

Rome , 11 May 2009

***“From Satisfaction Measurement  
to Satisfaction Management”***

***Challenges for Public Administrations***

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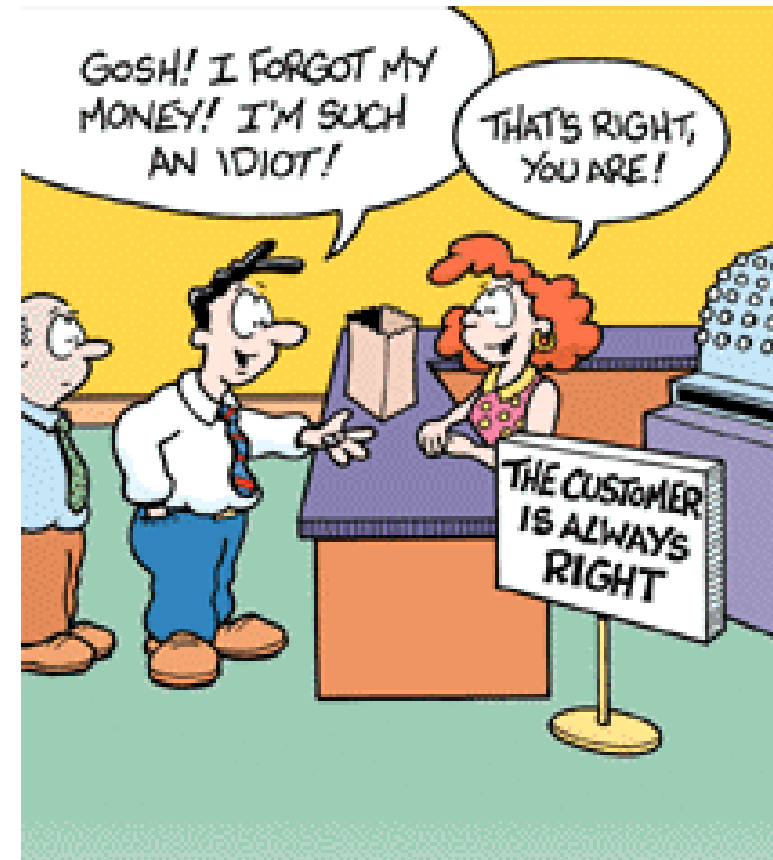


