



PLENARY MEETING OF THE PERMANENT
COMMITTEE ON CADASTRE IN THE
EUROPEAN UNION
10th December 2010



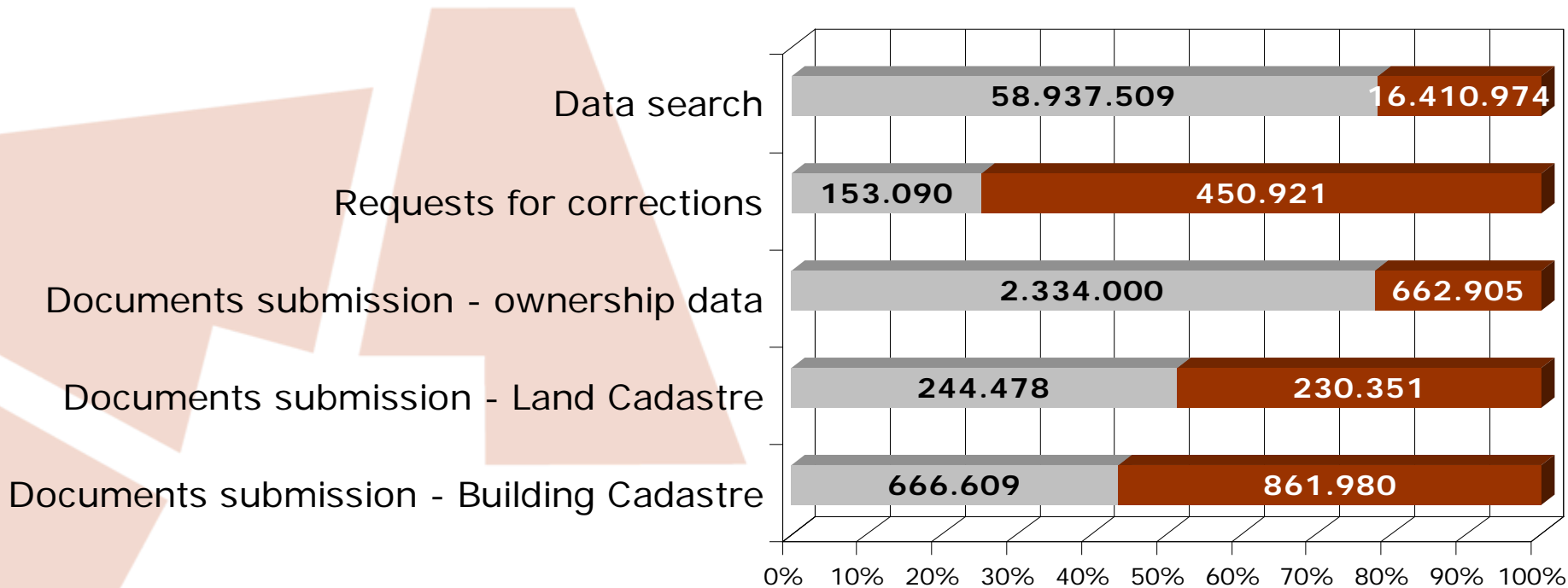
Agenzia del
Territorio



User satisfaction and impact of cadastral e-services

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“Market” share of Agenzia del Territorio **e-services** in 2010 varies from 25% to 80%.

