Study on life events

Mapping and improving processes for administrative services
across EU Member States

Mapping what it takes to deliver life events

Mapping business processes on the side of the administration delivering the services
- Data exchanges, necessary (and legal) checks and verifications, internal processes

Mapping necessary steps on the side of the applicant
- Required information and documents, necessary office visits, transparency on progress

→ Focus on both the administrations' and the users' sides

Why mapping processes

- Having an overview brings potential to simplify procedures, reduce complexity and administrative burdens for the administrations

- Mapping business processes for the administrations, including data exchanges, can build synergies with other services/life events

- Great opportunity to (i) simplify and improve experiences for citizens and businesses, making services more human-centred (ii) reduce service differences across the EU

- Wide variation in procedures between MS, will be able to offer specific, context-dependent support

Focus on citizens and businesses

- *Services in scope:*

  1. Getting an ID (or residence registration as the cross-border case)
     - E.g. application for ID card, passport renewal, residence application for EU citizens in another MS

  2. Setting up a business
     - E.g. registering a new company, obtaining the necessary licenses

- *Three different scenarios: citizens, citizen living abroad, and cross-border users.*

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Our high-level approach

Research

Desk research to gather existing insights (e.g. legal bases, already-collected EU documents)

collaboration

Collaboration with responsible MS authorities through workshops and interviews

User research

Mystery shopping and user research on the user-friendliness of procedures
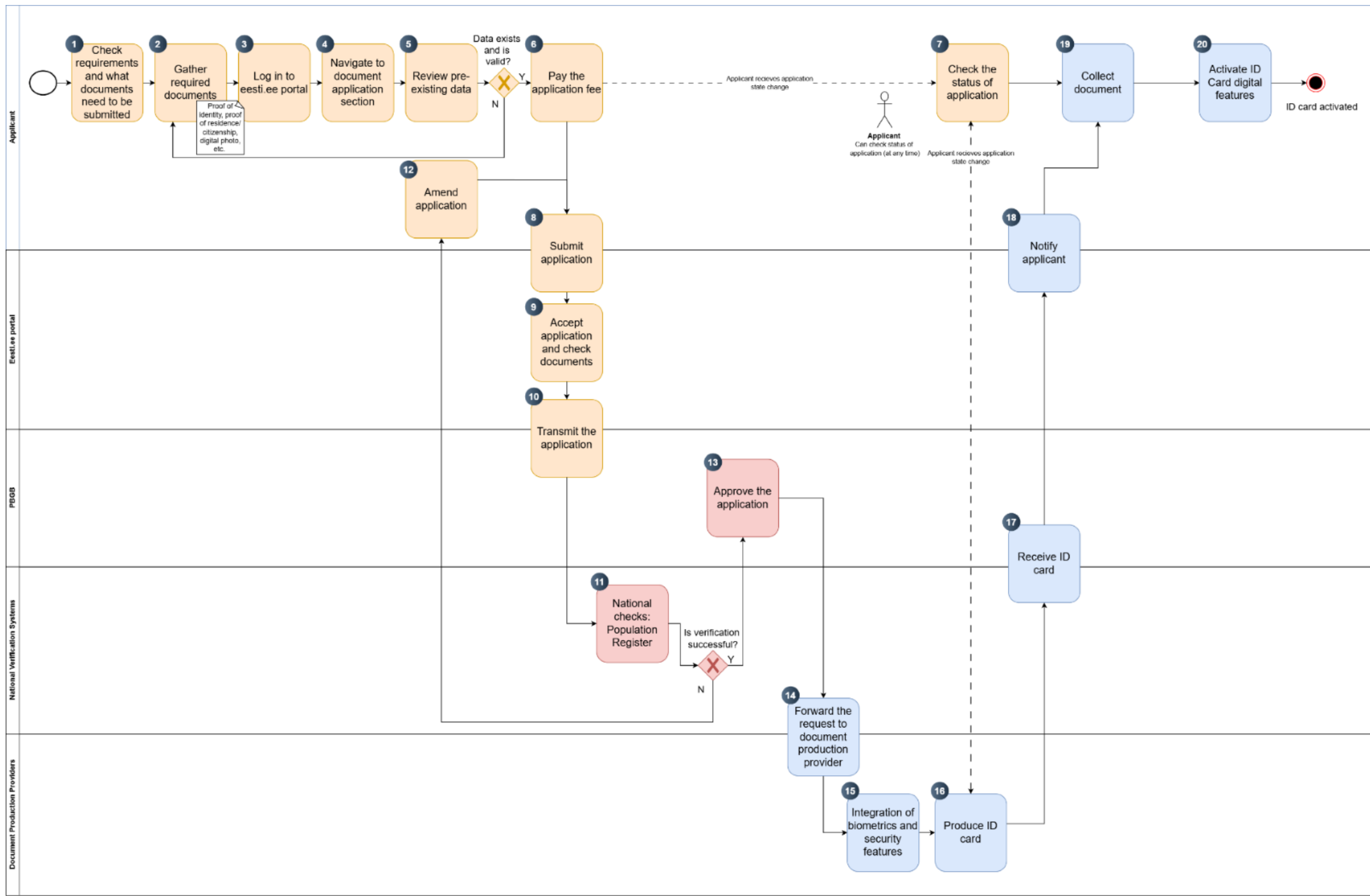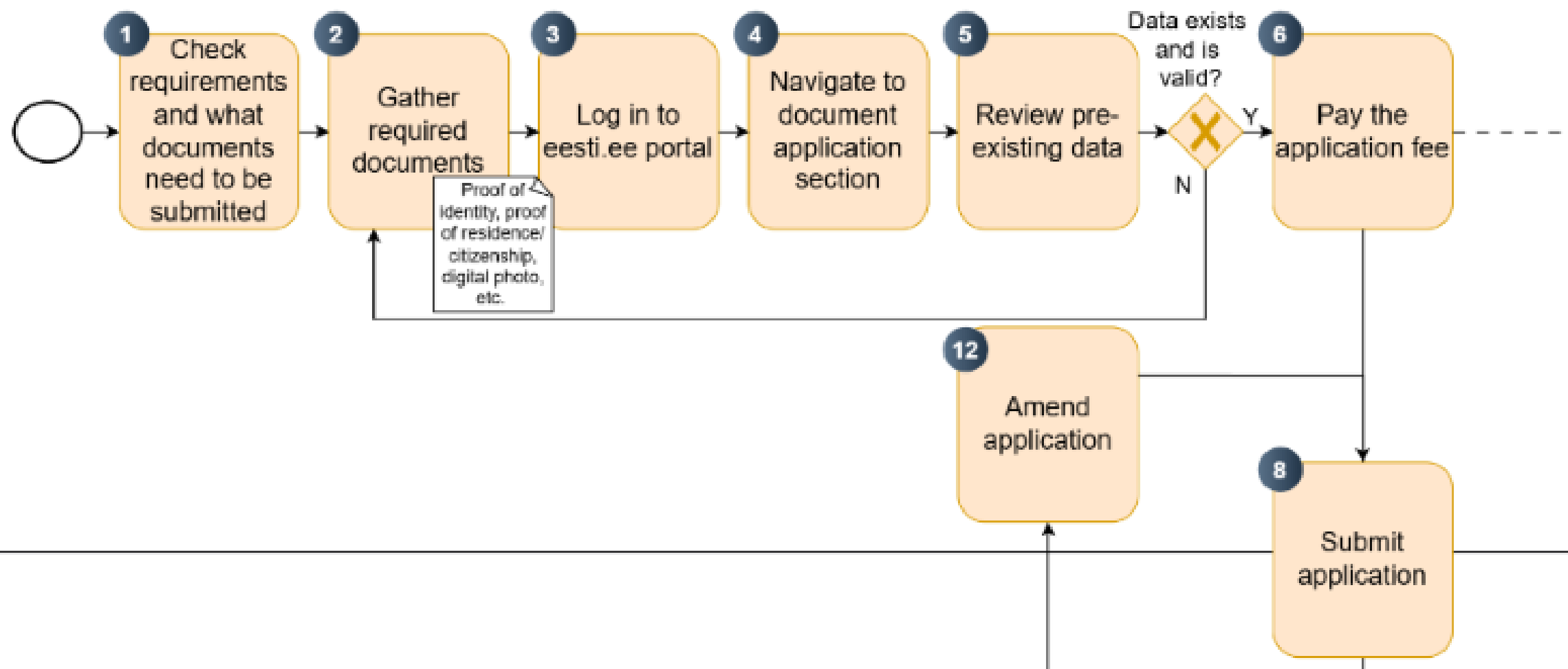
Mapping

