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DIGITALIZATION OF PUBLIC SERVICES

Abstract. *The issues of digital transformation of public administration in the field of public services of the Republic of Kazakhstan, problems of the quality of public services, global trends in the provision of public services through the introduction of digitalization were investigated. The relevance of the study is justified by the fact that improving the quality of public services is one of the most important tasks of the government in each country. The level of satisfaction of the population with the work of the state and confidence in it depends on the quality of public services.*

In modern conditions, the ability to provide public services through automation and digitalization of service provision processes is a key priority in developed and democratic countries..

In the Republic of Kazakhstan, significant changes have been introduced in the field of public services, which are due to the requirements of the digital economy and global trends: important regulatory acts were adopted, the processes of providing public services were optimized, an e-government project was implemented, the State Corporation «Government for Citizens» was created and a number of other measures to improve the quality of public services.

Key words: *public services, e-government, State Corporation «Government for Citizens,» register of public services, digitalization, satisfaction with services, quality of public services provided, integration of databases of state bodies.*

Introduction. The Republic of Kazakhstan, through the creation of e-government, the State Corporation «Government for Citizens» and the transfer of public services to electronic format, has made significant changes in the provision of public services, and this, according to experts, serves as evidence of the country's accession to the number of developed countries. The article analyzed the use of information and communication technologies in the provision of public services, the level of satisfaction of the

population with the quality of services provided, problems and prospects for the further development of this area.

Research conditions and methods. In accordance with the purpose of the study, theoretical and empirical research methods were used - analysis, comparison and observation.

In order to comprehensively study the state and identify problems in the provision of public services, a review of regulatory legal acts, domestic and foreign scientific and methodological literature was carried

out, Internet resources on the topic of research, information on existing problems in the operation of information systems, the current level of integration of databases of state bodies.

For the analysis, the information available on the website of the electronic government, the State Corporation «Government for Citizens» was used, data of the Agency of the Republic of Kazakhstan for Civil Service Affairs and Anti-Corruption on the assessment of the quality of public services, data of state bodies on the process of digitalization and automation of public services [2, 3].

The results of monitoring to determine the level of satisfaction with the quality of public services provided, including in electronic format, were examined, complaints and appeals received by local executive bodies from residents on the quality of public services were studied.

The analysis showed the main barriers that citizens face when receiving public services, possible ways to increase the efficiency of the process of providing public services.

Research results. In the Republic of Kazakhstan, the process of providing public services is regulated by the Law of the Republic of Kazakhstan «On Public Services» No. 88-V of April 15, 2013 [1], according to which the Register of Public Services was determined, which includes 1324 types of public services [4], more than 90% of public services were transferred to electronic format.

Government services in the country are provided by government, e-government and the Government for Citizens State Corporation, which is the only public service provider and was created in 2016 following the example of Canada Service in Canada and Centrelink in Australia. The creation of the State Corporation made it possible to integrate all public service centers into a single system (Public Service

Center, Real Estate Center, Research and Production Center of the Land Cadastre, State Center for Payment of Pensions).

The e-government web portal was launched in 2006 and included data on public information services. Today, citizens have the opportunity to receive more than 600 public services through e-government [4].

The goals of the State Program «Digital Kazakhstan» adopted for the period 2018-2022 are to accelerate the pace of economic development and improve the quality of life of the population through the use of digital technologies in the medium term, as well as creating conditions for the transition of the economy of Kazakhstan to a fundamentally new development trajectory, ensuring the creation of a digital economy of the future in the long term [5]. The introduction of digitalization made it possible to provide proactive services - a state service provided without an application from the service recipient at the initiative of the service provider.

Development of e-government mobile application «eGov Mobile» [6], made 471 public services and services available. The service «Digital Documents» of the eGov mobile application contains 20 documents (identity card, passport of a citizen of the Republic of Kazakhstan, driver's license, vaccination passport, PCR test and birth certificate, etc.). Linking a mobile number to an electronic digital signature allows citizens to receive services using one-time passwords. Linking a mobile number to an electronic digital signature allows citizens to receive services using one-time passwords.