# Overview / Outline

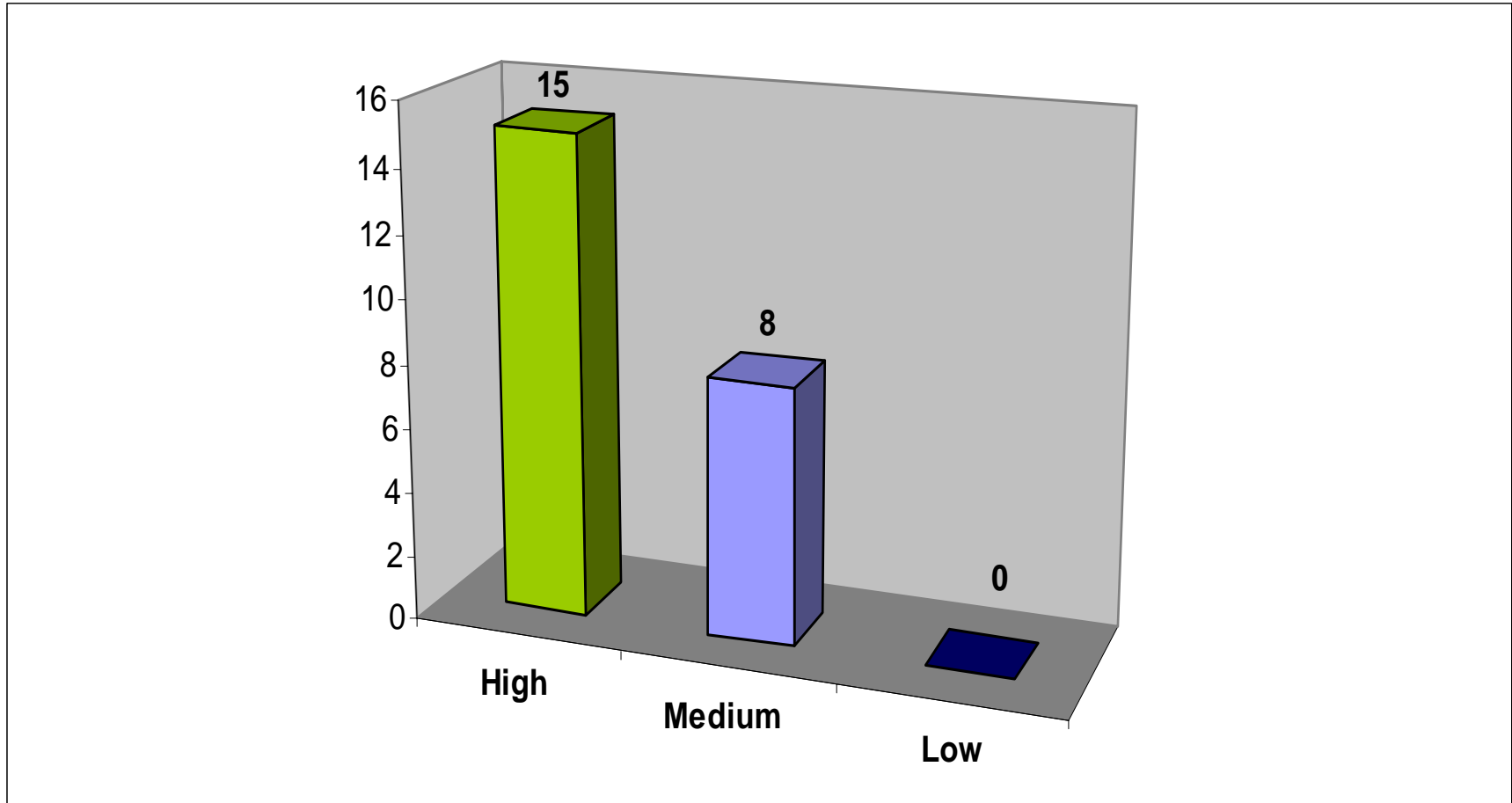
1. Towards a citizen/user/customer centred approach
2. Moving from satisfaction measurement towards management
3. European collaboration on the topic
4. Challenges for public administrations

# 1. Towards a citizen/user/customer centred approach

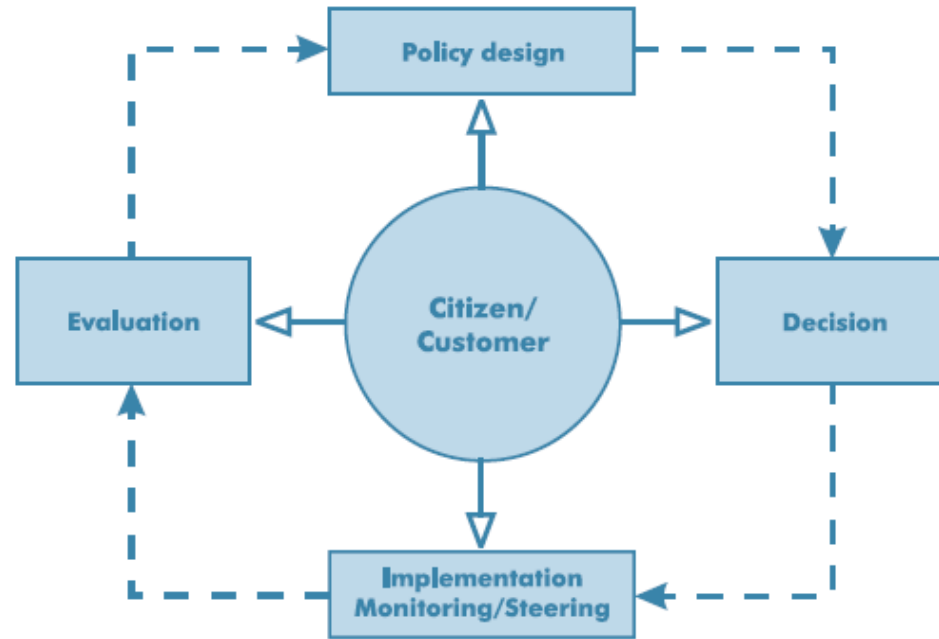
- Changing (demands from) society
- Changing behaviour from citizen/users/customers
- New Public Management (*Efficiency, Effectiveness, Quality, Accountability, Transparency,...*)
- Shift from “producer-oriented” towards “user-oriented” public administration