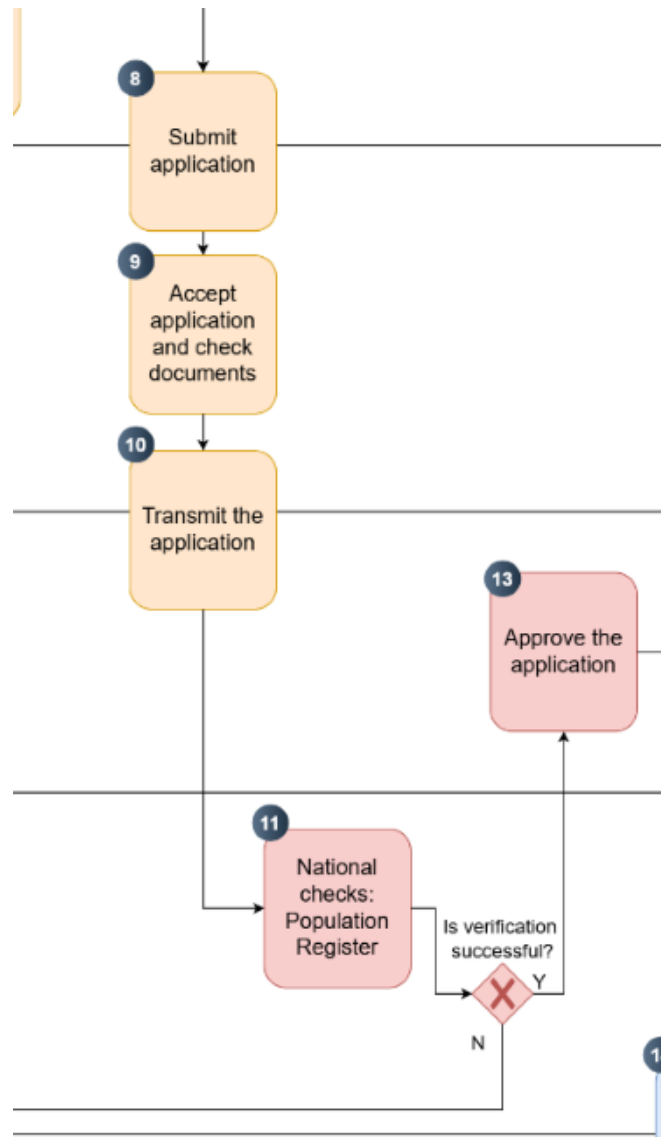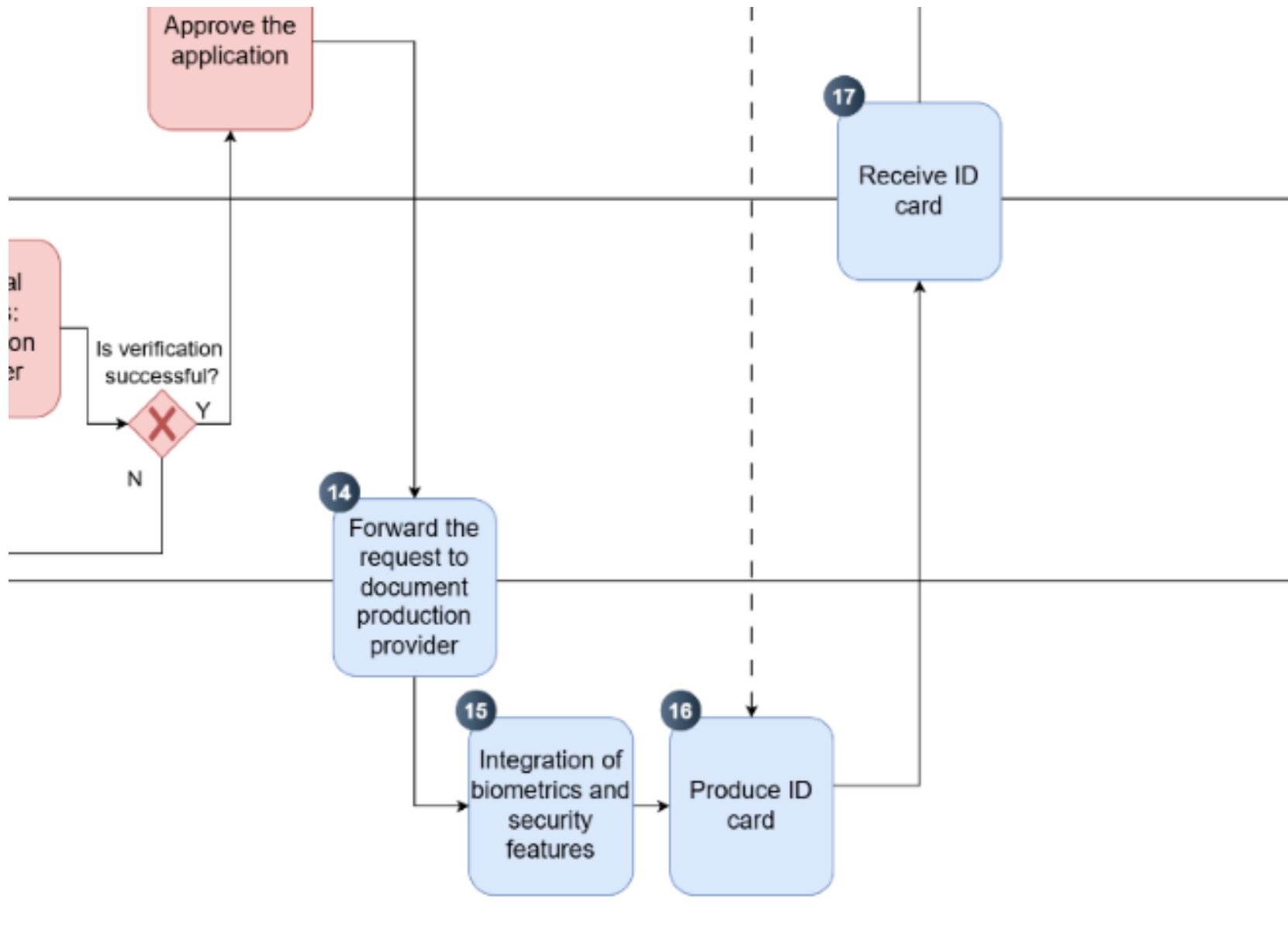