



accenture consulting

WHAT PEOPLE WANT

**ACCENTURE PUBLIC
SERVICE CITIZEN SURVEY**

SOCIAL SERVICES

AUGUST 2017

WHAT DO PEOPLE WANT FROM HUMAN SERVICES AGENCIES?

WE ASKED CITIZENS
ACROSS FIVE COUNTRIES:

Australia, France, Germany,
Singapore, and the UK

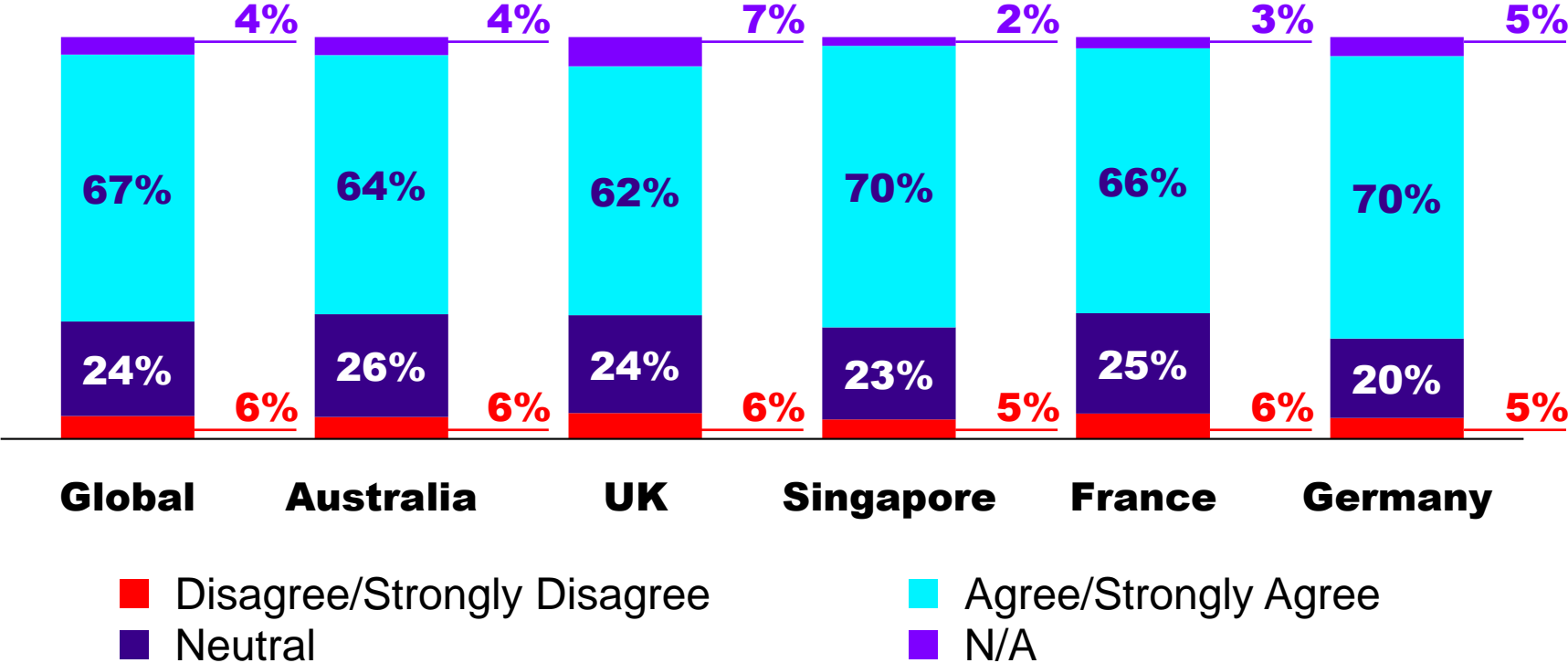




**CITIZENS WANT
PERSONALIZED
AND DIGITAL
SOCIAL SERVICES**

STRONG MAJORITIES (62%-70%) EXPECT THE SAME QUALITY OF DIGITAL INTERACTION WITH THEIR SOCIAL SERVICES AGENCIES THAT THEY GET FROM ONLINE BANKING, SOCIAL MEDIA OR A RIDE-SHARING APP