According to the Law «On Public Services,» the central state agencies carries out activities within its competence to assess and control the quality of public services [1].

The Agency of the Republic of Kazakhstan for Civil Service Affairs

conducts public monitoring by state social order based on a sociological survey. The purpose of public monitoring is to determine the level of satisfaction of citizens with the quality, availability and procedures for the provision of public services by service providers, identify

problems and develop recommendations to improve the quality of public services [2].

Discussion of results. The main socio-demographic indicators of the surveyed service recipients for 50 public services within the framework of the state social order are presented in Figure 1 and 2.

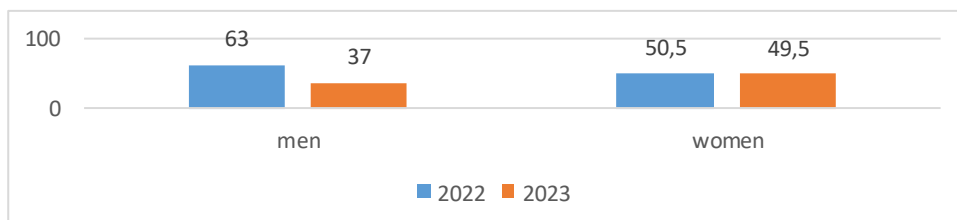


Figure 1.

Service recipients by sex

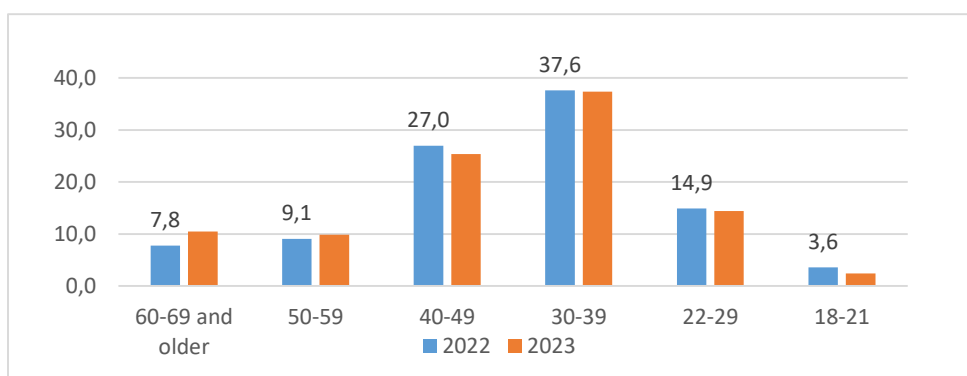


Figure 2.

Service recipients by age

The bulk of service recipients (82.1%) are individuals, 3.4% applied for the service as an individual entrepreneur, almost every

sixth service recipient applied for the service as a legal entity (Figure 3 and 4).

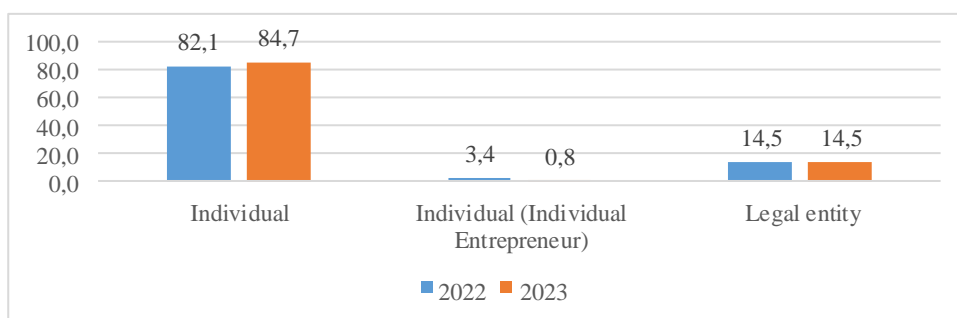


Figure 3.

