

Application

Preliminary Question

In which language are you submitting the application (check one)?

Please note that each country has the option of either submitting an application in English, or in their native language **if they are unable to pay for translation into English**. For applications submitted in the native language, OGP will pay for the translation into English before passing on to the judges.

- English
 Native language (please mention)

If you are submitting in your native language and it is non-Latin based language, you will have the option of uploading a PDF file at the end of this application. Please follow the questions and word limits mentioned in the application template.

A. THE TEAM

The following information is required to capture a basic understanding of those responsible for your initiative and any partnerships that have helped you to meet your goals.

INITIATIVE NAME (required)

Provide the name of the initiative that your team is submitting for consideration of the 2015 Open Government Awards. If the initiative is operating under one or more alternate name(s), provide the name that is most commonly recognized.

Voice of the Customer

THE NOMINATION (required)

Begin by describing how this initiative was selected. For example, mention any nomination or consultation process held with civil society partners or others when selecting the initiative.

[100 words]

This initiative was selected for nomination by Open Government Georgia's Forum which is a national coordination mechanism for OGP Georgia. The composition of the Forum includes responsible agencies, representatives of local and international organizations and is led by co-chairs – one of them representing the Government and another representing civil society.

Shortly after launching the 2nd annual Open Government Awards, Secretariat of Open Government Georgia circulated Briefing Materials of the competition by email within the Forum and requested ideas for initiatives related to this year's theme; discussion on selecting initiatives was in the agenda of several meetings of the Forum.

Is this initiative included in your country's OGP National Action Plan?

(Applicants can choose initiatives from within OR outside their OGP National Action Plans)

- Yes No

GOVERNMENT POINT OF CONTACT (required)

Provide the name, title, phone number(s), email address(es) and mailing address of a single point of contact for the purposes of communicating with your team. The person should be the senior most individual responsible for overseeing the application requirements.

Please also provide the name and professional title of the government official responsible for implementing the initiative, if different from above.

Mr. Zurab Sanikidze

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TYPE OF APPLICATION (required)

We strongly encourage applicants to submit a joint application from a government agency and a civil society organization. Only submit a joint application if a civil society organization was involved in either designing, implementing or monitoring the initiative jointly with the government.

Is this a joint application?

- Yes No

If yes, please fill out the "civil society point of contact" field below.

CIVIL SOCIETY POINT OF CONTACT

Please provide the name and title of a single point of contact at the organization. By providing these details you acknowledge that you are jointly applying with a civil society organization for the 2015 Open Government Awards.

Mr. Giorgi Kldiashvili

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OTHER PARTNERSHIPS (optional)

If you are partnering with one or more other government agencies, private sector entities, media etc., please list each partner. In 250 words or less, provide a brief narrative of the partnership and the role each partner plays in your initiative.

B. THE INITIATIVE

The Open Government Partnership (OGP) is prepared to celebrate a range of successful applicants for the Open Government Awards. This year's theme is Improving Public Services through Open Government. Please visit here for more clarification on the theme. To qualify for recognition, we need to understand the various elements of success of your initiative and its sustainability over time. Please answer the following questions:

PROBLEM DEFINITION (required)

In 200 words or less, please identify the specific problem your initiative intended to solve. Why was this problem important to solve at a particular time and what were the challenges posed by your national (or local) economic or political context?

Public Service Hall (PSH) is a legal entity of public law under the Ministry of Justice of Georgia which is designed to provide more than 350 public services under a single roof based on the principle – everything in one space. It is a main priority for the PSH to deliver public services in efficient and timely manner.

PSH constantly strives to improve its service quality and service delivery processes through various channels, such as: in depth study of existing services/processes, ensuring employee qualification development; initiation of new products/services; customer satisfaction research; mystery shopper survey and etc.

As all the 13 branches of the PSH daily serve in average more than 28400 customers, the above mentioned projects were not enough to identify each and every customer's service requirements and therefore satisfy their needs.

To ensure that every customer is indivisible part of decision making process on how to improve public service delivery in the country, Ministry of Justice designed a creative and unique concept of two way communication system. Voice of the Customer enables citizens not only to express their opinions regarding service inconveniences, discomfort, etc., but also to give organizational impulse on starting action to resolve the findings.

INITIATIVE DESIGN (required)

In 250 words or less, describe your initiative's goals and objectives. How did it aim to improve public service delivery, who was it intended to benefit (specify the target population), and why was it important to use open government approaches to achieve this goal? If your initiative was designed to improve access or services for disadvantaged or marginalized groups, provide details on this here. Describe any innovations in the design of the initiative.