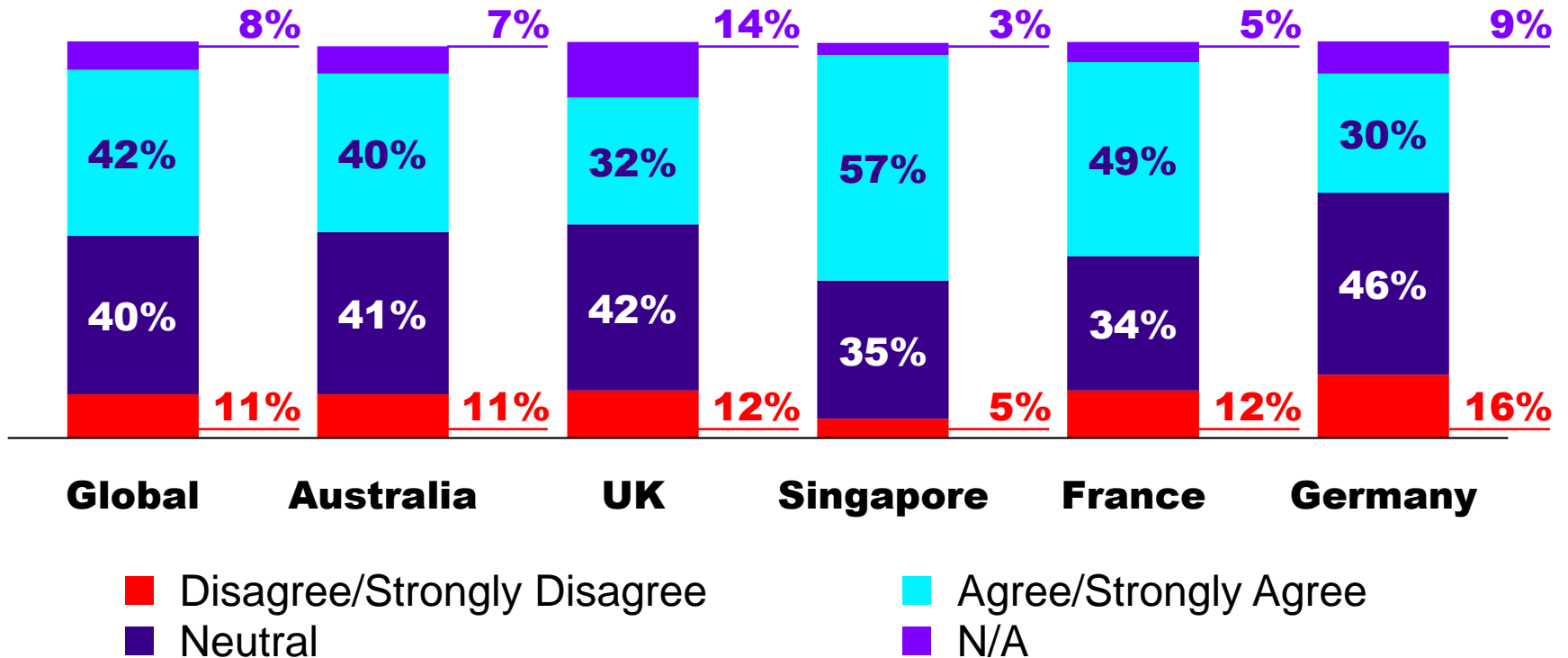
I expect the same quality of digital interaction with my social services agencies that I get from online banking, social media or a ride-sharing app.