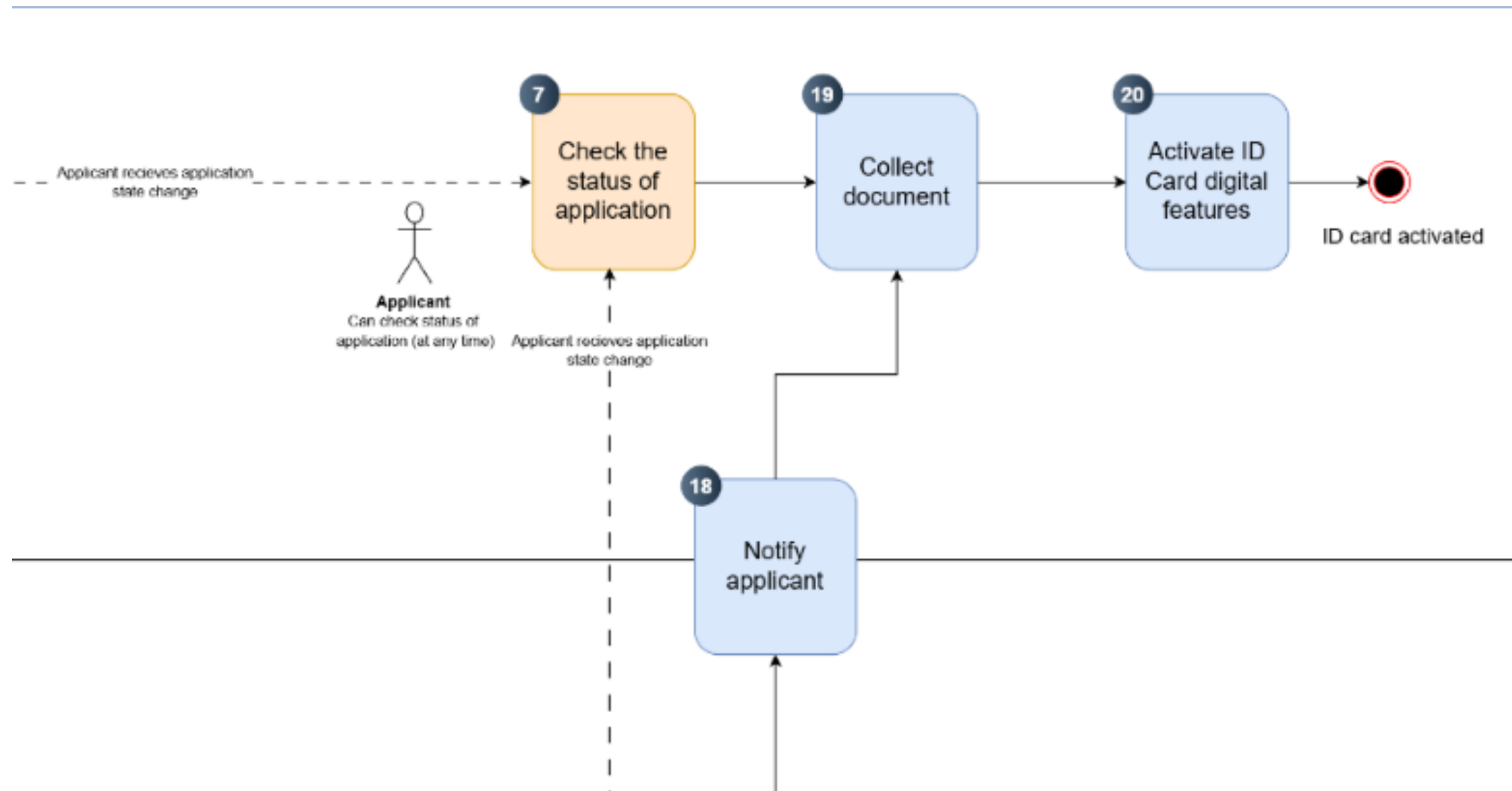(BPMN) Mapping of each administrative process and related user journeys