The bulk of service recipients

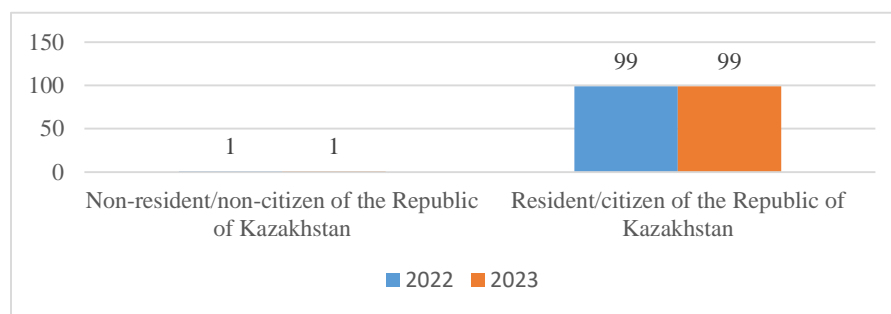


Figure 4.

Main service recipients

Among the surveyed service recipients, 92.8% did not need additional communication skills or infrastructure devices from the service provider to receive the service, whereas in 3% of cases, service recipients needed to provide translation from a foreign language, the presence of a Braille language, or a sign translator. And also in 4.2% of cases, the respondents indicated that when applying for a service, they needed special devices for physical

access to the service provider's building. 50.7% of respondents applied and received the service in electronic form, and 49.3% applied and received the service in paper form. Most of the electronic services were received on electronic portals and services, in particular on the Electronic Government portal (88.9%), another 11.1% used self-service zones in Population Service Centers (PSCs) (Table 1).

Table 1

Place of receipt of public services

Electronic form	Quantity	Percentage
PSC (independently in the self-service area)	552	11.1%
E-government portal (Egov.kz and other e-services, online portals)	4414	88.9%
Total (of total services)	4966	50.7%
Paper form	Quantity	Percentage
State agencies, institution	2513	57.5%
PSC (contacted an employee)	2051	42.5%
In the autonomous organization of education «Nazarbayev Intellectual Schools»	175	3.63%
Consulate	84	1.74%
Total (of total services)	4823	49.3%
Total	9789	100%

Upon receipt of the service on paper, 57.2% turned to employees of government agencies, 42.5% turned to the PSC. When receiving public services abroad, 1.74% of respondents applied to the country's consulates, another 3.63% of surveyed service recipients applied for educational services at Nazarbayev Intellectual Schools

JSC. Among electronic portals and services, respondents indicated that 65.7% of services were received through E-gov.kz, 30.8% of services on the elicense.kz portal, 2.3% in the eGovmobile mobile application, 0.2% in the EgovKZBot telegram bot and 11% turned to other portals.

91.6% of respondents received electronic services using EDS for authorization and registration on the portal, 8.4% used alternative ways to enter the portal: 2.3% via SMS, 2.3% via login and password and 3.5% via QR code.

A comprehensive assessment of the quality of public services is based on parameters and criteria evaluated by service recipients from 1 to 5 points, which makes it possible to derive an average value on a 5-point scale. According to the methodology used, the assessment of the quality of public services is carried out according to 8 main criteria, each of which includes additional subcriteria and

indicators (for example, bureaucratic barriers in obtaining public services). The availability of public services is a determining factor in the possibility of obtaining them, along with convenience. Availability mainly refers to the availability of physical and non-physical access to the service. So, in 2023, when evaluating 50 public services, the average value of assessing the availability and convenience of the provision of services is at 4.77 points and the level of satisfaction is at 78.8%. At the same time, the convenience and availability of services received in electronic form are estimated at 4.77 points, and in paper form at 4.76 points (Table 2).

