

Smarter eGovernment: The Benefits of Online Services for Businesses

Multi-State Survey Highlights December 2013

eGovernment services make it easy for businesses to conduct transactions at any time of day or night. Use of eGovernment services also continues to increase, as does the demand for new services. Constituents have come to expect online business services to be both efficient and user-friendly.

Founded in 1992, NIC has been the leader of eGovernment services in the U.S and currently works with 30 states. To gauge customer opinions, the Center for Public Policy & Administration at The University of Utah conducted a survey of business subscribers in three of NIC's partner states – Arkansas, Indiana, and Kansas. The telephone survey of 1,495 current users of online government services in the three states provides useful aggregate results that are consistent with results of a similar project conducted by CPPA for Utah.gov.

Findings at a glance include:

Approval Ratings for eGovernment Service Delivery	
Overall performance of state website & its online services	95%
Time savings	96%
Reliability	95%
Ease of use	92%
Reasonable fees	80%

Business-Friendly Perceptions of eGovernment	
Online is preferred method for conducting business with state	90%
eGovernment makes it easy to conduct business in the state	87%
eGovernment services are business-friendly	84%
State is business-friendly	80%
eGovernment reinforces perception that the state is business-friendly	80%

One subscriber's succinct comment about eGovernment reflected many made by business respondents during the survey: "Anything that can be done on line – do it!"

Findings

Total results indicate overwhelming approval of eGovernment services, with 95% of business subscribers giving positive ratings to the online services provided in their respective states. When asked about their preferred method to conduct their government transactions, nine of every ten subscribers prefer using online methods as opposed to offline methods to interact with state government.

The vast majority of respondents (87%) also indicate that their state's online business services make it easier for them to conduct transactions with government. In general, subscribers view their state as a being business-friendly (80%) and say that online services have had a favorable impact on that perception (80%).

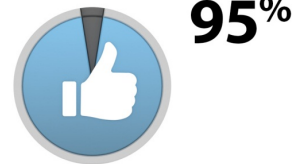
Overall, subscriber ratings on several delivery-rated aspects of online services are positive, with efficiency and reliability of state sites receiving the best ratings of the aspects considered. Nearly all subscribers (96%) indicate that the speed of service delivery on their state's site is very good and more time efficient than offline methods, while 95% give high marks on reliability of the website they use for eGovernment services. Most subscribers consider their state website to be user-friendly (92%) and four of every five indicate the fee they pay for eGovernment business services is reasonable.

Business subscribers offer a variety of suggestions and comments when given the opportunity to provide feedback to operators of their state's online business services. The most frequently mentioned suggestions are to continue to improve the website interface, provide greater access to database information, and enhance search functionality. Many express satisfaction and offer praise for the eGovernment services they use.

NICUSA and its state partners provide business subscribers with reliable, high quality online services that make conducting business with government more efficient in both cost and operation. As NIC and the states add new, innovative business services and functions to the array currently offered, businesses will continue to garner the benefits of eGovernment services.

approval rating

The vast majority of business subscribers approve of their state's eGovernment services.



prefer online

The percent of businesses that prefer to conduct their business with state government online.



easier to do business

The percent of businesses that say eGovernment services make it easier to conduct business with the state.



time efficient

The percent of businesses that say eGovernment services save time over offline methods.