**Question: How relevant is the topic for the public administration agenda in your country?**

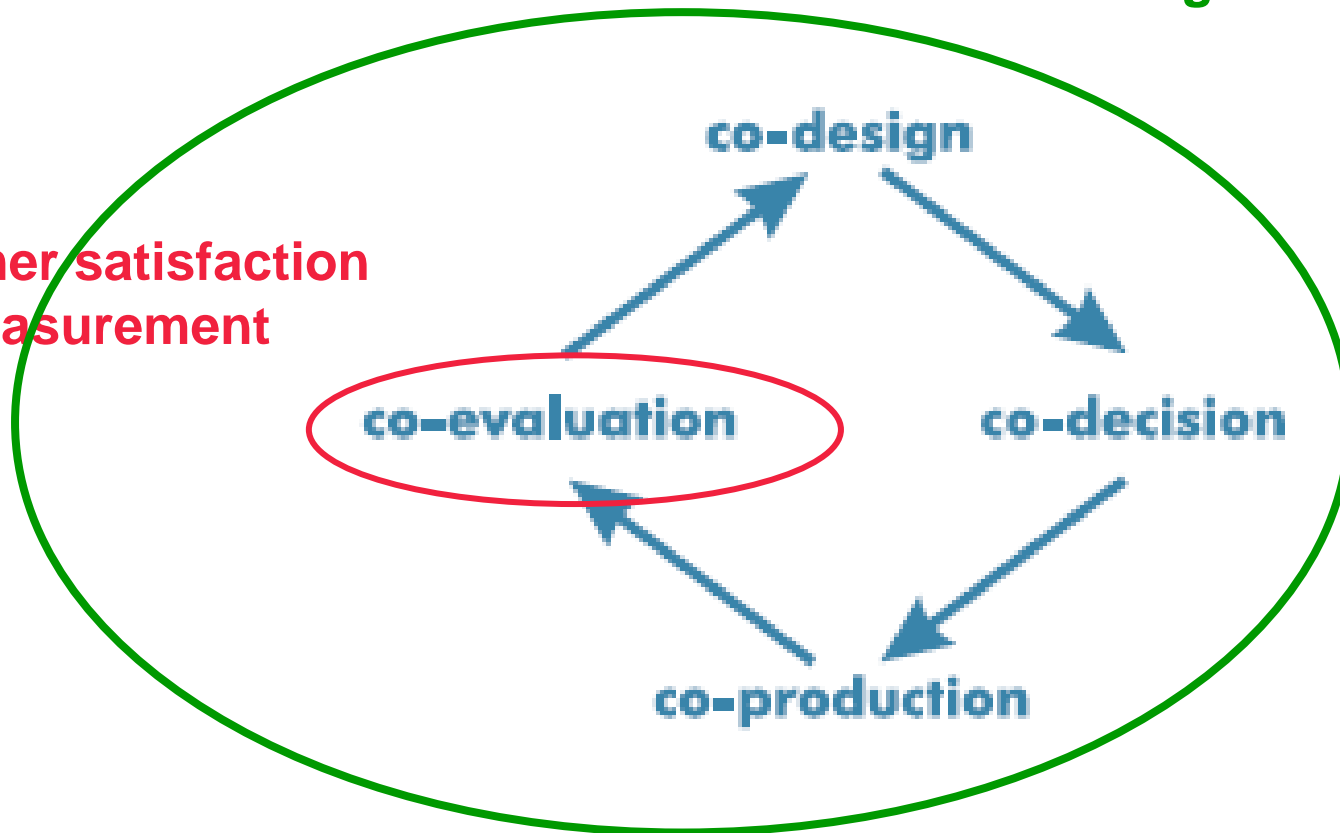


## 2. “from measurement to