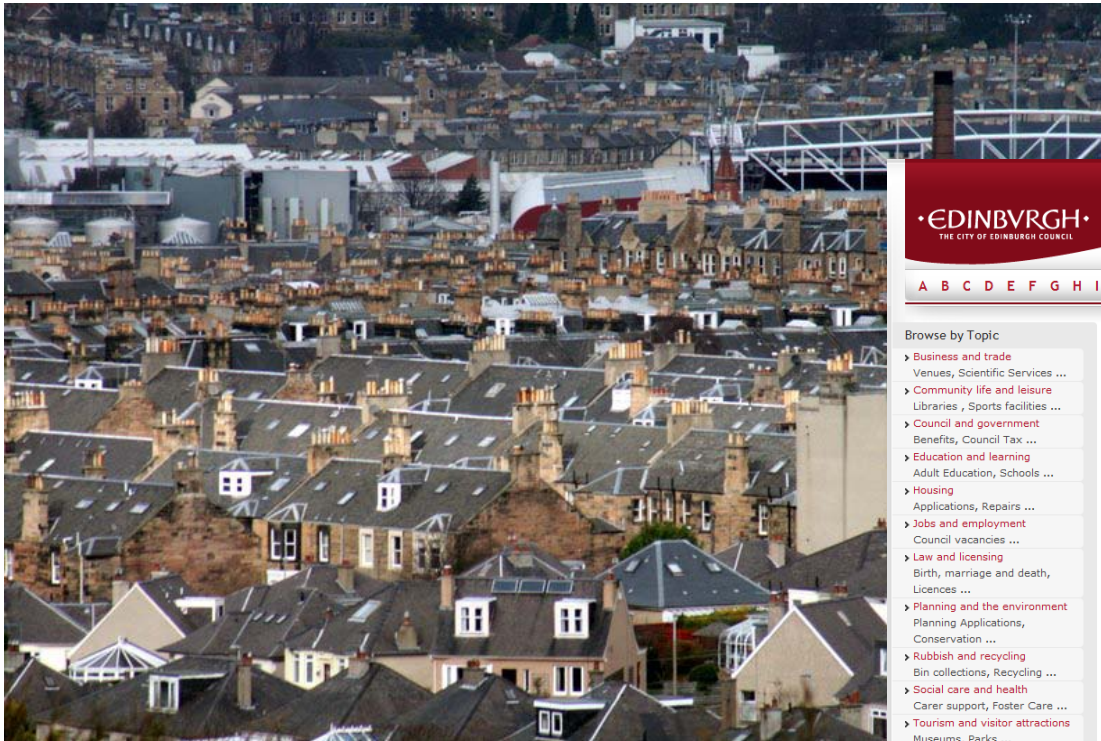
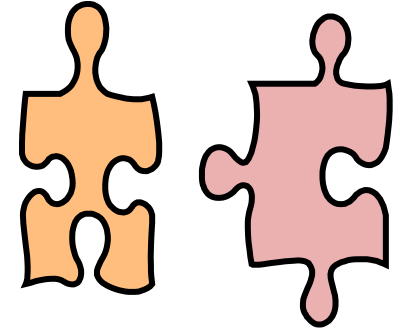
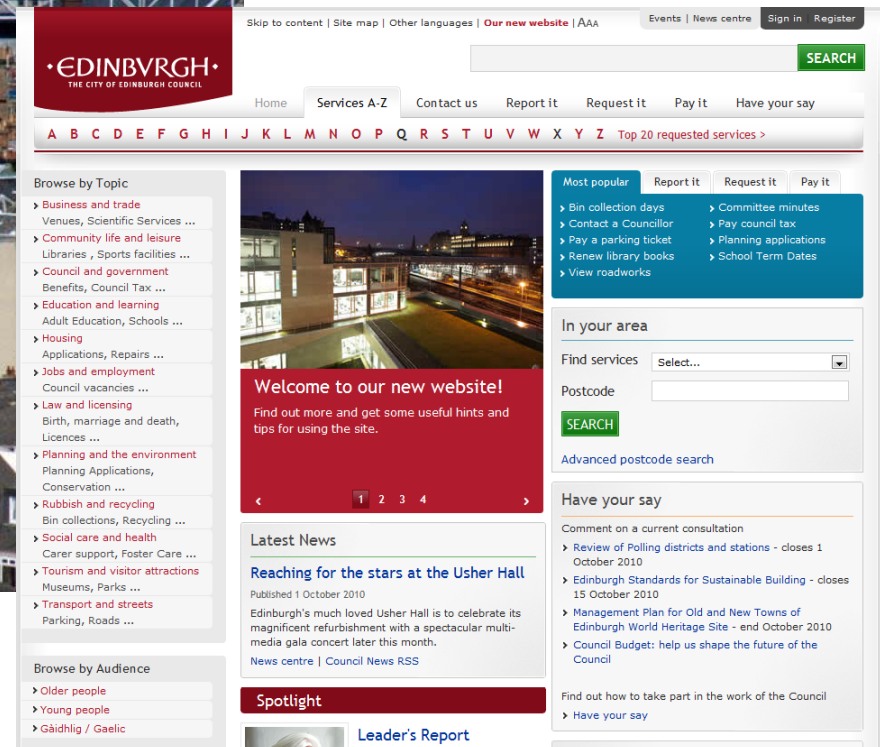


