Data Innovation Project

Data collection on Public Sector Customer Satisfaction using Social Media

[Data Innovation Project] Progress Meeting // SDG Tier III Indicators

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Choice of Indicator

SDG Tier III indicator 16.6.2 – Proportion of the population satisfied with their last experience of public service.

Why?
• Government of Botswana is the largest supplier of essential services across all sectors.
• Magnitude of Investment on Services delivery mechanisms should have corresponding Return on Investment.
• Service recipients are ideal data providers used for gauging success or failure of interventions.
• Data produced from interacting with clients is a key ingredient to influence strategic decision making.
Data Innovation Project – At a Glance

Move away from traditional surveys (costly, time consuming, complex, intrusive)

Contribution to data collection methodology SDG Tier 3 indicator 16.6.2

Measurement, Monitoring & improvement of services
Choice of Methodology & Why

Social Media Platform: Facebook

Key Selling Points:

Popular: platform where people make connections, share and distribute information.

Accessible: 117 inhabitants out of 100 in Botswana have access to internet [mostly through mobile devices]

source: ICT Statistics: 2018

Benefits: Real time information, Cost effectiveness, Enhanced targeting
### ICT Statistics

**Telecommunications**

<table>
<thead>
<tr>
<th>Service</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Cellular Subscriptions per 100 inhabitants (2014)</td>
<td>158</td>
</tr>
<tr>
<td>Fixed Telephone Lines per 100 inhabitants (2014)</td>
<td>8</td>
</tr>
<tr>
<td>Internet Subscriptions per 100 inhabitants</td>
<td>117</td>
</tr>
<tr>
<td>Fixed Telephone Lines subscribers</td>
<td>169236</td>
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<tr>
<td>Mobile Cellular Subscriptions</td>
<td>3410507</td>
</tr>
<tr>
<td>Internet Subscription</td>
<td>2529436</td>
</tr>
</tbody>
</table>
How Does It Work?

Open Dedicated Facebook page for soliciting client feedback

Development of Data Collection Software linked to the Facebook Page

Visualization module: this is a set of algorithms for the visualization of data as networks or word clouds. The schema of the prototype is depicted in the Figure below.
How Does it Work?

Data collected from the Facebook page is analyzed and key words of interest displayed in a word cloud format. The more frequently used word, the bigger the emphasis in the size.
Partnerships

For the successful implementation of the Pilot, Strategic Partnerships were forged with:

- MELSD - Pilot Ministry for data collection
- Office of the President – Monitoring of Overall Government Service Provision
- UNDP Innovation Facility & Istanbul Regional Hub – Resources mobilization
- Data Pop Alliance - Technical Support
- National Statistical Organization – quality assurance of survey methodologies
Challenges

- Onboarding of partners – overcoming beauracratic hurdles
- Managing expectations from both clients & service providers (quick fix, quick results)
- Skewed responses – tendency to give negative sentiments (feelings vs. facts)
- Data Interpretation – qualitative data open to different interpretation
- Representative samples – credibility of results
- Data analysis – translation of data into meaningful and credible results.
- Facebook privacy and ethical laws
Main Insights

- Simplicity of the data collection tool – visual display and minimal analysis requirement.
- Quick and easy access to trending issues concerning the Service Provider.
- Use of Open Source data collection tool – affordable with low running costs.
Next Steps

▪ Conduct public survey of MELSD – Work Permit clients.
▪ Analyze data collected and report the results.
▪ Establish the usefulness of the tool with the Ministry for further improvement and use.
▪ Publish the results and benefits
▪ Scale up the survey methodology.