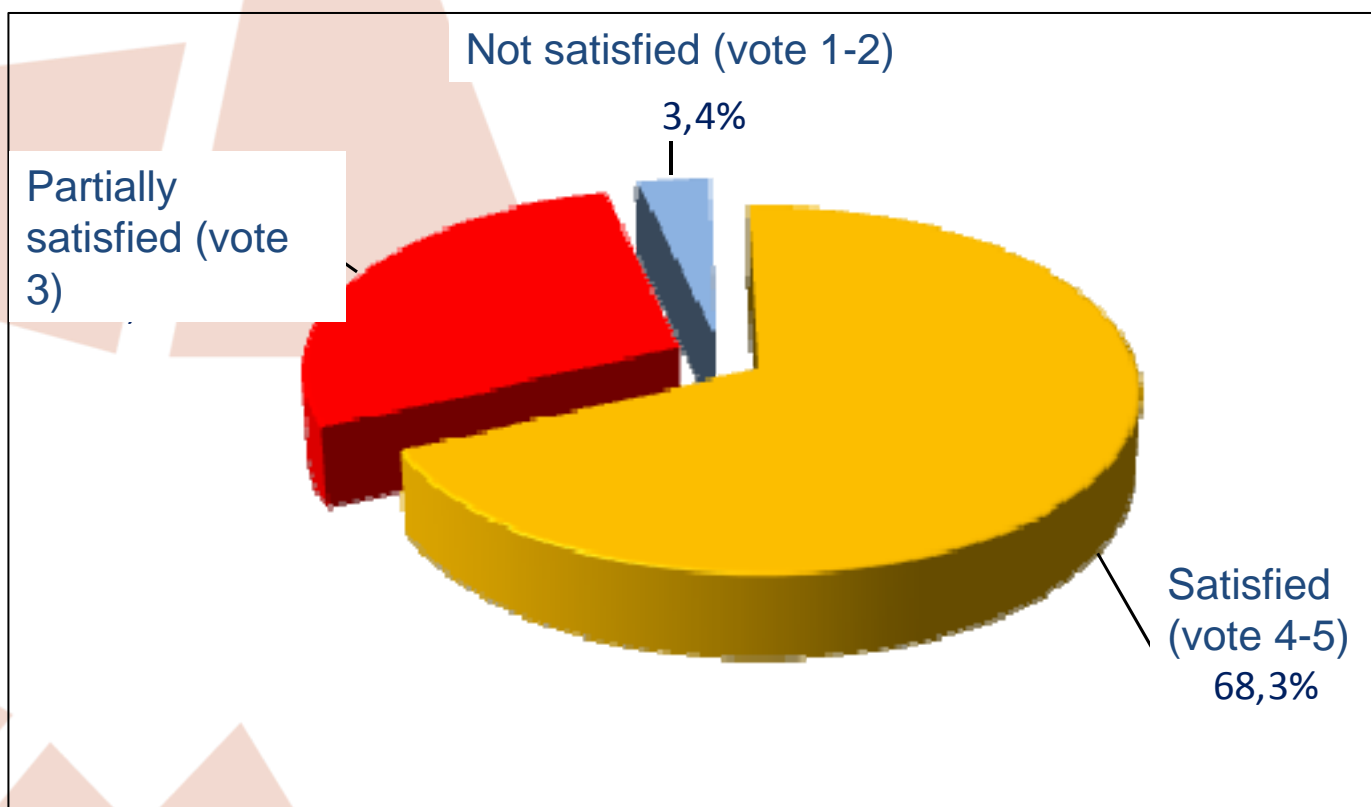


Share of e-services and N° of services (1-10/2010)