# Conclusions survey regio Kortrijk

- The **digital divide** needs further attention. Although 4 in 5 people work with the internet, 1 in 5 do not!
- Municipalities need a **channel strategy**
  - better knowledge of customers
  - efficient channel choice
  - baskets of services adapted to the needs of those customer groups
    - complex transactions and domains: face to face communication
    - simple transactions: online.
- **Optimise channels**
  - speed and interactivity online channels
  - phone strategy
- **Fast and reliable online transactions**
  - online tools for administrative procedures
  - more online services.
- **More/better marketing of services:**
  - A lot of services/channels are unknown
  - online tools are not known



# Case 2: Edinburgh website project

The screenshot shows the Edinburgh City Council website. At the top, there is a navigation bar with links for 'Skip to content', 'Site map', 'Other languages', 'Our new website', 'AAA', 'Events', 'News centre', 'Sign in', and 'Register'. Below this is a search bar with a 'SEARCH' button. The main navigation menu includes 'Home', 'Services A-Z', 'Contact us', 'Report it', 'Request it', 'Pay it', and 'Have your say'. A secondary menu lists letters from A to Z and a link for 'Top 20 requested services'. The page is divided into several sections:

- Browse by Topic:** A list of categories such as 'Business and trade', 'Community life and leisure', 'Council and government', 'Education and learning', 'Housing', 'Jobs and employment', 'Law and licensing', 'Planning and the environment', 'Rubbish and recycling', 'Social care and health', 'Tourism and visitor attractions', 'Transport and streets', and 'Venues, Scientific Services ...'.
- Most popular:** A list of popular services including 'Bin collection days', 'Contact a Councillor', 'Pay a parking ticket', 'Renew library books', 'View roadworks', 'Committee minutes', 'Pay council tax', 'Planning applications', and 'School Term Dates'.
- In your area:** A section for finding services, including a dropdown menu for 'Find services', a 'Postcode' input field, and a 'SEARCH' button. It also features an 'Advanced postcode search' link.
- Have your say:** A section for public consultation, including a link to 'Comment on a current consultation' and a list of recent consultations such as 'Review of Polling districts and stations - closes 1 October 2010'.
- Latest News:** A section for news articles, featuring 'Reaching for the stars at the Usher Hall' published on 1 October 2010.
- Spotlight:** A section for featured content, currently displaying 'Leader's Report'.
- Browse by Audience:** A section for content targeted at different groups, including 'Older people', 'Young people', and 'Gàidhlig / Gaelic'.



