



*Empowered lives.
Resilient nations.*

Data Innovation Project

Data collection on Public Sector Customer Satisfaction using Social Media

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Title of the Initiative

Closing the Gap on National Data Deficiencies:
Enhancing Data Generation, Quality and Availability for
Decision Making



Quick Guide to the Project

Rationale: In Botswana, reliable and timely measurement of the Sustainable Development Goals is at risk of being inhibited by structural constraints on institutions, low quality data, limited technical capacities, and insufficient financial investments in the area of data. The UNDP Country Programme (2017 – 2021) highlights that achievement of the Sustainable Development Goals requires the availability of comprehensive data for design, prioritization and continuous progress tracking. However, the national data systems currently experience inadequate robustness to achieve this, motivating a need for reforms in order to meet the increasing and evolving needs of data users, including for the full implementation of the Agenda 2030 for Sustainable Development.

Is this initiative part of a new or existing project/programme?

This initiative is new but closely linked to the Country Programme Pillar 3 on Data for Planning, Monitoring, Evaluation and Decision Making

Type of innovation approach being tested: Data innovation

What is the innovation we want to introduce?

Leveraging new and emerging data sources to produce better and real-time insights that help deliver on the SDGs and improve decision-making.

Expected Results:

- i. National and sub-national institutions are able to measure indicators for which standards and methods for measurement are not developed hence contributing to data gaps and responding to Tier 3 data gaps.
- ii. SDG indicators, are measured and monitored using new sources of data and analytical methodologies.
- iii. The findings are used for national and sub national SDG reporting and feed into national policies and/or decisions.
- iv. Partnerships forged in development and adoption on new methodologies and tools (hardware and software).

Stage of initiative: Early stage of prototype creation and initial user-feedback mechanism

Quick Guide to the Project

Which SDG target will this initiative meet? This initiative will support measurement of SDG Tier III indicator 16.6.2 – Proportion of the population satisfied with their last experience of public service

Why the need to conduct the survey?

- Government is the biggest supplier of essential services across all sectors.
- There is a need to track the relationship between the level of investment made by the public sector and the corresponding quality of service offered.
- There is a need for regular feedback to line managers to improve services on the short –term and to policy makers and medium to long term.
- The last survey was conducted in 2013 and blended public service staff perceptions and customer satisfaction covering all ministries/departments.

Data Collection Platform: Social media - Facebook

Data Collection Instruments: smart phones, tablets, desktops etc.

Will further/other funding be available?

Funding can be available through other Country Office Projects with focus on data and strategic information

What is the expected development impact?

- More cost-effective in delivering the product/service
- More time-effective in delivering the product/service
- Enhanced targeting, in reaching the identified group

Social Media

Why is social media platform preferable to this initiative?

- People make “friends” with others and build social relationships, connections and communities.
- People ask and answer one another.
- People create, publish or distribute information.
- People share bookmarks, presentation slides, or other files.

“MOST importantly people provide feedback on or rate other people’s services i.e. level of satisfaction”

Key selling points for social media

- Real team information
- Cost effective
- Enhanced targeting

Approach to Data collection through Social Media - Facebook



Process Plan – Botswana Data Innovation on Tier 3 indicator 16.6.2

STEPS	Tasks	2017			2018			Responsible Institution	Resources (USD)	Risks	Partners	Status	
		Oct	Nov	Dec	Jan	Feb	Mar						
PLANNING	Data Innovation 1 st Regional Kick-off meeting	X						UNDP			UNDP Data Innovation Facility, UNDP Regional Bureaus	DONE	
	Awareness raising/consult key National partners		X					UNDP	0			PARTIALLY DONE	
	Get commitment from custodian Government Partner for ownership & sustainability			X				UNDP	0	No commitment. Wrong timing.			To be done by end of Nov 2017.
	Set up Project Reference Team comprising CORE stakeholders to drive the initiative			X				GICO	0	Depends on buy-in by custodian			To be done by mid Dec 2017.
	Stakeholder Mapping (data producers, suppliers, users)			X				GICO, UNDP, STATS		Unintentionally omission of key stakeholders			PATIALLY DONE
	Define data collection Methodology . Below are sub items from of methodology setting process				X			Project Reference Team (PRT). Stats Botswana for quality assurance	0				
	Identify Pilot Sector (department/Unit) which provides essential services directly to the public				X			PRT	0				
	Agree on Survey tools (e.g. mobile phones, radio etc.) and who will be administering the survey, who will be analyzing .				X			PRT	0				
	Questionnaire Development				X			PRT	0				
	Cost estimation of the intervention (e.g. required procurements)				X			PRT	0				
	Data privacy , security and ethics				X			PRT - covered by the Statistics Act under the data confidentiality section	0				
	Participant incentives . Financial and non-financial				X			PRT	TBD	Costs may exceed the budget, Low response rate			

Stakeholder mapping

Who?	General Public	Policy makers	Politicians	Stats Botswana	Gov't Department
What is their influence over the problem?	the affected	Design and implement agreed/targeted policies etc.)	influence debate, advocacy for policies and legislation etc.)	Data producer	Data supplier
How might this person benefit from the project?	Improved access to services	Targeted design and implementation of policies to address the problem, efficiency gains (time, resources), sustainability of interventions, timely and relevant data, advisory to politicians	Influence targeted policies to address the problem, efficiency gains (time, resources), timely and relevant data for decision making	High quality statistics (timeliness, completeness, relevance, accuracy etc.)	Value adding feedback, Improvement in business model - service delivery process
What could this person do with better data on the problem	Improved access to services	Design and implement policies to address the problem, efficiency gains (time, resources), timely and relevant data for decision making, advisory to politicians.	Influence targeted policies to address the problem, efficiency gains (time, resources), timely and relevant data for decision making	High quality statistics (timeliness, completeness, relevance, accuracy etc.)	Identify delivery bottlenecks, capacity constraints, improve service delivery
What is the best way to keep them engaged	Provide feedback demonstrating benefit of the projects Provide incentives for participation in the project	Continuous engagement at all stages, from start to completion of the project. Provide feedback demonstrating benefit of the projects. Formalize partnership arrangements	Continuous engagement at selected stages of project implementation.	Continuous engagement at all stages, from start to completion of the project. Formalize partnership arrangements.	Continuous engagement at all stages, from start to completion of the project. Formalize partnership arrangements.

Data Gaps tool

Is the data internal or external?	External
who do you need to engage with to access the data	Government ICT department
Briefly note other important data characteristics: frequency, retention, granularity	Timeliness, completeness, accessibility, relevance, accuracy etc.