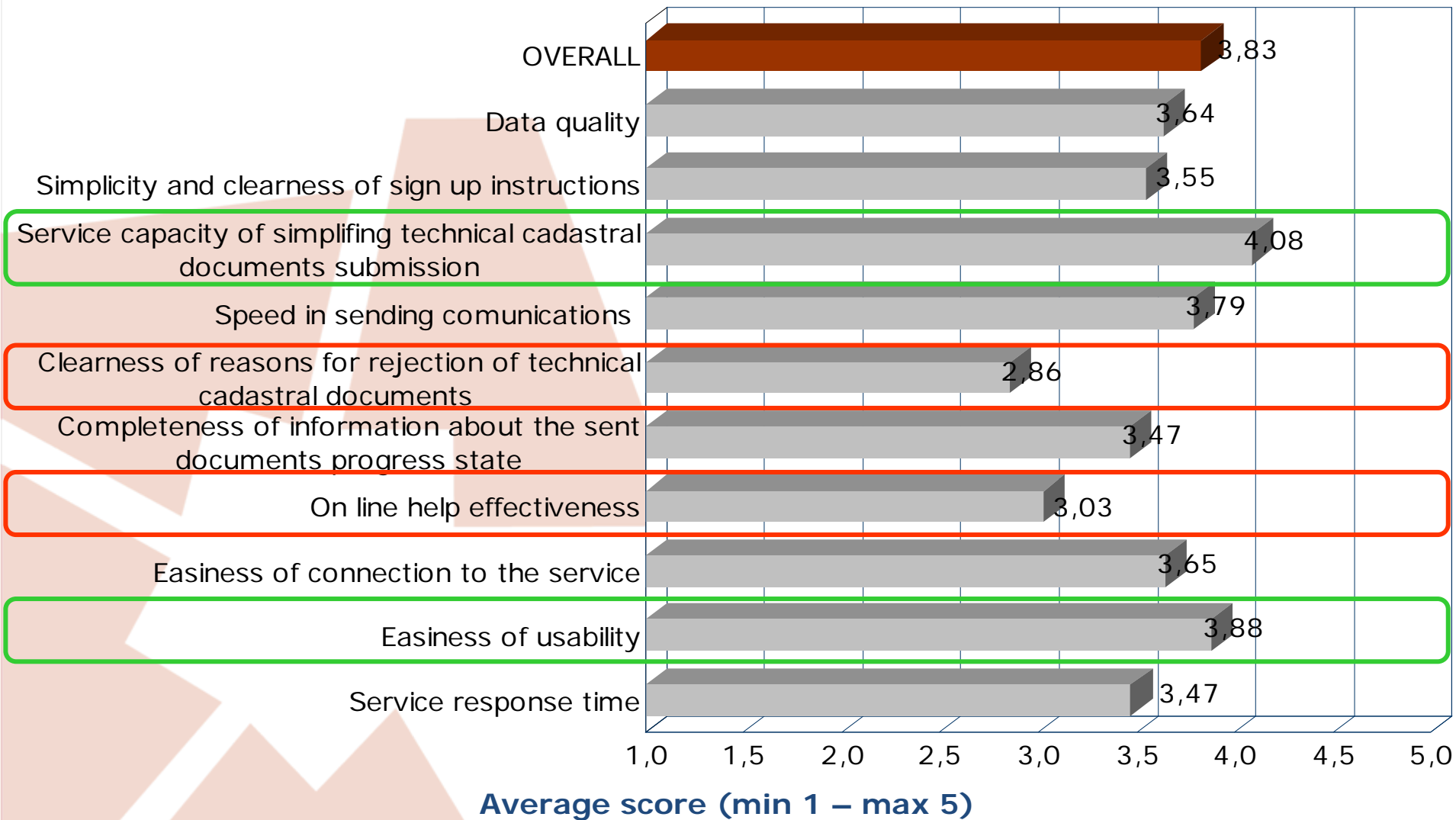
■ E-services
■ Front Office

In a 5 grade scale that goes **from 1 (= not satisfied) to 5 (= totally satisfied)** the average score is **3,83**. 68% of users vote 4 or 5.

User satisfaction for e-services is much higher than for counter services.



User satisfaction for e-services per item








After each transaction, citizens can cast their vote on the service by means of an emoticon (indicating the level of satisfaction).



mettiamoci la faccia



Sistema di reporting periodico a fini esterni

REPORT				
01 GENNAIO 2010 - 31 OTTOBRE 2010				
ENTE Agenzia del Territorio	SERVIZIO Tutti i servizi su canale web			GIUDIZIO PREVALENTE
N. UTENTI TOTALE:	65.963.805			
N. UTENTI CHE HANNO ESPRESSO IL GIUDIZIO:	558.015 (0,8%)			
LIVELLO DI SOFFISFAZIONE:				
N. GIUDIZI ESPRESSI:	461.893	49.920	46.202	
VALORE IN %:	82,77%	8,95%	8,28%	

In the **BENCHLEARNING** project, promoted by the EC - DG Information society and media, Italian, Spanish and Swedish cadastres tried to evaluate the impact of internet data search in terms of effectiveness and efficiency.