## Case 2: focus groups

### WHY?

- Focus groups give you a clear context, and insight in the customer's behaviour.

Helps you understand ***why*** are people doing this instead of the usual *what and how*

# Focus groups for website redevelopment

- Development new website for the City of Edinburgh
  - SWOT analysis of their existing website
  - analysis of web usage statistics
  - ↳ basis for participation process:
    - 9 focus groups with 70 participants
    - 47 individual interviews
    - interviews with stakeholders (health services, city council members and networks)
  - ↳ scope:
    - expectations for the website
    - reactions to a number of test web design
    - priorities

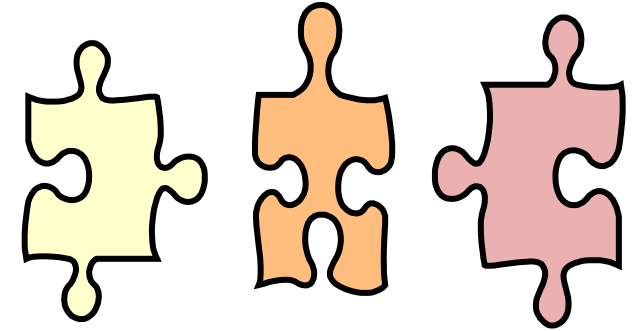
# Conclusions Edinburgh

- **My Services:** Presentation of relevant services depending on the postal code: local city council members, waste collection dates,
- **GIS:** Presentation of nearby locations on an interactive map, such as nearby schools
- **User registration:** Users want to register on the website and select preferences for information updates
- **eConsultation:** Users want to voice comments, register for alerts and follow up decisions

# Case 3: Osterholz-Scharmbeck survey + focus groups



OSTERHOLZ ■ SCHARMBECK



# Pre-research - workshops

- Development of a new city web portal
- Three workshops in cooperation with the Atene KOM and Jade University of Oldenburg-Wilhelmshaven-Elsfleth are planned and carried out:
  - Workshop with students of the Integrated School (IGS) on "youth-friendly Internet Sites > city of Osterholz-Scharmbeck" (28th September 2010)
  - Workshop with students from the vocational school on the topic "What is GIS - where there are possible starting points for GIS at the municipal website and how they relate to the current website of the city of Osterholz-Scharmbeck?" (29th September 2010)
  - Workshop with seniors about "senior-oriented websites and how they relate to the current website of the city of Osterholz-Scharmbeck"(28th September 2010)
- Other workshops e.g. on "usability of internet websites and the current usability of the current website of the city of Osterholz-Scharmbeck" are planned.

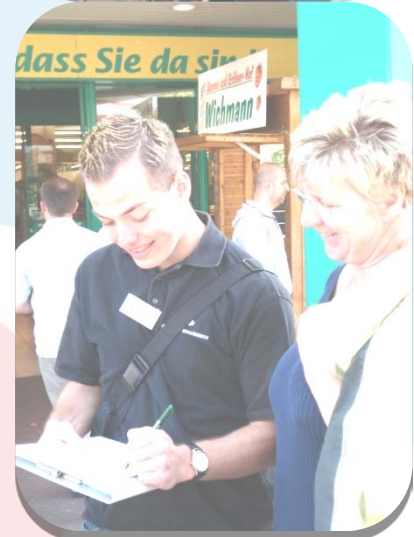
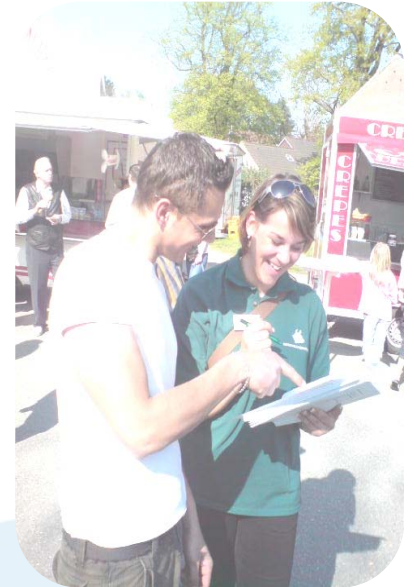
The logo for SmartCities, featuring a cluster of five colored dots (red, blue, blue, red, blue) above the text "SmartCities" in a blue sans-serif font.