The Voice of the Customer aims to increase citizens' engagement in designing public service delivery standards and to collect ideas on how citizens perceive the best ways of receiving different services from the State.

Any citizen visiting the PSH is given an opportunity to express his/her opinion on the PSH as a whole, regardless it is about any sort of discontent, complexity, delay, or even a new idea about the public service delivery process. Each customer's feedback is reviewed in a predetermined period of time by the competent unit of the PSH, which is at the same time in charge to respond to the applicants through an official letter, in-person meeting or a phone call (in most of the cases citizens are reached by the heads of the PSH units or the executive director of the PSH).

Citizen feedback detection capabilities in the PSH are the following:

- Filling out application forms (specially created for the project) at the special desks located in PSHs;
- Making a phone call to the Unified Customer Service Call Center;

In the framework of the project, the PSH takes commitment to contact each individual who will express his/her opinion and give them information about the steps taken in response to their applications. Hence, the primary purpose of creating a feedback system is to increase customer engagement, to improve public service delivery, to modify service delivery system according to citizens' needs, and to ensure transparency of the daily procedures of the PSHs.

INITIATIVE OUTCOMES (required)

In 450 words or less, explain how your initiative was able to demonstrate one or more of the following results:

- Citizens have better access to information on the public services to which they are entitled, and/or information on the performance of public providers
- Governments are better at asking for and responding to feedback or complaints by citizens on the quality of public services
- Citizens have ways to actively participate in the design and delivery of public services
- Citizens have mechanisms to monitor and oversee public works and services

Initiatives should also provide evidence if the initiative was able to expand access to public services to a larger population than before or if the quality and efficiency of public services has improved.

If there are any baseline indicators to measure the outcomes of the initiative, please describe them in detail. If the initiative was included in the OGP Action Plan, please describe how this did (or did not) contribute to the initiative's success.

Introduction of the project ensured enhancement of customer awareness about the government services that are available in Public Service Halls and customer inclusion in improving public service delivery.

Expressed customer viewpoints within the framework of the project – "Voice of the Customer" has significantly changed the existing situation in Public Service Hall and increased the awareness of citizens about the state services. The customer interaction with Public Service Hall through the "Voice of the Customer" has become real/direct since the enactment of the project. This far total number of received applications has reached 1139. Customers' feedback mainly refers to certain defects in service delivery process, recommendations for improving the products. On each and every negative feedback the responsive action from the Public Service Hall is based on the investigation of the details of dissatisfaction by communicating directly to the customer. For example, for a certain period of time the commonly observed dissatisfaction referred to waiting time duration in the customer service hall and customer service call center. Above mentioned problematic issue was redirected to responsible division, which provided additional human resources in customer service hall as well as in the customer service call center. The representatives of above mentioned divisions acted upon the feedback generated from the voice of the customer and informed feedback initiators on achieved outcome. Customers were informed about the standard of Public Service Hall. Herein they were told that according to their request additional human resources were recruited that will straightforwardly minimize the waiting time and change the existing standard of the organization. Therefore the customers became more familiar to ongoing processes in the Public Service Hall and take active part in improving the quality of services.

In several cases customers complain about the poor service quality. As the result of it training courses were conducted for the employees of PSH that have significantly increased their competence level. Accordingly, customers have participated in service delivery quality improvement process.

In the project framework customers also participate in implementing new services in Public Service Hall. For instance when one of the citizens complained that it was impossible to receive distance service in the city of Marneuli, Public Service Hall started to solve the mentioned issue by initiating distance service for every city that cannot receive specific services on a daily bases.

Customer is able to receive an information regarding the process, as well as, the outcome of the issue initiated by him/her through Public Service Hall call center and using unique pin code she/he is given after filling out the form. Hence, customer can always check the state of discussing his/her issue/recommendation.

INITIATIVE SUSTAINABILITY (required)

In 200 words or less, please describe any plans for scaling up or sustaining the initiative. Base your description of the strategy on the information provided in the previous sections, such as how you intend to leverage your current success and increase your reach or capacity. Address any threats or operational challenges to your initiative and describe how you manage those risks on a regular basis.

Because of the fact that through the project - voice of customer - Public Service Hall improved current processes/services and enhanced employee competency level, the decision was made to continue working towards further development of the project.

Currently, special program was created that does application accounting, application statistics, feedback identification, forwarding of the filled applications to necessary organizational units and etc. The project is planned to be upgraded with additional new functions on it. For instance, by filling electronic application form, customer will be able to express his/her opinion from home using Public Service Hall official Facebook page or web-site. Afterwards, this application will be automatically sent to the program administrator, who will ensure that it is transferred to the appropriate unit.