	INTERNAL	SOCIAL
PSI	<p><i>Meeting unexpressed demand</i></p> <p>2001-2009: +424%</p>	<p><i>Time saved by users</i></p> <p>2009: 12.039 working years</p>
EFFICIENCY	<p><i>FTE gains and savings</i></p> <p>2009: €131.091.683</p>	<p><i>Time saved as salary and transport. costs</i></p> <p>2009: €555.643.282</p>

To know more about benchlearning: <http://www.epractice.eu/community/benchlearning>

We have some evidence that:

- E-services work well (or almost)
- E-services helped dissemination of cadastral information
- Users are satisfied
- Impact is positive

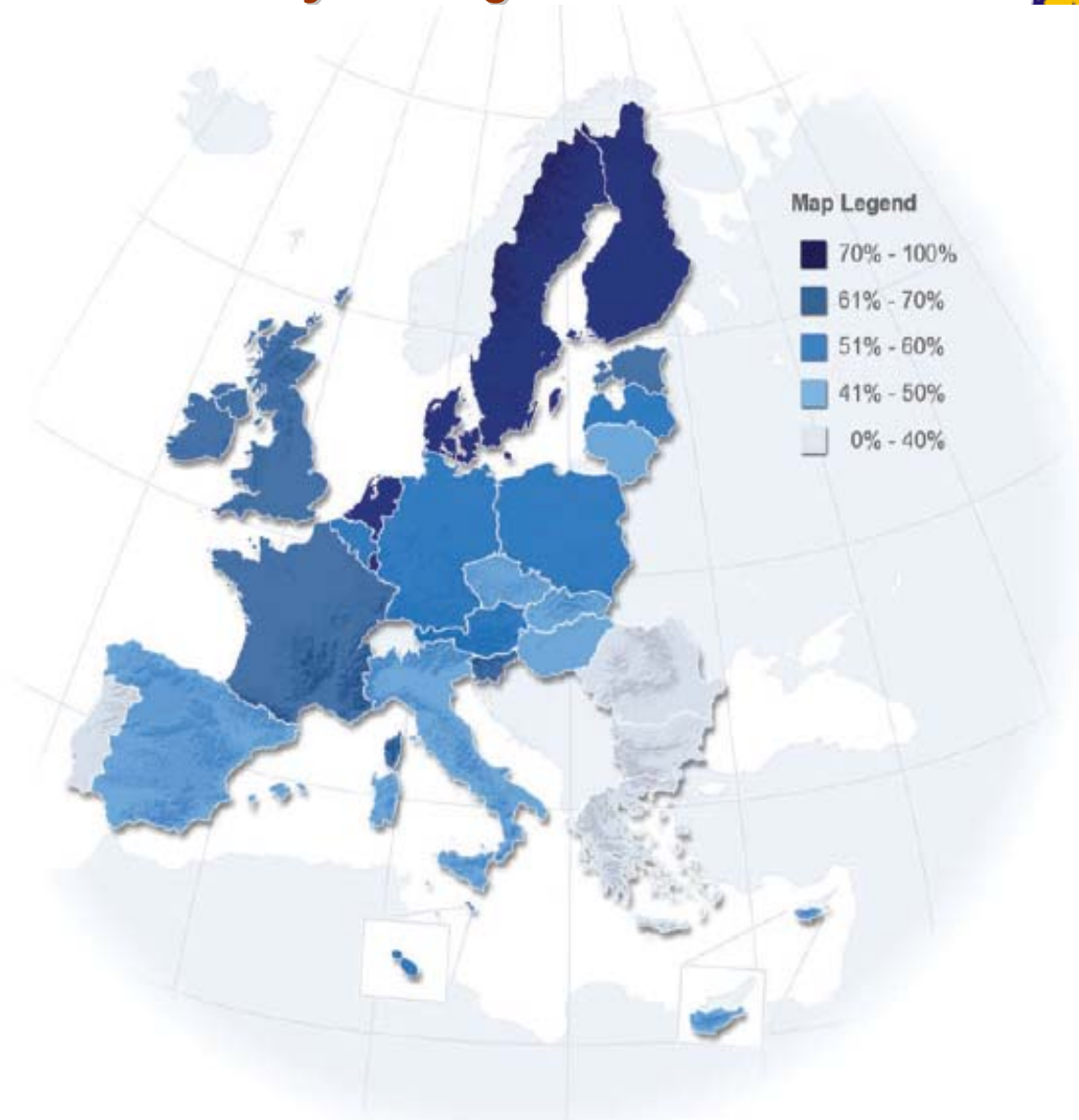


But... the uptake of e-services is lower than we expected.

In order to understand why, we asked the users themselves.

In Italy only 49% of households have an internet connection

Source: Eurobarometer – E-communications household survey



Two different pictures for households and enterprises.