# SmartCities Survey

- Phase 1: citizen and companies survey (*finished*)
- Phase 2: Test portal Implementation (duration 2 months) (*ongoing*)
- Phase 3: citizen workshops (*ongoing*)
  
- Questions on Osterholz-Scharmbeck current design and services on the internet portal
  
- more than 500 inhabitants were interviewed
- 28 companies were interviewed during this period

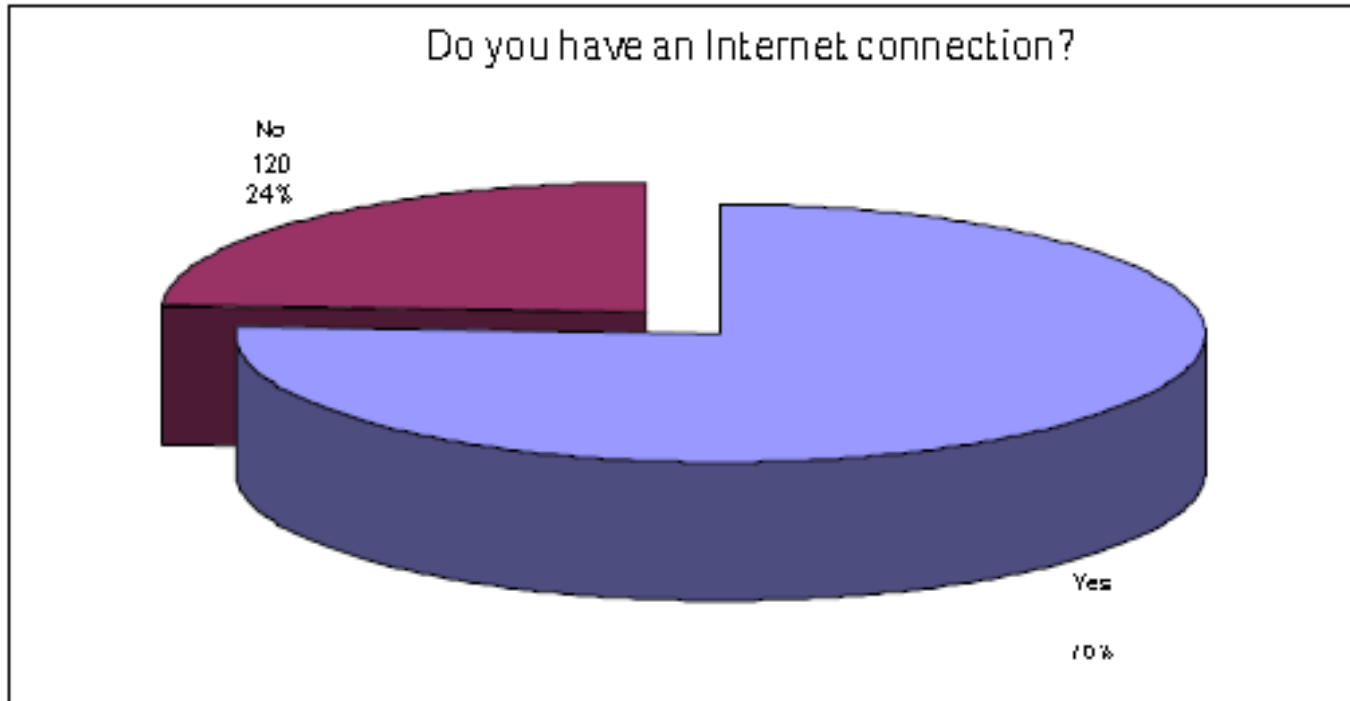
# Survey Idea and Development

- Surveys carried out by students and supervised by the staff of atene KOM GmbH (external experts)
- introductory event for interviewers = to achieve maximum survey quality and reliability
- two different questionnaires = companies and citizens
- surveying period from 22 April to 7 May 2009
- four central and heavily frequented locations in different parts of the town of Osterholz-Scharmbeck and one location at a two-days regional fair held on the town's market square





