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Resilient nations.*

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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Function: UNDP Botswana Monitoring and Evaluation Analyst

26 November 2018

Istanbul, Turkey



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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.

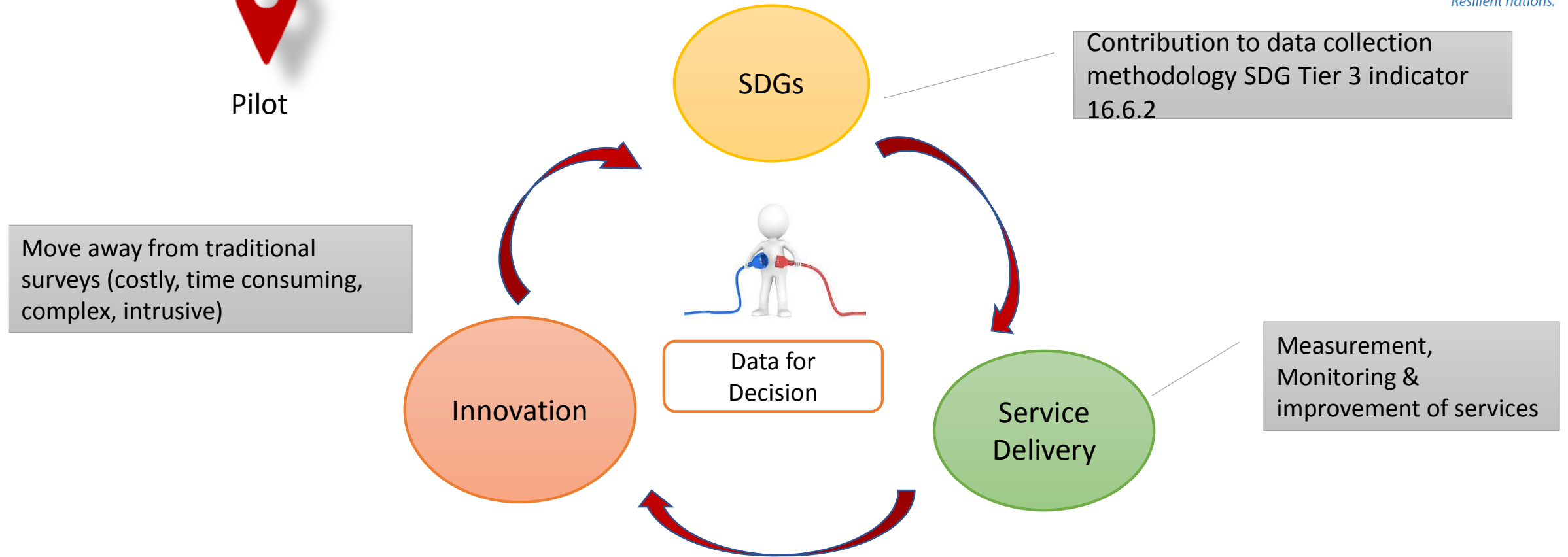


Pilot

Data Innovation Project – At a Glance



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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



Inflation Rate: 3.3% **Unemployment Rate (BMTHS 2015/16) = 17.7%** **2011 Population Census = 2,024,904** **2018 Projected Population = 2,302,878**

ICT Statistics

Telecommunications

Mobile Cellular Subscriptions per 100 inhabitants(2014)	158
Fixed Telephone Lines per 100 inhabitants (2014)	8
Internet Subscriptions per 100 inhabitants	117
Fixed Telephone Lines subscribers	169236
Mobile Cellular Subscriptions	3410507
Internet Subscription	2529436



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How Does It Work?