Information Society Indicators in Italy (2009)

Percentage of households with Internet access: 53 %

Percentage of individuals using the Internet at least once a week: 42 %

Percentage of households with a broadband connection: 39 %

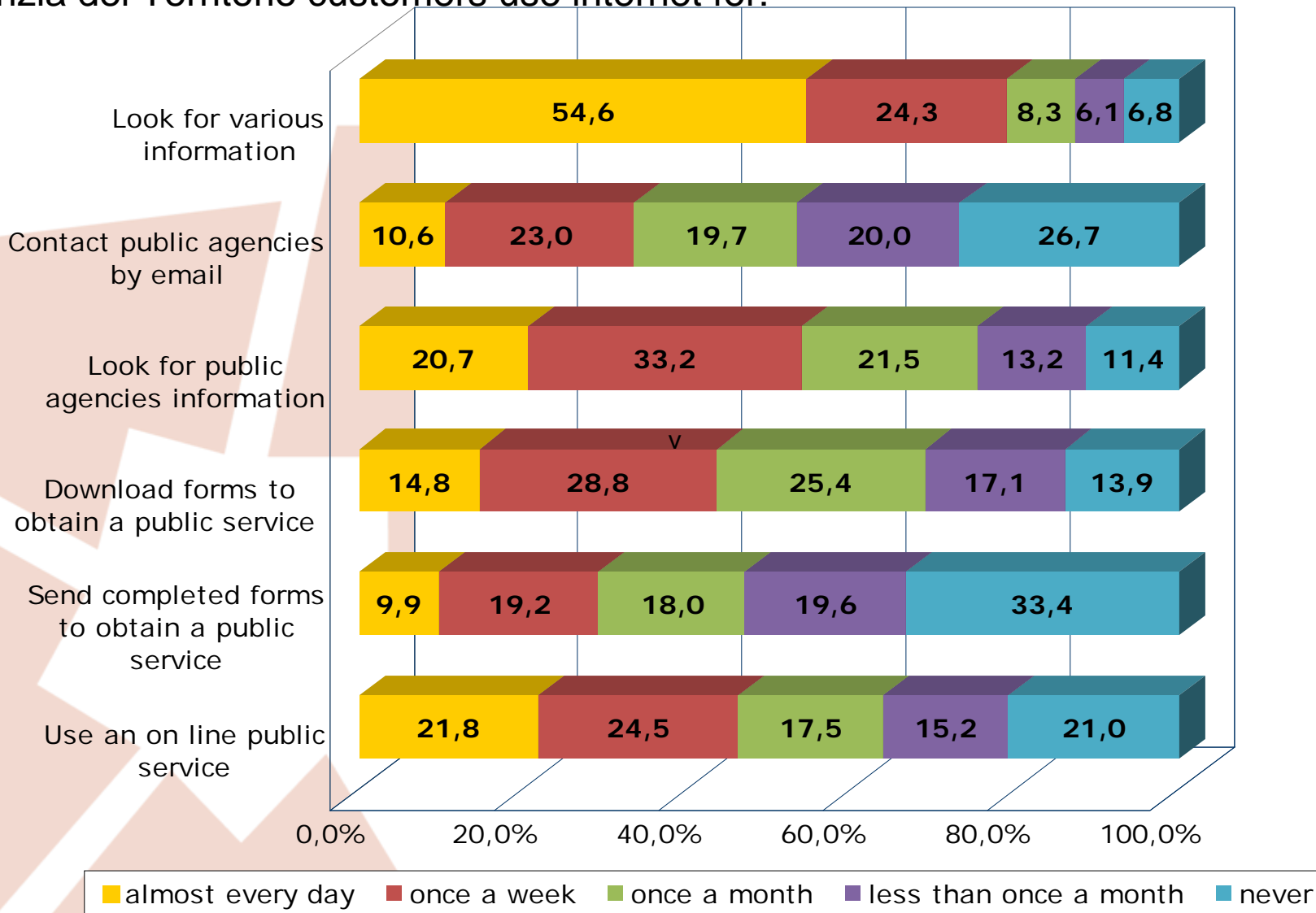
Percentage of individuals using the Internet for interaction with public authorities: obtaining information 15.1 %, downloading forms 11.0 %, returning filled forms 5.4 %