Table 2

Service availability and convenience

	Average score		Satisfaction level	
Paper form				
The service provider building is conveniently located	4.76	4.76	78.9%	77.3%
Convenient opening hours	4.74		75.7%	
Has enough parking spaces	4.74		69.9%	
There was easy access to the building (for example, there were no barriers to physically entering and staying in the building)	4.81		82.7%	
There were necessary waiting areas in which it was comfortable	4.73		73.3%	
The service was provided on a fair and equal basis	4.81		83.0%	
Electronic form				
Assessment of ease of registration on the portal for electronic service	4.78	4.77	81.9%	80.4%
Easy to obtain Electronic Digital Signature (EDS)	4.76		78.7%	
EDS ease of use	4.77		80.0%	
Assessment of the appearance (design) and structural organization of the portal (online platform) where the service was received	4.77		81.1%	
Mean	4.77		78.80%	

When receiving services in paper form, service recipients rated the subcriteria «easy and barrier-free access to the building» (4.81 points) and «the service was provided on a fair and equal basis» (4.81 points), while less satisfied were the lack of

comfortable waiting areas (4.73 points) and «availability of parking spaces in front of the building» (4.74 points).

When receiving services in electronic form, the lowest average score received the subcriteria «ease of obtaining an EDS»

(4.76 points), which may indicate that when the service recipient first receives an EDS, difficulties arise and additional ICT knowledge may be needed to independently obtain EDS, especially for older people and those who do not use a computer on a daily basis. Nevertheless, with further authorization and use of the EDS, the service recipients gave the highest rating and the average score was 4.77 points - noting the ease of use of the EDS in the future.

The next criterion for assessing the quality of public services is information and communication. The information provided by all service providers must be accessible,

open, complete, reliable and up-to-date, and the filling stages and additional explanations are understandable for any service recipient, regardless of age, gender, language of communication, level of education and other features. Thus, information and communication is estimated at 4.77 average points, while the average score is slightly higher for services provided offline (+ 0.04 higher). At the same time, the service recipients highly appreciated that when receiving services both online and offline, the information is provided in two languages, as well as there are employees who speak two languages (4.75 and 4.82, respectively) (Table 3).

Table 3

Service Information and Communication

	Average score		Satisfaction level	
Paper form				
I had the opportunity to access information about public services in various ways (for example, on the website, call center)	4.83	4.79	84.7%	81.6%
It was easy to find the necessary employees, offices	4.75		77.3%	
The building had all the necessary signs that are understandable and useful	4.79		81.3%	
I have received step-by-step instructions (information, advice) on receiving the service	4.79		81.3%	
I had a choice of Kazakh and Russian languages (for filling out documents, communication)	4.82		83.7%	
Forms and forms, other documents were easy to understand	4.78		80.7%	
Provided full information on the list of documents required to receive the service	4.79		82.1%	
Electronic form				
Assessment of the ease and speed of searching for information on the service of interest on the portal (online platform)	4.74	4.75	80.0%	79.6%
Assessment of the relevance and comprehensibility of information on the portal (online site) on the requirements (necessary documents) for obtaining the service	4.69		75.0%	
Assessment of simplicity and clarity of information on the method of obtaining the service on the portal	4.75		79.4%	
Information on the portal is available in Kazakh/Russian	4.81		84.3%	
The instructions for using the portal are fully understood and	4.75		79.4%	

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easy to use				
Mean	4.77		80.6%	

Service recipients rated the work of the service provider's employees at 4.78 points and the level of satisfaction was recorded at 81.7% (Table 4).

Table 4

Evaluation of employee performance in the provision of public services

	Average score		Satisfaction level	
Paper form				
Employees are competent, knowledgeable	4.79	4.78	83.1%	81.7%
Operational employees	4.76		79.8%	
The staff are polite and attentive to my needs	4.78		82.1%	

At the same time, the subcriteria «employees are competent and possess information» (4.79 points) received the greatest importance, while the efficiency of employees was rated lower than the rest of the subcriteria (4.76 points).

collection procedure and submission process should be simple and clear, both in organizational and technical terms. Thus, the overall average value is 4.79 points, and the level of satisfaction was estimated at 82.2% (Table 5).