Improvement

Identify concrete opportunities for improvement

Applicant

1. Check requirements and what documents need to be submitted
2. Gather required documents
   - Proof of identity, proof of residence/ citizenship, digital photo, etc.
3. Log in to eesti.ee portal
4. Navigate to document application section
5. Review pre-existing data
   - Data exists and is valid? Y / N
6. Pay the application fee
7. Check the status of application
12. Amend application
19. Collect document
20. Activate ID Card digital features
   - ID card activated

Applicant recieves application state change

Applicant
Can check status of application (at any time)

Applicant recieves application state change

Eesti.ee portal

8. Submit application
9. Accept application and check documents
10. Transmit the application
18. Notify applicant

PBGB

13. Approve the application
17. Receive ID card

National Verification Systems

11. National checks: Population Register
   - Is verification successful? Y / N
14. Forward the request to document production provider

Document Production Providers

15. Integration of biometrics and security features
16. Produce ID card

Expected outcomes

✓ Clear overview of:
- ❑ how each MS delivers these administrative services (BPMN mapping)
- ❑ How the process of accessing the services looks like for users

✓ Identifications of good practices as well as bottlenecks, and reduce the service gaps

✓ Concrete suggestions for improvements and simplifications, both for administrations and users

✓ Shared learning to support Member States in refining their processes

Eurobarometer surveys

Understanding satisfaction and needs for administrative services

We are preparing to run two Eurobarometer surveys

- Asking citizens (~1000 per MS)
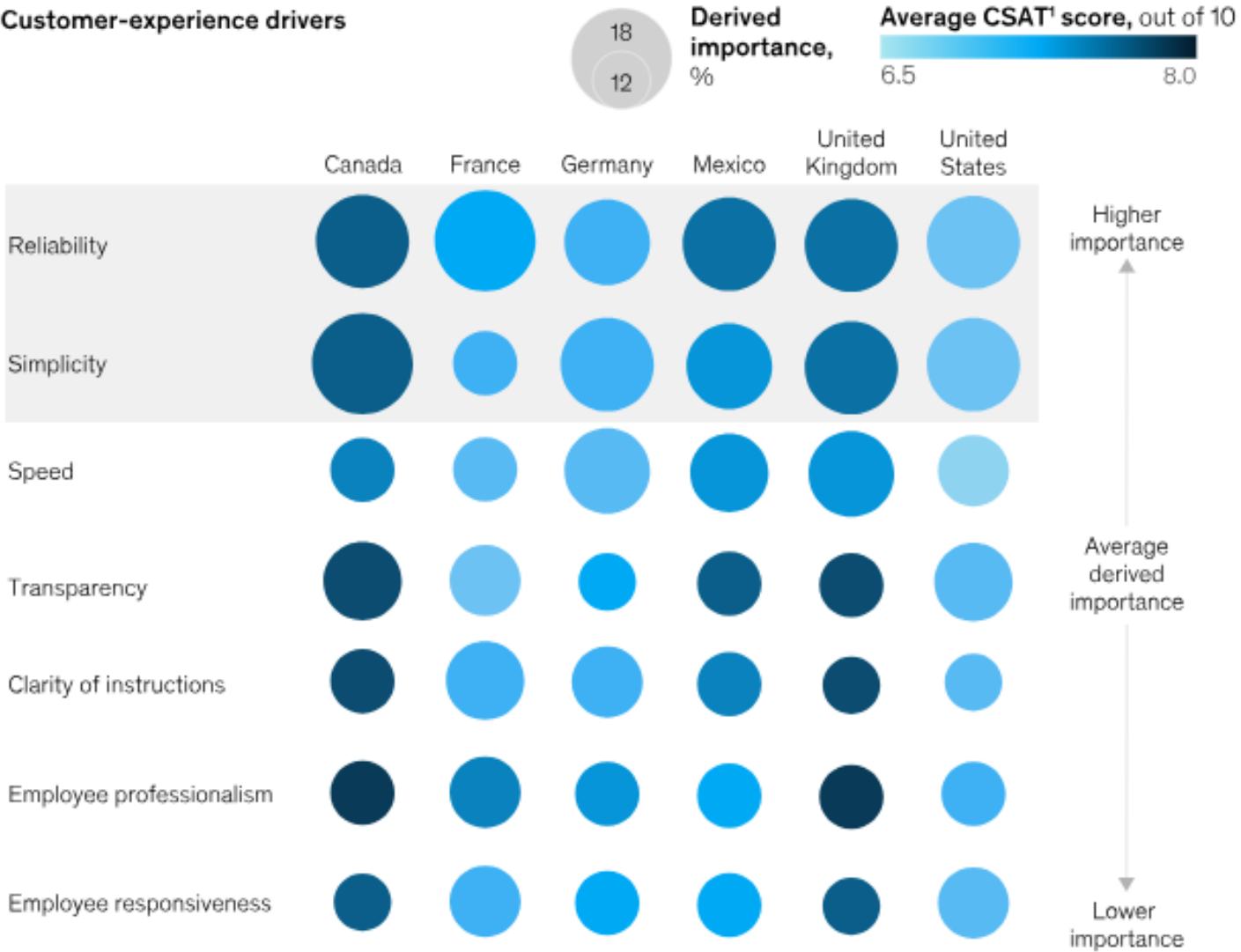- Asking businesses (~ 500 per MS)