Percentage of enterprises with Internet access: 95 %

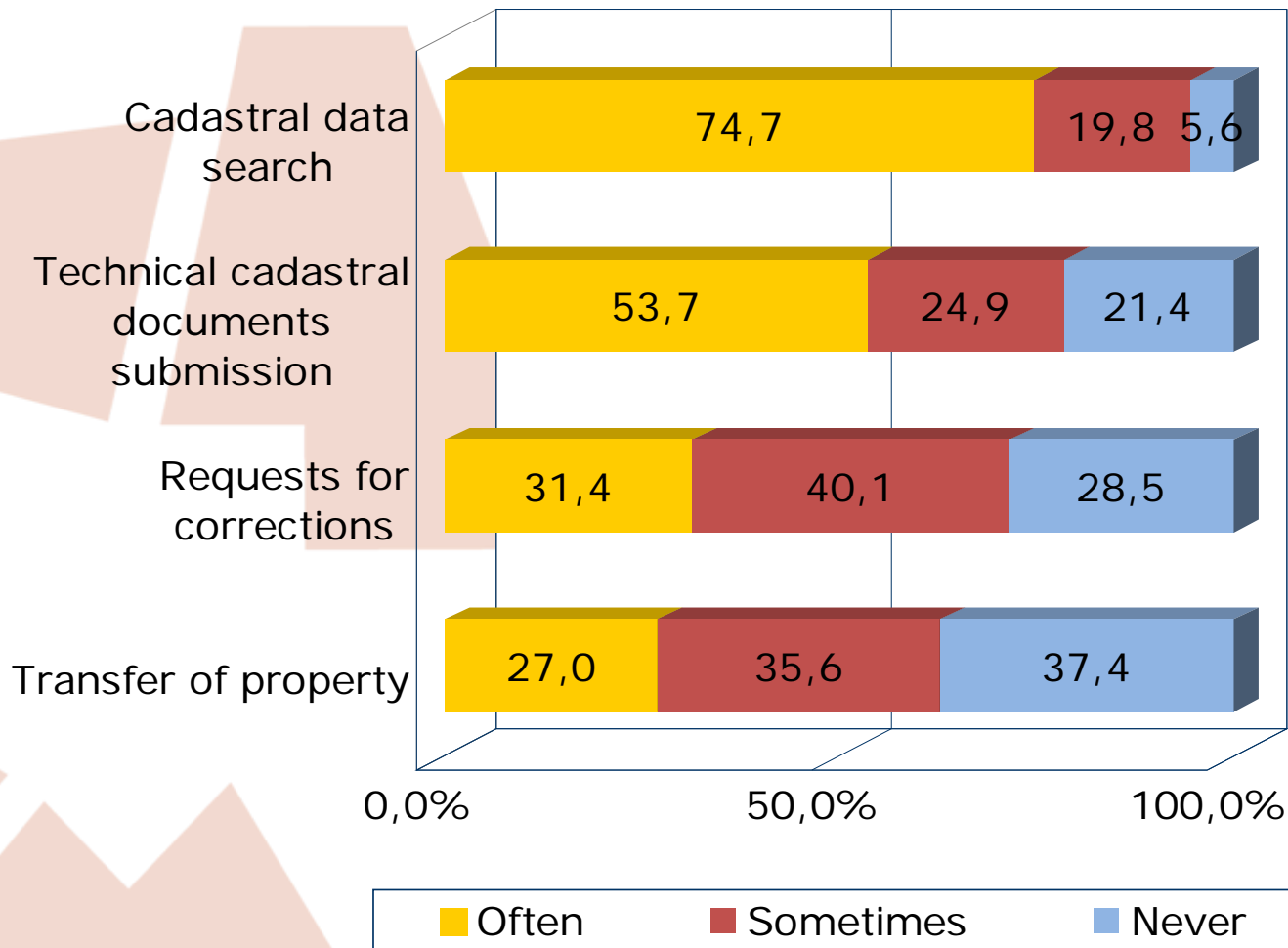
Percentage of enterprises with a broadband connection: 84 %

Percentage of enterprises using the Internet for interaction with public authorities: obtaining information 75 %, downloading forms 72 %, returning filled forms 48 %

Agenzia del Territorio customers use internet for:



The most used cadastral e-service is internet data search, the second one documents submission.