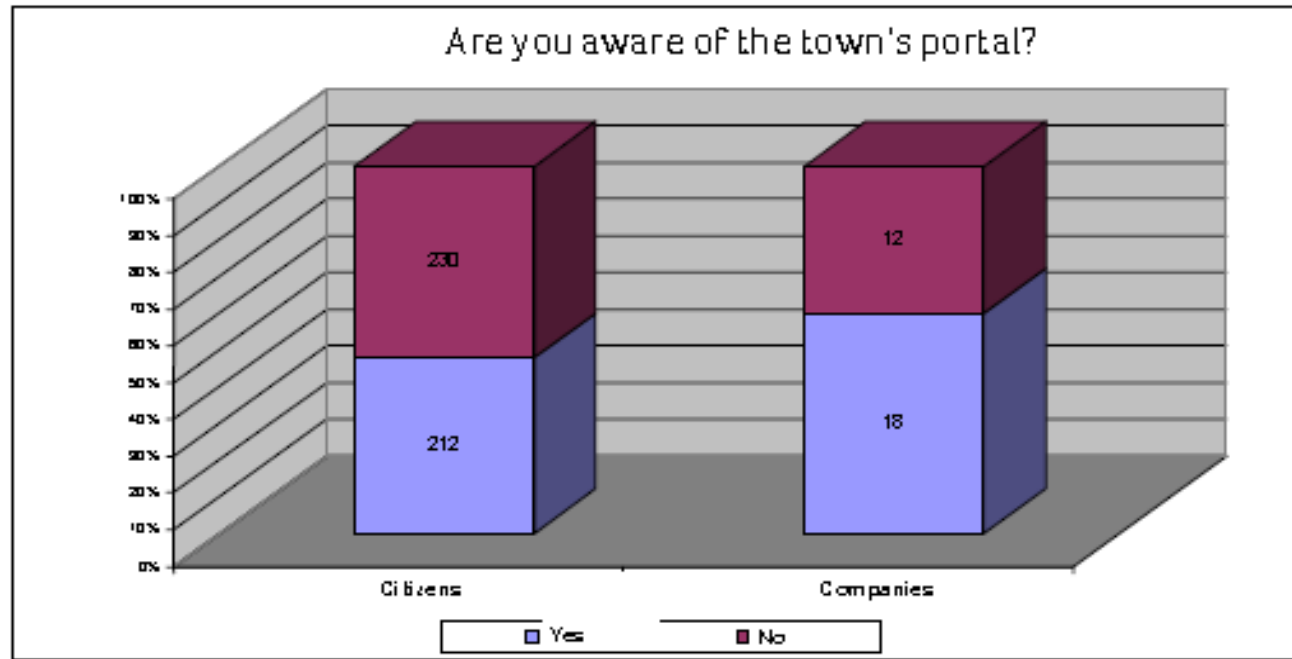
# General information



76% (376 inhabitants) and all interviewed companies had Internet access

