

## Serving the Citizen: Cross-Government Integration – Sarah Davidson

### Abstract

Scottish Government is changing the approach of serving the citizen by integrating cross-government digital public services. High expectations are set by the citizen who are used to speed, this has led to a fundamental reengineering of services. By involving the citizen right from the design stage through to implementing services, Scottish Government are ensuring services are built around the citizen using language the citizen uses. Through services, Scottish Government are creating a culture of openness, changing mentality from 'why should we release this data' to 'why shouldn't we' and getting recognised as pioneers of openness as a result.

- Scottish Government is looking at the role of eGovernment and how it will evolve
- The digital world is evolving very rapidly, it is difficult to predict, Governments will be judged on the actions they take
- It is not just about technology but, a fundamental reengineering of services
- The culture of services has a high expectation
- The internet allows people to connect at immense speed
- All of this has implications for how we work
- It challenges assumptions about citizens and their relationship with Government
- User have access to the heart of the organisation
- Requires processes that put the citizen at the heart of what they do
- Design with the citizen, using their language and from their perspective
- Citizens should only have to supply information once
- Government needs to embrace transparency and openness which will drive service improvement. Testing services with users and improving it with them
- Different thinking about data, why shouldn't we release data rather than why should we
- Focus resource on frontline engagement not back end systems
- Recognised as pioneers on openness
- There are issues, such as keeping the anonymity of the Public Servants
- Ten years ago, government was restructured for greater collaboration and to create an ecosystem for small businesses allowing for more competitive tenders
- Civil Servants and Public Servants want to add value which, when combined with digital technologies, provide the tools, processes, and culture to do it.