management”



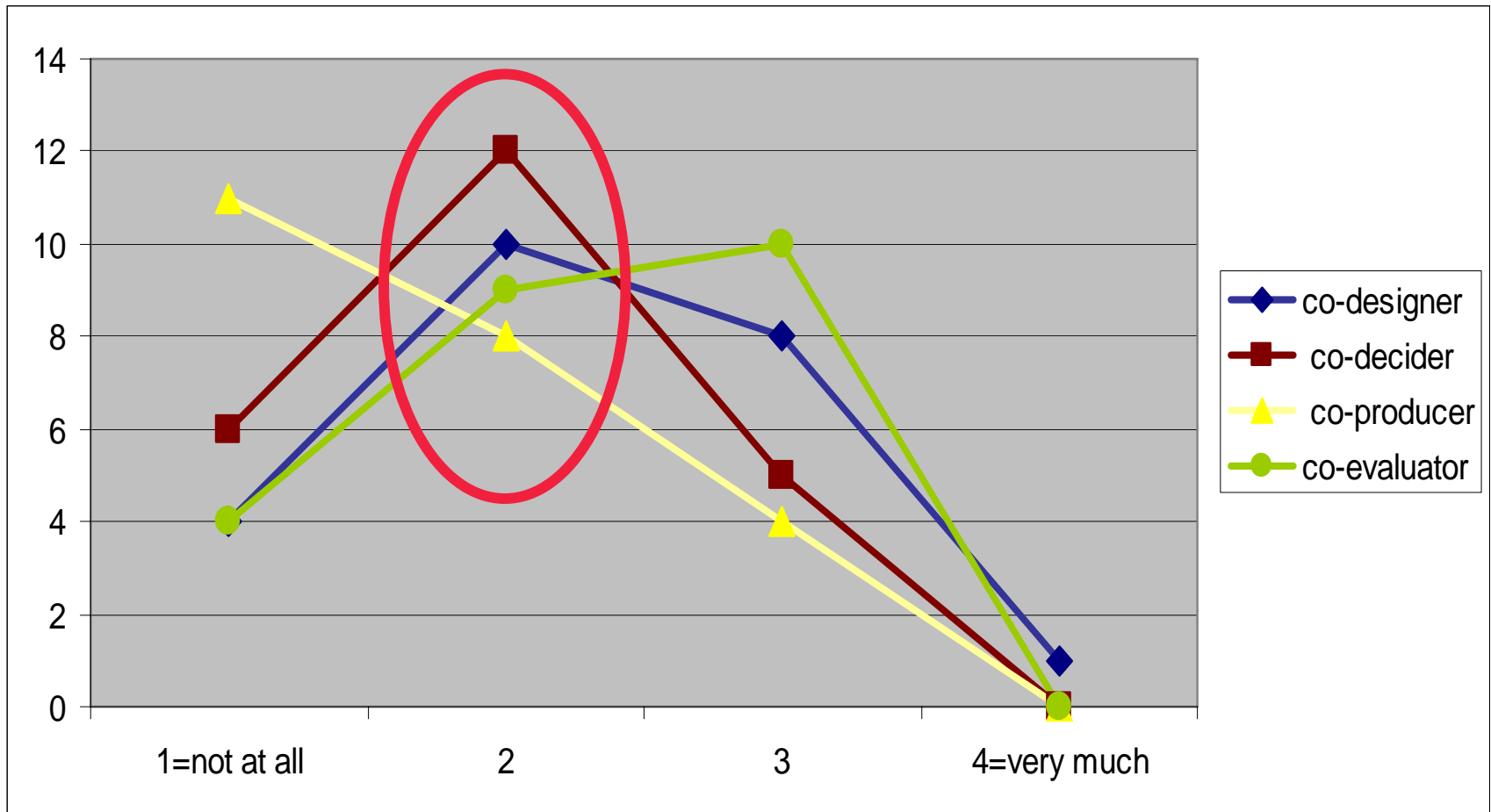
## Customer satisfaction management

Customer satisfaction  
measurement

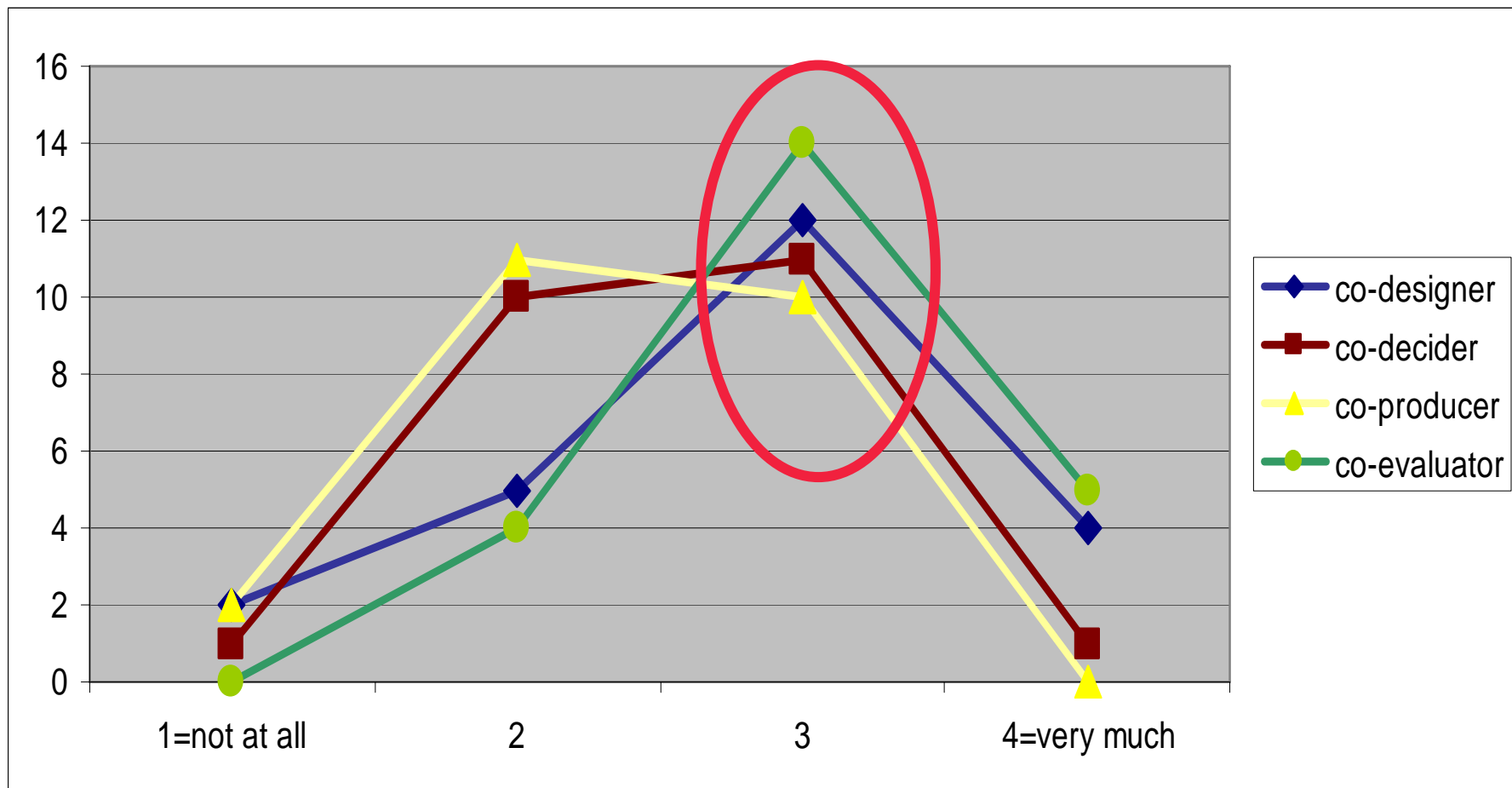