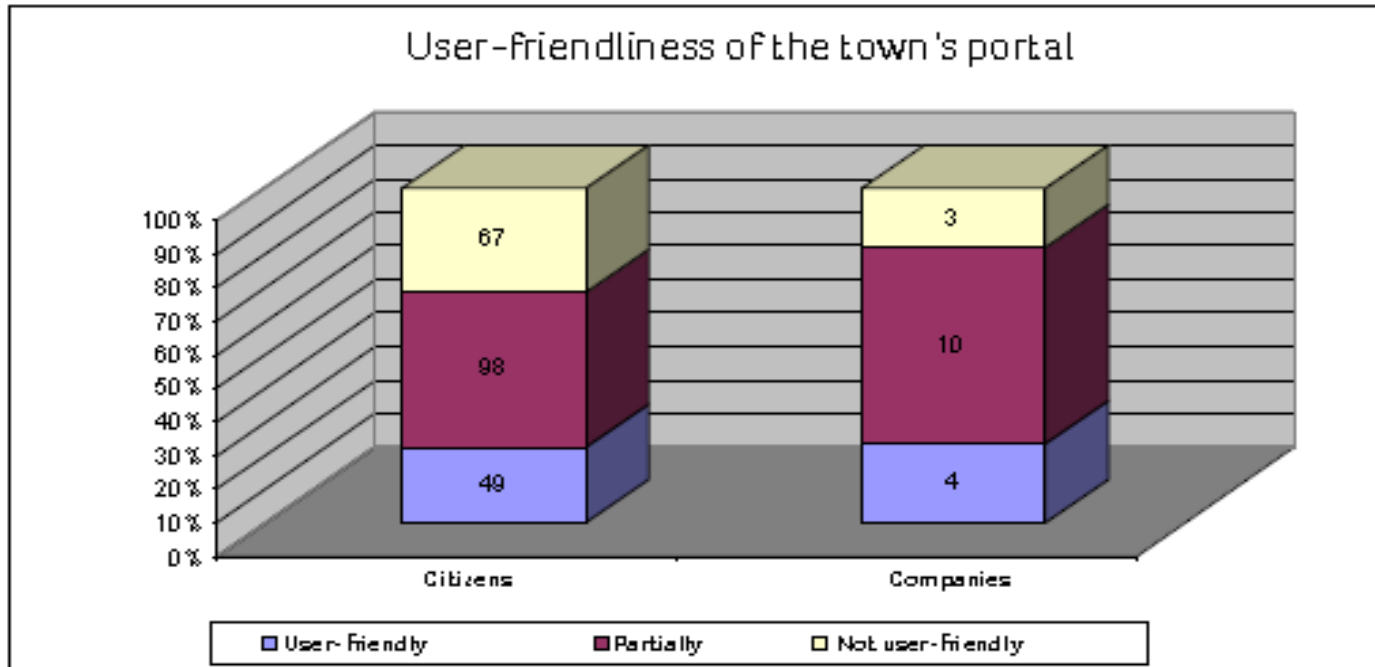
*But what are they doing with their internet access?  
Are they also visiting the current city web presence?*