Additionally, through actual customer project, Public Service Hall plans to include an initiator of the issue/opinion in an active solving process. This practice will be an extra customer motivator to participate in improving Public Service Hall services/processes.

Public Service Hall is willing to share customer needs research experience to other organizations, and implement a through direct, that will assist them in eliminating specific service barriers and getting customer feedback through direct line of communication.

VALIDATION OF CLAIMS (required)

While it is strongly encouraged that each initiative includes an implementing partner, such as a Civil Society Organization, private sector agency, media entity, etc., it is not a requirement. However, you are required to secure and upload documents from at least two credible nongovernmental actors, who can attest to the veracity of the claims made in your application.

You are only allowed to upload one file. If you have multiple documents, please zip them into a single file first. The file types that are allowed to be uploaded have an extension of .ZIP, .PDF, .DOC, .DOCX, .XLS or .XLSX.

ogp support letter.pdf

C. THE PITCH

The following information allows each applicant to make their strongest (and final) case for consideration.

BEST CASE (required)

In 250 words or less, please present the most compelling facts for why your initiative should be recognized. This is an opportunity to distinguish your initiative, based on any factors that you have not had the opportunity to describe in the previous sections. What is your best argument for why your initiative has achieved a meaningful outcome? What elements of the initiative make it different and better than others that have been tried and tested? Be creative and concise.

The Voice of the Customer created a direct communication link between the customer and PSH. Through working with citizens, the PSH – hub of public services is able to implement ideas generated by the ones they serve to. This is a chance for the PSH to analyze existing business environment from different point of views. Citizens and customers feel valued and respected, once their request/recommendation is taken into account and implemented in practice. By enabling external inclusion not only in the problem identification process but also in planning an innovative steps for further improvement, the PSH manages to sustain the status of the most innovative organization amongst many state entities of the country.

Voice of the Customer initiative achieved considerable success, because through it customers receive services, they really require. The project is unique in terms of ability it creates for state entity – in this case Public Service Hall – to make service delivery process more efficient and effective. And the last but not least factor of the project's success is its ability, to generate ideas about innovative projects (of which customers will be the authors). Customers can leave not only negative feedback but positive too, and indicate their satisfaction towards particular employee. Through this Public Service Hall is better equipped on how to incentivize its employees and award the best customer service performance. Hence, employees feel themselves more motivated to deliver customer service to the best of their abilities.

VIDEO SUBMISSION or ADDITIONAL DOCUMENTS (optional*)

OGP does not offer a venue for applicants to meet our judges during the application process. In order to provide the opportunity for making a personal connection, you are encouraged to upload a short video to complement your application. You may also depict an individual participant in your initiative and describe his or her experience. We do not need to know actual names or personal details. Take this opportunity to tell a story, to connect with our panel of experts, so that they might better understand your attention to specific needs.

Video submissions should follow these guidelines:

Maximum length of 3-4 minutes.

Please focus on personal presentations; it's not necessary to develop a sophisticated or polished video.

Here are some logistical and technical suggestions:

Video cameras, digital cameras, and phones are easy ways to record a video.

Laptop and desktop computers can typically record video through Skype or other software.

If possible, set to a low resolution to reduce file size. This will enable an easier video uploading process.

If you are having difficulty uploading the video file, try logging out of the application and logging back in using another Internet browser.

Here are general suggestions for delivering a high-quality video pitch:

Introduce yourself and your initiative. Focus on describing your intended benefits and/or services and how they have been effective. What is unique about your initiative, partners, or technical approach? Keep your description and language simple.

* NOTE

If the burden of developing a video presentation is either prohibitive or might not reflect the best characterization of your initiative, then you are not required to submit one, and the judges are instructed not to discount your application because it may not include a video. You may upload additional documents instead, such as proof of implementation and results if you wish. This could take the form of evaluation or audit reports, citizen surveys, media reports etc. that would provide additional validation for judges. We hope that this option offers a new and inventive way in which you can best express the results of your work.

You are only allowed to upload one file with a maximum of 3 pages. This file must be in English or in your native language. If you have multiple documents, please zip them into a single file first. The file types that are allowed to be uploaded have an extension of .ZIP, .PDF, .DOC, .DOCX, .XLS or .XLSX.

Full Submission Of non-Latin Based Native Language

If your language is Latin based, DO NOT use this upload field. Please use the application above.

You are only allowed to upload one file with an extension of .PDF