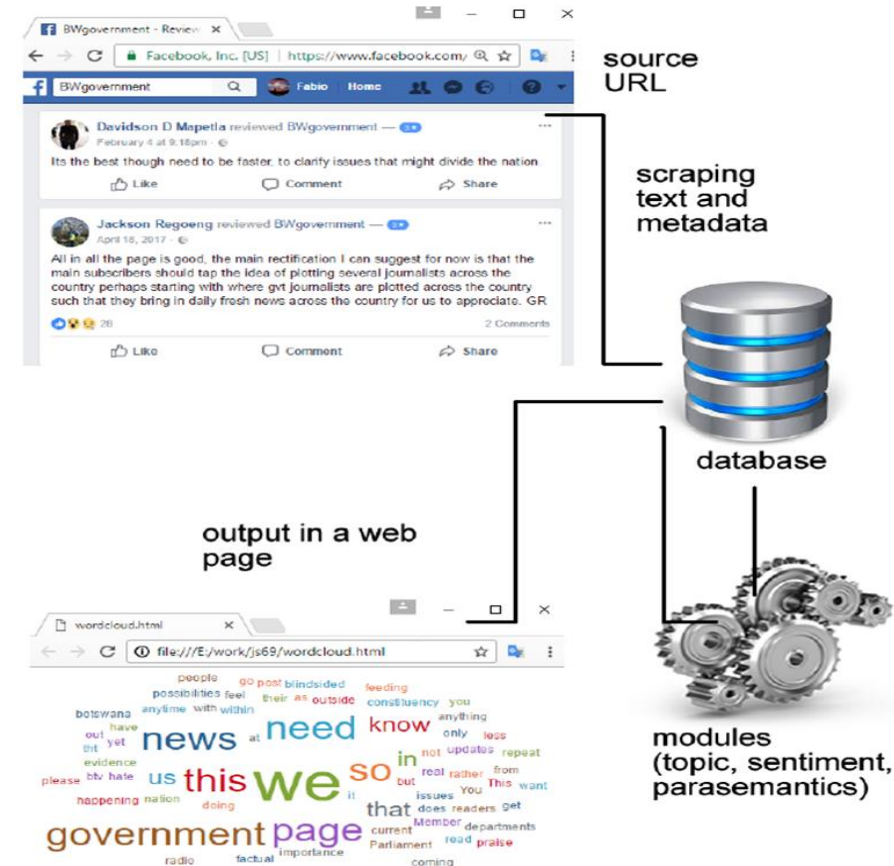
Open Dedicated Facebook page for soliciting client feedback



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 wordclouds.

The schema of the prototype is depicted in the Figure below.



How Does it Work?



Dashboard

Overview

Commenters' topics

Statistics

Timeline

Languages

Custom Input

Info

Dashboard

Overview



6.0 %

Percentage Audience engaged



Percentage Positive reviews

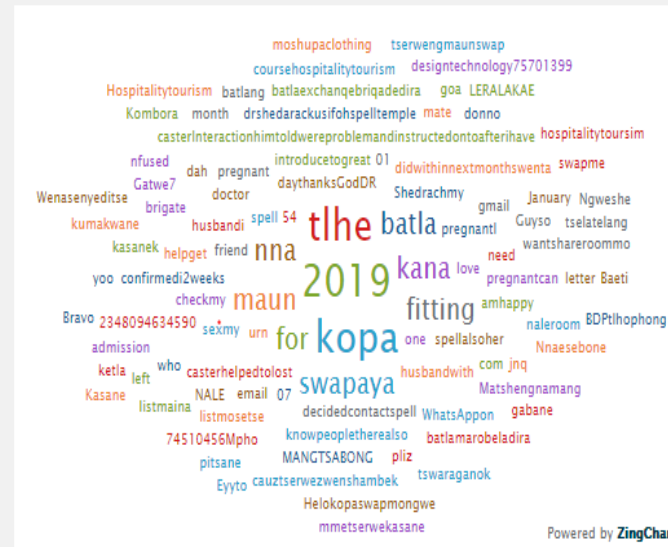
Data collected from the Facebook page is analyzed and key words of interest displayed in a word cloud format.

The more frequently used word, the bigger the emphasis in the size

f Botswana Government:



f Ministry of Employment:



f MELSDWorkPermits:



Statistics

SOURCE	DESCRIPTION	SCORE
f	Average share per post	19
f	Average comments per post	13



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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



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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



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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.

**Attractive
Attributes to
Partners**



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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.