Reasons why users prefer a specific channel to have services

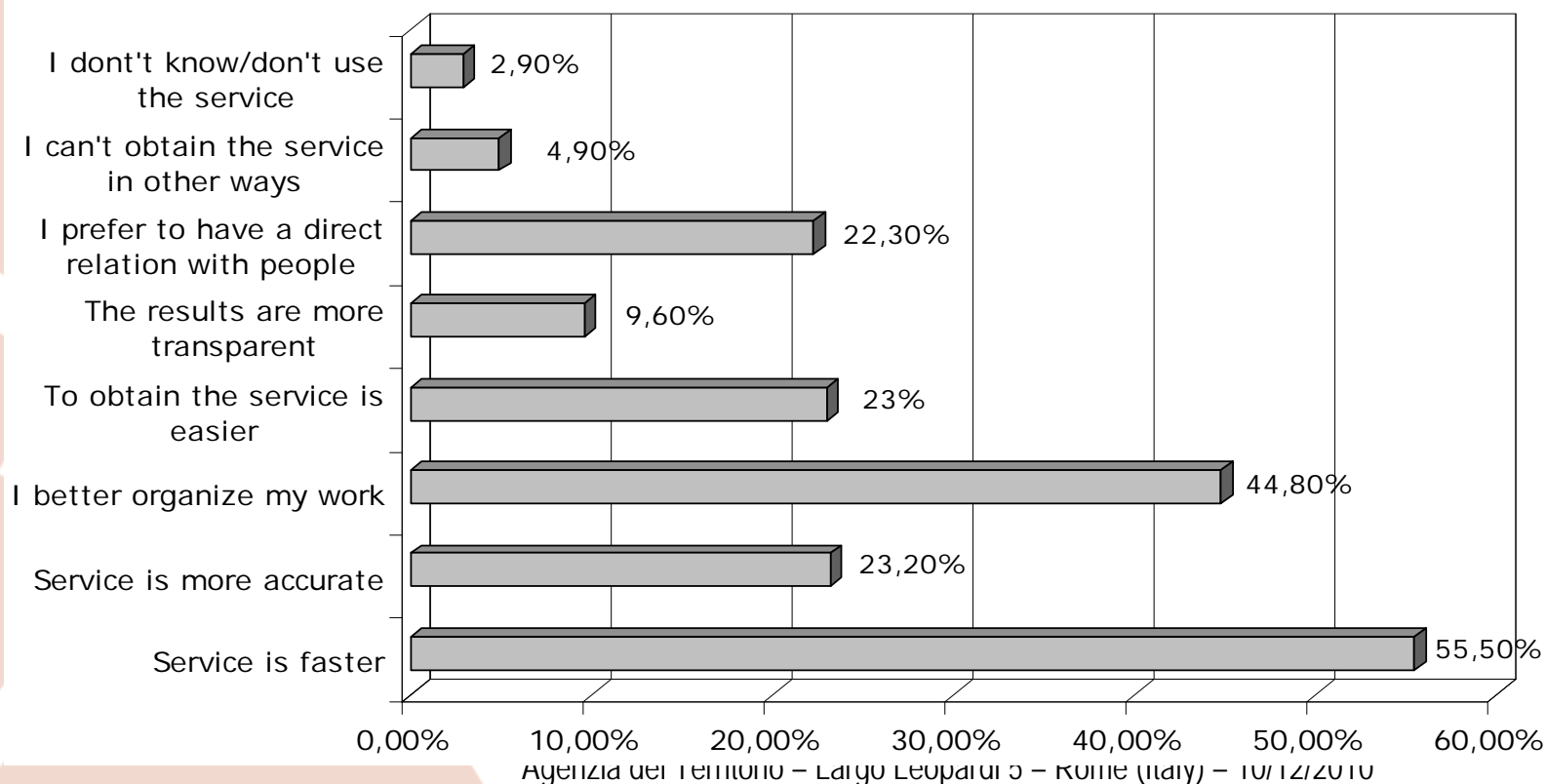


Why do users prefer a specific channel to have services, **why do they choose the internet or the front office to have specific services?**

For "cadastral data search", users choose a channel to obtain "speed in having the service" and a "good organization of their time".