*Changing place and role of the citizen/customer !*

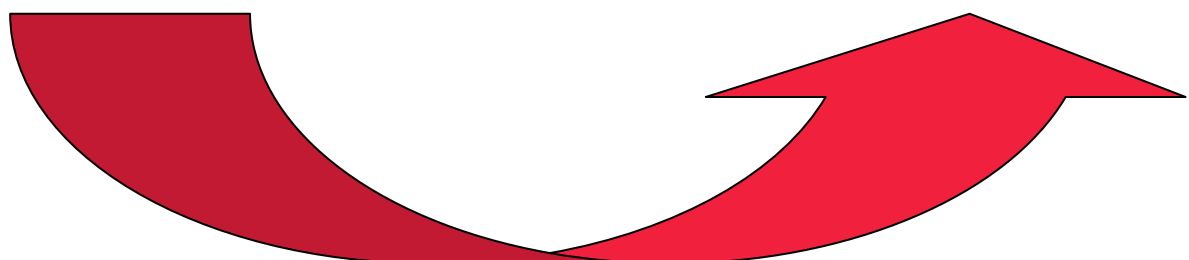
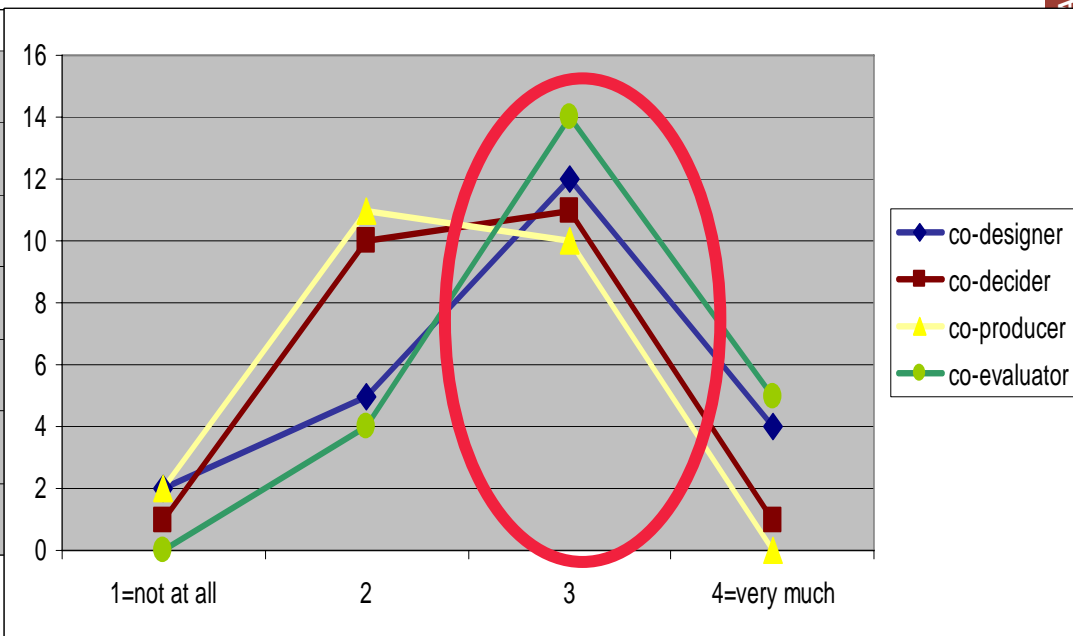
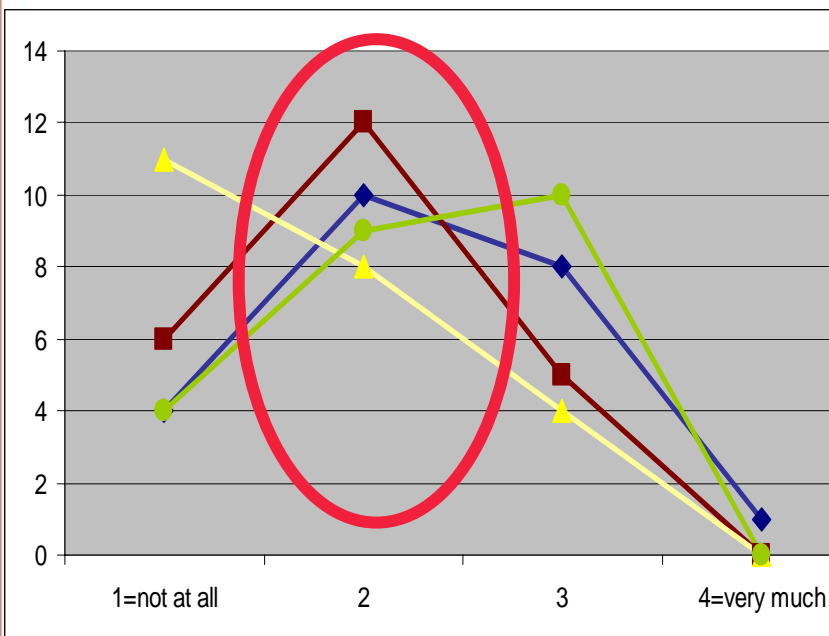
**Question: To what extent is the citizen/customer actually seen as playing any of the following roles in public sector affairs in your country?**