One of the significant criteria for assessing the quality of public services is the procedure for its provision. The

Table 5

Evaluation of the procedure for the provision of public services

	Average score		Satisfaction level	
Paper form				
The procedure for collecting and submitting documents is simple and straightforward	4.83	4,78	85.1%	81%
The review procedure is optimal, simple and straightforward	4.73		75.9%	
The procedure for issuing the result is convenient, simple and understandable	4.80		82.2%	
Electronic form				
The collection of documents necessary for obtaining an electronic service took place without unnecessary bureaucracy (including going to authorities, offices)	4.81	4,80	84.4%	83.3%
The process of collecting documents required/required to receive an electronic service is fully automated (available online)	4.79		82.8%	
Uploading required/required documents to the portal (online platform) to receive an electronic service was easy	4.77		80.4%	
There were no errors, shortcomings in the received document (certificate, certificate, etc.)	4.82		85.4%	
Mean	4.79		82.2%	

obtaining a service online, through

electronic portals and services, is rated by service recipients higher than those

received in the offices of service providers - 4.80 and 4.78, respectively.

Above the rest of the stages, the received final document (certificate, certificate, etc.) was evaluated, which has no errors and inaccuracies in electronic form (4.82 points), whereas the process of uploading the required documents to electronic portals (4.77 points) causes the greatest difficulties. The review procedure causes more difficulties for service recipients (4.73 points) than the procedure

Table 6

Assessment of the timing of the provision of public services

	Quantity	Average score		Satisfaction level	
Paper form					
The time required to receive the service is acceptable («I fully agree»)	3454	4.73	4.74	71.6%	72.8%
Waiting time, on-site queues acceptable («Strongly Agree»)	3571	4.75		74.0%	
Electronic form					
The received document/electronic service was provided in a short/timely manner	4216	4.78	4.78	84.9%	84.9%
Mean			4.76		78.9%

The analysis of the level of satisfaction with the quality of public services, including the provision of services in electronic form, revealed the following problems:

- insufficient integration of information systems of state bodies and low level of their penetration into the public administration system;
- high level of bureaucratization of public services;
- low demand for e-government among the population, periodic technical failures in the system, difficulty in understanding instructions, low quality of service for a virtual assistant and a single contact center.

Integration of government databases is slow, leading to low satisfaction with the quality of services provided and hindering the automation of public services.

Digitalization of public services requires a revision of the register of public

for collecting and submitting documents in paper form (4.83 points).

The criterion for the timing of the provision of services was rated at 4.76 points and the level of satisfaction was 78.9%. At the same time, the terms for the provision of services on the electronic portal and services are estimated higher (4.78 points) than when the service was received offline at the service provider's office (4.74 points) (Table 6).

services in order to reduce it in a timely manner and exclude services related to the provision of various kinds of reference information.

Problems in the work of the portal include procedural difficulties in working with it, technical failures in the system, slow customer service, which also contributes to dissatisfaction with the quality of work.

The country's population wants to receive effective services of high quality from government agencies. Regardless of the digital capabilities of e-government, service recipients prefer high-quality customer service, which is an important concept that reflects consumers' behavioral ideas about better service.

All of the above problems primarily undermine the confidence of citizens in the state and lower the image of «public administration.»

Conclusion. One of the main problems in the provision of public services remains the predominance of the administrative approach, since the vast majority of public services come from the functions of state bodies for documentation, regulation, accounting and registration. Meanwhile, many functions of state bodies aimed at realizing the rights, freedoms and legitimate interests of citizens are implemented without appeal on an individual basis, respectively, they remain without sufficient attention.