1. Understanding what satisfaction means for citizens and businesses
   - What drives that satisfaction
   - Which improvements to focus on?
   - Trust
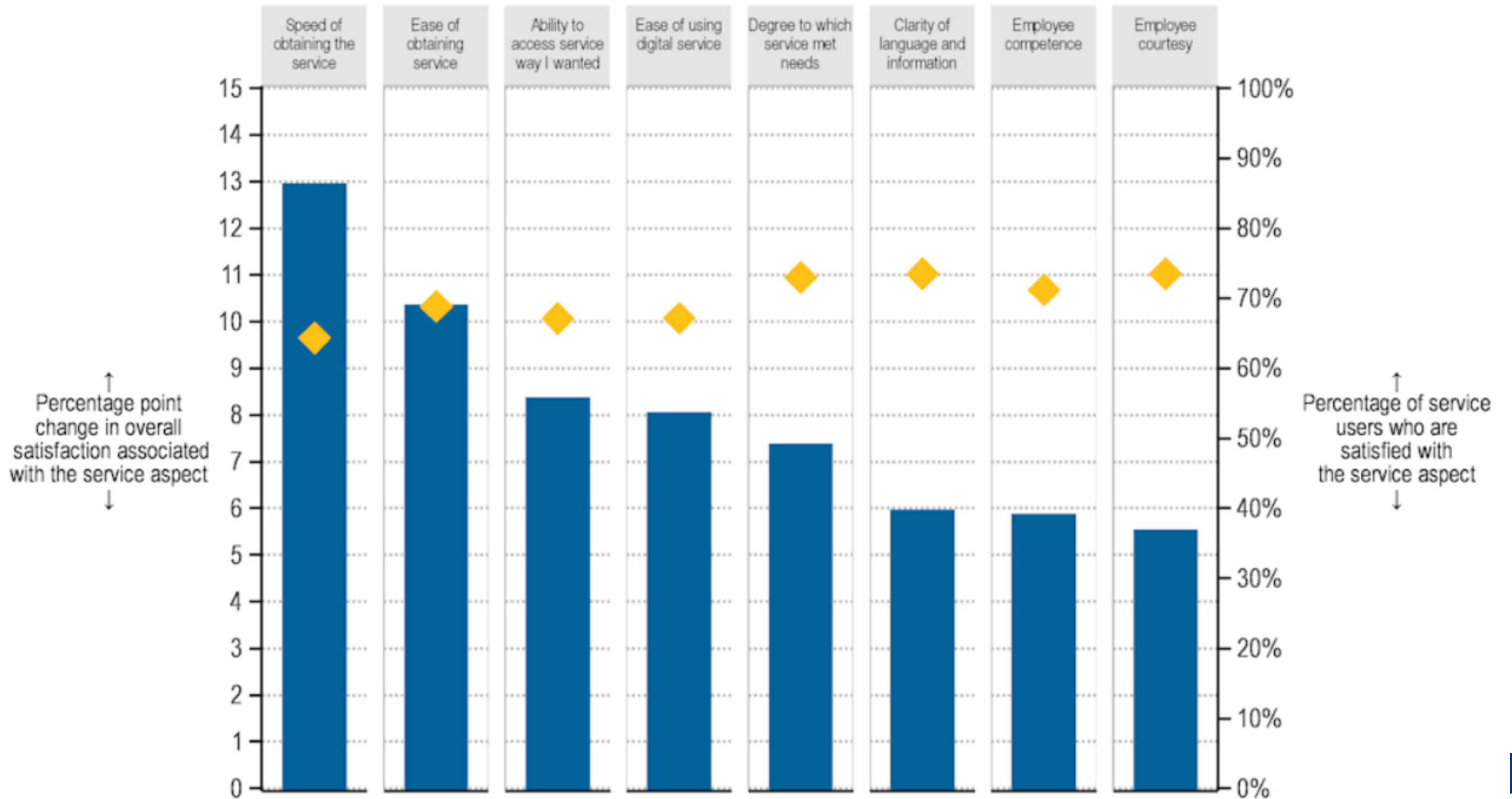2. What do they need from their administrations? E.g. clarity on services? Investments to access services?
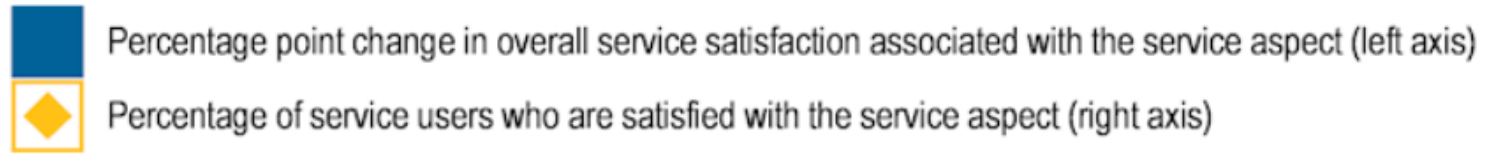
In almost every country, reliability and simplicity—not speed—are the top two drivers of customer experience.

McKinsey, Public Sector Journey Benchmark Survey, 2018.

Percentage point change in overall service satisfaction associated with the service aspect (left axis)

Percentage of service users who are satisfied with the service aspect (right axis)

OECD trust survey, 2024.

What do we want to look at?

- Also look at expectations in terms of contacts (e.g. multi-channel)
- Explore the cross-border dimension
- Look at the use of technology and innovation
- Which steps take more time, what causes the largest burden/is most frustrating?
- Data privacy/security
- Future expectations

What should we look at?

- Help us define the surveys
- We will share our ideas (when more defined)

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Thank you