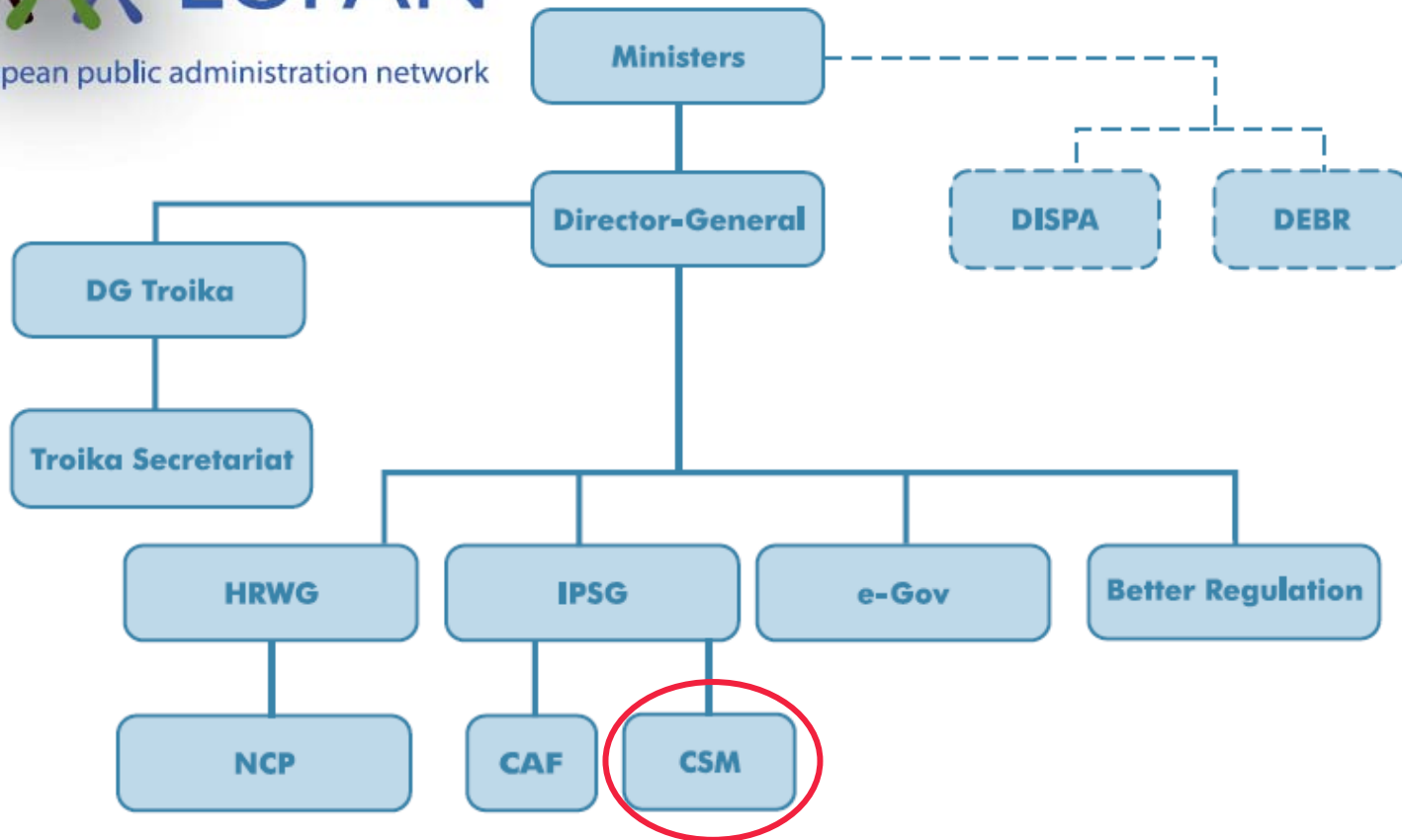
**Question: To what extent are future plans in place to allow the citizen/customer to play the following roles in public sector affairs in your country?**