# General information



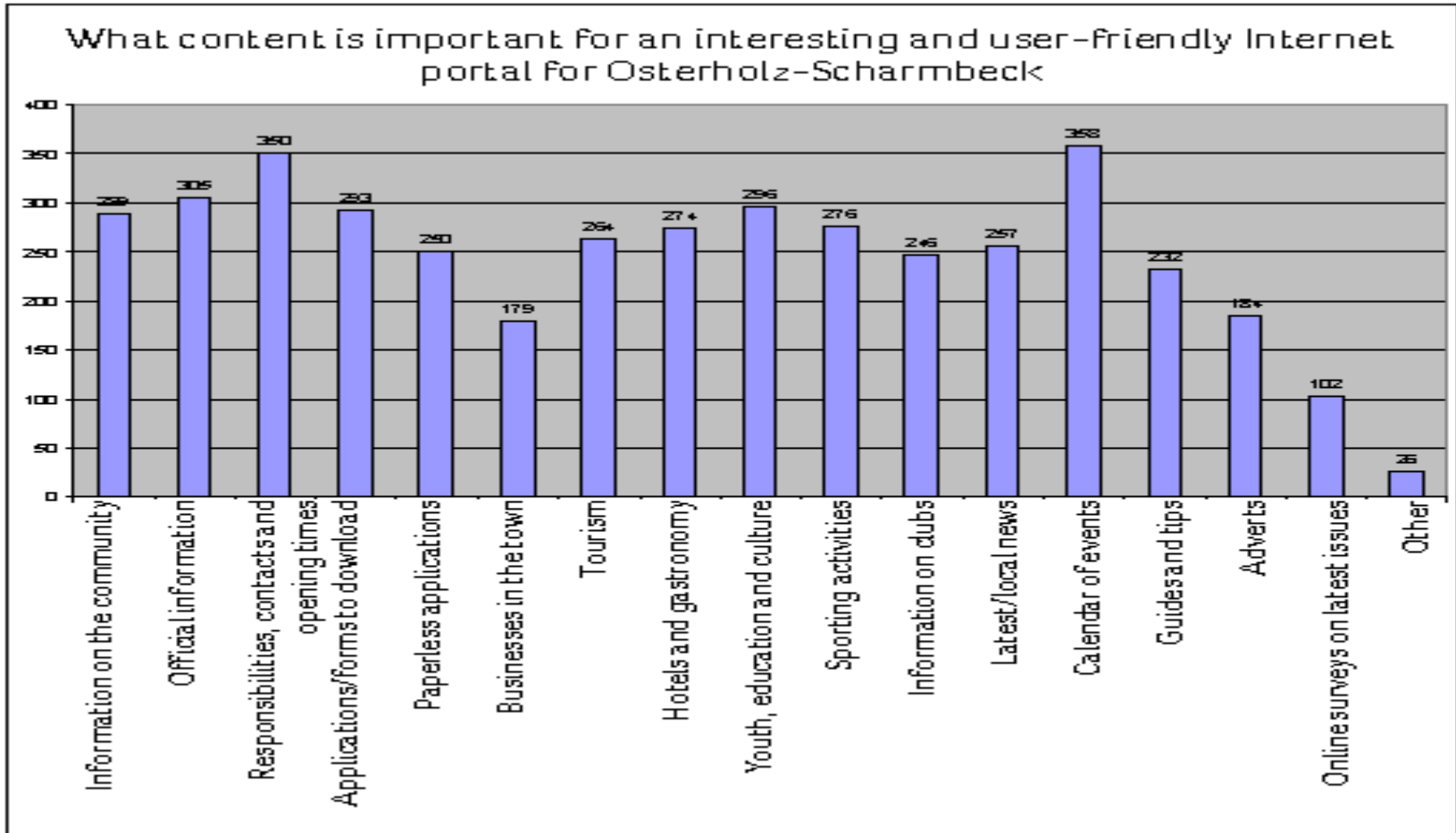
Amongst 48% of the inhabitants and 60% of the companies are aware of the current city portal

# General information



77% of the inhabitants and more than 76% of the companies found the current city portal only partially or not user-friendly.

# General information



## *What content is important for an interesting internet portal:*

- Three of the possible answers were given over 300 times  
(several answers were possible):
  - Calendar of events (358)
  - Responsibilities, contacts and opening times (350)
  - Official information (305)
  - The lowest level of interest was recorded for online surveys on latest issues (102), businesses in the town (179) and adverts (184)

# Conclusion

- Current internet portal
  - site is used by citizens and companies alike
  - not regarded as user-friendly and not very high frequented
- Users want new and better services, f.e. calendar of events, forms and documents
- Other data
  - of all those who have an Internet connection, around 90% use the net for e-mails, 48% for online banking and online shopping and more than 60% for research and/or news
  - 83% of those asked use the Internet for less than two hours and indeed 43% for less than one hour daily
- The surveys were crucial for the next steps (Phase 2 and 3) of the development of the new city's web presence and also for a new city image campaign (a completely new city logo)
- An introductory session and an accurate development of the two different questionnaires are absolutely necessary

## Phase 2 Test portal Implementation

We implemented a testing portal for new online services. From now on until the 29<sup>th</sup> of October, citizens as well as visitors of the website [www.osterholz-scharmbeck.de](http://www.osterholz-scharmbeck.de) are able to use the following applications:

**Sightseeing – Points of Interest (POI) with one click on your satnav!**

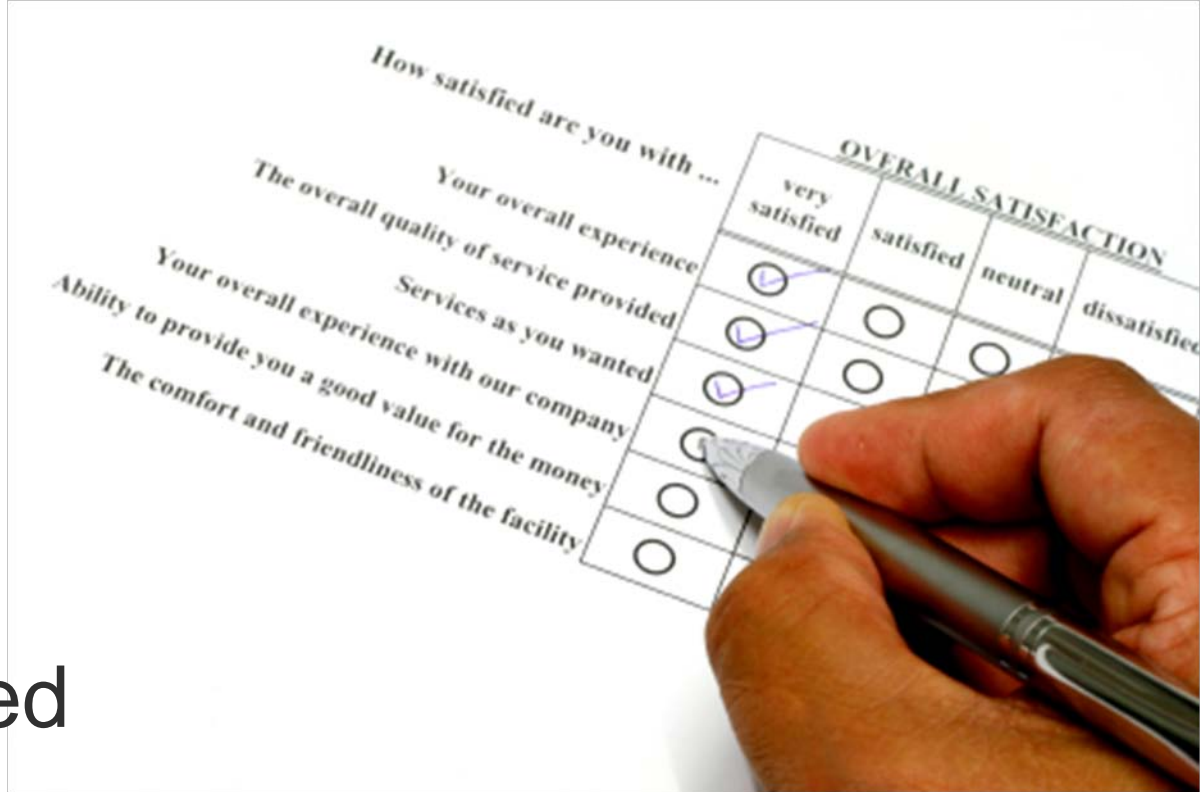
**Calendar of events**

**Business registration – the virtual trade office**

**Forms and documents – the virtual public authority**

## Phase 3 Citizen workshops

Meanwhile we developed different citizen workshops for special target groups of the new city web presence



# Lessons learned





# Lessons

- Do your desk research
- Do surveys
- Put data in context with focus groups
- Use quantitative and qualitative methods
  
- Have a constant dialogue: don't limit yourself to the onetime exercises of a survey, have a constant dialogue
- Ask WHY people do things
- Measure impact, not always output
- Co-design

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**memori**  
ONDERZOEKSCENTRUM

50 JAAR  
LEIEDAL  
1960-2010 



[www.memori.be](http://www.memori.be)

[www.leiedal.be](http://www.leiedal.be)

[www.smartcities.info](http://www.smartcities.info)



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