For "corrections" and "technical documents submission", they add accuracy and direct contact with the personnel.

Cadastral data search: reasons why users choose a specific channel



Considering the frequency in using internet for public services, the preferred channel (internet or front office) to access to Agenzia del Territorio services and the result obtained, **five cluster of users were identified.**

This analysis gives useful hints to understand users habits and needs and to improve Agenzia's services.



Cluster of users



They don't use information technology very much and they use the Internet only to search information. They prefer to go to the Front Office for Agenzia's services.

They generally use the Internet, but not everyday. They sometimes use Agenzia's e-services, but they had some problems or difficulties to obtain the service.

They generally don't use information technology and they only use Front Office services.

A good part is composed of Municipalities, Public Agencies and professionals. They often use the Internet to search information, and they use on line Agenzia's services only to make cadastral data queries.

Old fashioned

Innovative

38,8%

Traditional

26,6%

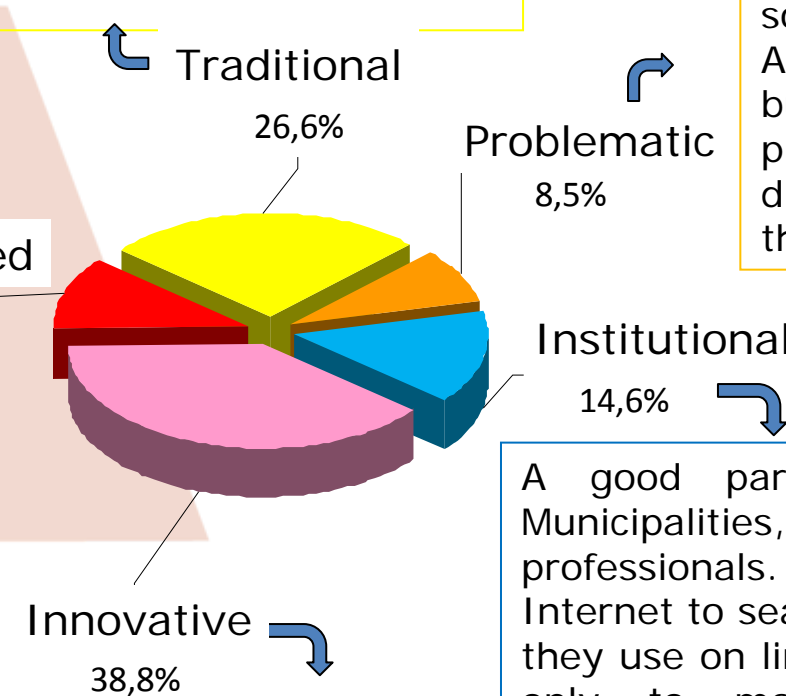
Problematic

8,5%

Institutional

14,6%

11,4%



What are we to do in order to promote dissemination of cadastral data?

E-services are good, but we must:

- Eliminate barriers to entry through marketing, information, training
- Give help when things go wrong, providing effective on line assistance
- Think about citizens who don't access the internet, creating contact points on the field
- Build alliances with other public administration (cross-selling)

Thank you very much
for your attention

Season's greetings

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Cadastral Front Office survey

Number of users interviewed: **12.572**

Tool: self filled in paper questionnaire, served out in the 103 front offices in all Italian regions

Date: 4 days in June 2009

Portal Sister e-services survey

Number of users interviewed: **2.578**

Tool: self filled in electronic questionnaire, available in "Sister portal"

Date: 24th June -24th July 2009

Users expressed their satisfaction voting each component of the service and the service overall, in a scale that goes **from 1 (= not satisfied) to 5 (= totally satisfied)**

The level of satisfaction was measured by: **average score (from 1 to 5), satisfaction index (from 1 to 100), percentage of satisfied users** (people that voted between 4 e 5)

In the two surveys **15.150 users** (12.572 from the front office survey and 2.578 from the survey made by internet in Sister portal) answered to the questions about their habits in using services.

A summary report is published in Italian on <http://www.agenziaterritorio.gov.it/?id=943>