### 3. European Collaboration in the field of Public Administration



## ***Work on satisfaction management***

- DGs' resolution of May 2006 : collection of best practices and the preparation of guidelines for questionnaires to measure customer satisfaction
- During the Austrian (first half 2006), Finnish (second half 2006) and German (first half 2007) Presidencies, initiatives were taken to address these aspects and decision to broaden the topic
- Portuguese Presidency (second half 2007) :
  - (1) Customer Satisfaction Expert Group of IPSPG agreed getting an overview across member states (study)
  - (2) Creating an European version of the UK primer (Cabinet Office 2006)
- During the Slovenian Presidency (first half 2008). Discussion and making the report by EIPA

- European Primer (Eng/FR) presented at 5th European Quality Conference in Paris
- Some countries translate in own language (=> also Italy)
- website: [www.eipa.eu/satisfaction](http://www.eipa.eu/satisfaction)
  - cases
  - different language versions
  - useful links and info
  - ...



- *“...by this publication the place and the role of citizens/customers in customer satisfaction management is more clear, and public service organisations all over Europe have some practical guidelines on the way to Customer Satisfaction Management.”*
- Combination of strategical and operational level – theory and practice
- Bringing in practical cases from all over Europe

- 1. The changing public sector**
  1. An era of reforms
  2. The rise of New Public Management (NPM)
  3. From Quality to Total Quality Management
- 2. The changing role of citizen / customers**
  1. Different roles
  2. Towards Customer Satisfaction Management
- 3. The changing role of civil servants**
  1. Changing our mentality and our culture
- 4. The changing role of leadership**
- 5. Some conclusions**
- 6. EIPA seminars in the field of quality management**

## 4. Challenges for public administrations

- **The changing role of citizen / user / customers**
  - Different roles
  - Towards Customer Satisfaction Management
- **The changing role of civil servants**
  - Changing our mentality and our culture
- **The changing role of leadership**
  - administrative leadership
  - political leadership



# Contact

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