In this regard, it seems necessary to generally change approaches in this area. It is advisable to fill the concept of «public service» with a new meaning, taking into account the best world practices, by expanding its coverage and public services

provided by state bodies in the framework of other functions - education, medicine, transport, housing and communal services, law enforcement, etc.

The first step in this direction should be a revision of the regulatory and legal framework for determining public services, based on an understanding of the requests of citizens and society in the need to receive and provide a particular service. That is, it is proposed to generally move to the paradigm of «public service for a person» instead of the currently used «person for public service». In this case, the service provided to society can be considered as a public service.

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МЕМЛЕКЕТТІК ҚЫЗМЕТТЕРДІ ЦИФРЛАНДЫРУ

Аңдатпа. Қазақстан Республикасының мемлекеттік қызметтер саласындағы мемлекеттік басқаруды цифрлық трансформациялау мәселелері, мемлекеттік қызметтер көрсету сапасының проблемалары, цифрландыруды енгізу арқылы мемлекеттік қызметтер көрсетудегі әлемдік үрдістер зерттелді. Зерттеудің өзектілігі мемлекеттік қызметтердің сапасын арттыру әрбір елдегі үкіметтің маңызды міндеттеріне жататындығымен негізделген. Халықтың мемлекет жұмысына қанағаттану деңгейі мен оған деген сенімі мемлекеттік қызмет көрсетудің сапасына байланысты.

Қазіргі жағдайда қызметтерді ұсыну процестерін автоматтандыру және цифрландыру арқылы мемлекеттік қызметтерді көрсету мүмкіндігі дамыған және демократиялық елдерде негізгі басымдық болып табылады.

Қазақстан Республикасында цифрлық экономика талаптарына және әлемдік үрдістерге негізделген мемлекеттік қызметтер көрсету саласында елеулі өзгерістер енгізілді: маңызды нормативтік құқықтық актілер қабылданды, мемлекеттік қызметтер көрсету процестері оңтайландырылды, электрондық үкімет жобасы іске асырылды, «Азаматтарға арналған үкімет» мемлекеттік корпорациясы және мемлекеттік қызметтер көрсету сапасын жетілдіру жөніндегі бірқатар басқа да шаралар құрылды.

Тірек сөздер: мемлекеттік көрсетілетін қызметтер, электрондық үкімет, «Азаматтарға арналған үкімет» мемлекеттік корпорациясы, мемлекеттік көрсетілетін қызметтер тізілімі, цифрландыру, көрсетілетін қызметтерге қанағаттану, көрсетілетін мемлекеттік қызметтердің сапасы, мемлекеттік органдардың дерекқорын интеграциялау.

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ЦИФРОВИЗАЦИЯ ГОСУДАРСТВЕННЫХ УСЛУГ

Аннотация. Исследованы вопросы цифровой трансформации государственного управления в сфере государственных услуг Республики Казахстан, проблемы качества оказания государственных услуг, мировые тенденции в оказании государственных услуг посредством внедрения цифровизации. Актуальность исследования обоснована тем, что повышение качества государственных услуг относится к важнейшим задачам правительства в каждой стране. Именно от качества оказания государственных услуг зависит уровень удовлетворенности населением работы государства и доверия к нему.

В современных условиях возможность оказания государственных услуг посредством автоматизации и цифровизации процессов предоставления услуг является ключевым приоритетом в развитых и демократических странах.

В Республике Казахстан внедрены значительные изменения в сфере государственных услуг, которые обусловлены требованиями цифровой экономики и мировыми тенденциями: приняты важные нормативно-правовые акты, оптимизированы процессы предоставления государственных услуг, реализован проект электронного правительства, создана Государственная Корпорация «Правительство для граждан» и ряд других мер по совершенствованию качества оказания государственных услуг.

Ключевые слова: государственные услуги, электронное правительство, Государственная Корпорация «Правительство для граждан», реестр государственных услуг, цифровизация, удовлетворенность услугами, качество предоставляемых государственных услуг, интеграция баз данных государственных органов.

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