Percentages are based on a 5-point scale where 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

BELIEF THAT SOCIAL SERVICES AGENCIES HAVE IMPROVED THEIR DIGITAL SOPHISTICATION AND SERVICE IS LOW IN THE UK AND GERMANY, AND MODERATE TO STRONG IN AUSTRALIA, FRANCE AND SINGAPORE

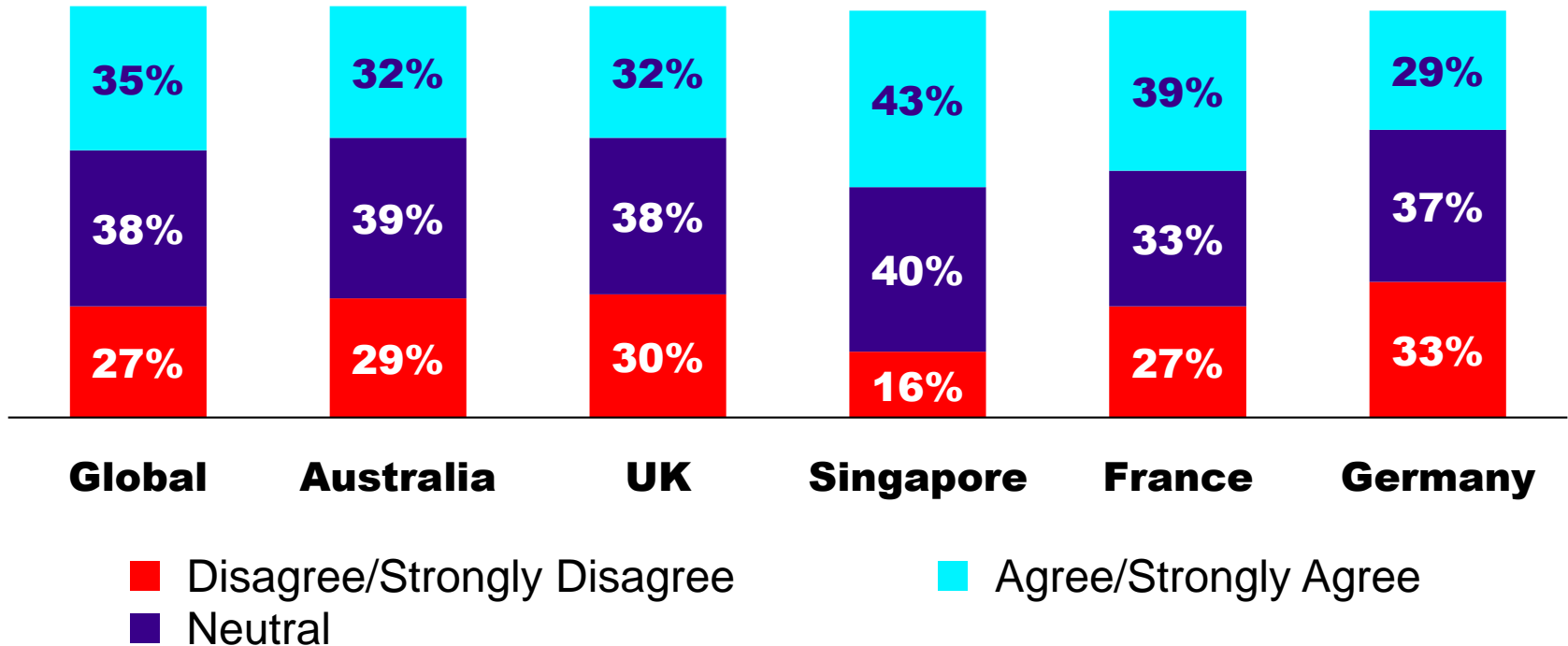
The digital sophistication of my social services agency has improved noticeably and also improved the service I receive.



Percentages are based on a 5-point scale where 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

LOW TO MODERATE PERCENTAGES OF CITIZENS (29%-43%) ARE COMFORTABLE WITH AI AND BELIEVE IT COULD IMPROVE INTERACTIONS WITH SOCIAL SERVICE AGENCIES

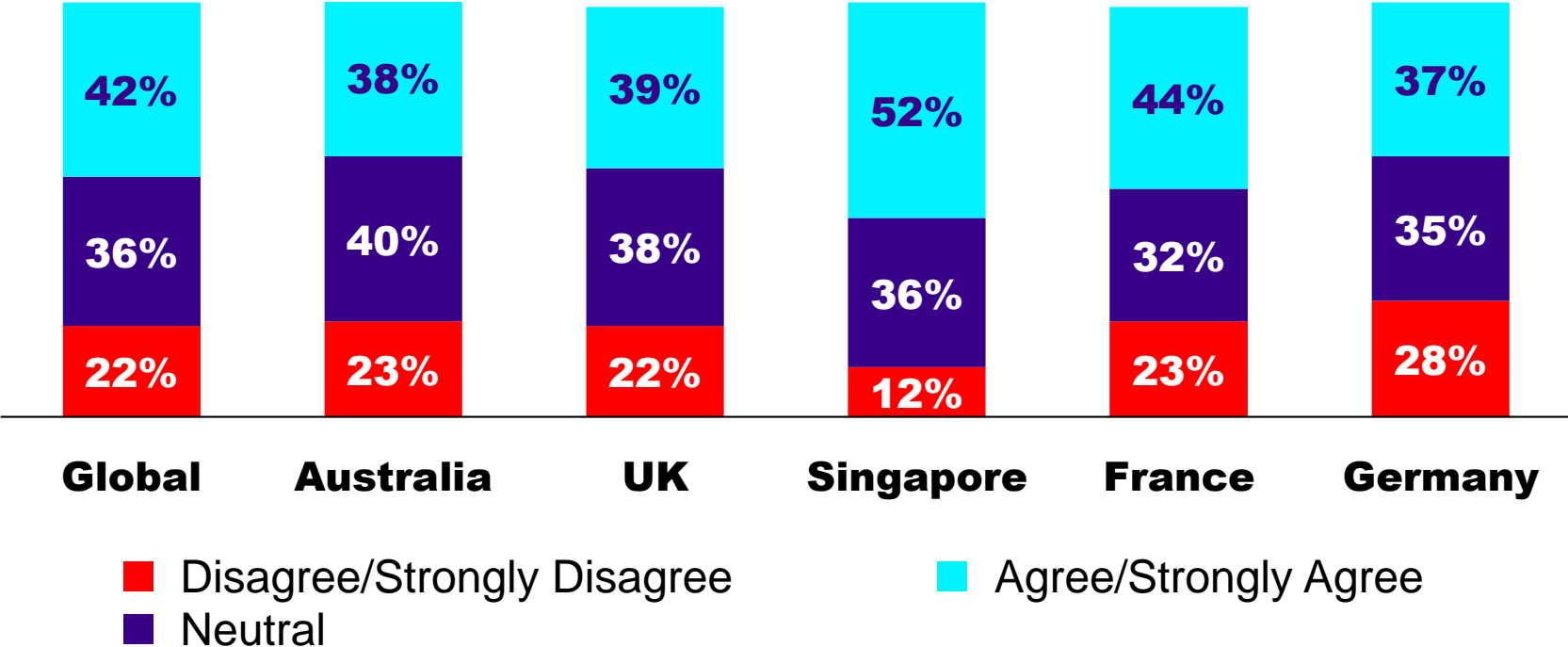
I am comfortable having artificial intelligence (e.g., chat bots, robots, virtual assistants, intelligent machines, etc.) used in other areas of my life and believe it could improve interactions with social service agencies.



Percentages are based on a 5-point scale where 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

MODERATE PERCENTAGES (37%-52%) AGREE THAT USING A VIRTUAL AGENT TO HELP CITIZENS GET QUICKER RESPONSES TO QUERIES WOULD BE AN APPROPRIATE USE OF AI IN SOCIAL SERVICES

Using a virtual agent to help citizens get quicker responses to queries would be an appropriate use of artificial intelligence (AI) in social services.



Percentages are based on a 5-point scale where 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

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ABOUT THE STUDY

The purpose of this study is to assess citizen opinions about a variety of digital nonprofit and government service issues and topics.

Study results are based on a sample of citizens aged 18 or older who completed online surveys over the past 6 months.



Results for the full global sample in this report are statistically significant with a confidence level of **95%** and a margin of error of **+/-1.4%**.



Results for each country are statistically significant with a confidence level of **95%** and a margin of error of **+/-3.1%** except for Singapore where the margin of error is **+/-5.6%**.

ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 394,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. To learn more about our work with governments around the world, visit us at <https://www.accenture.com/gb-en/insight-making-personal-possible>.