

WELCOMING REMARKS

**SENIOR DEPUTY DIRECTOR
NATIONAL INSTITUTE OF PUBLIC
ADMINISTRATION (INTAN)**

DIGITAL LEADERSHIP EXCHANGE (DLE)

**THEME: “ENHANCING CITIZEN EXPERIENCE
FOR DIGITAL GOVERNMENT”**

14TH SEPTEMBER 2017

**GRAND MILLENIUM BALLROOM
HOTEL LE MERIDIEN
PUTRAJAYA**

Bismillahirraahmanirrahim,
Assalamualaikum Warahmatullahi wabarakatuh,

Salam Sejahtera. Salam 1Malaysia.

YBHG. DATO' NOR INCHUN MOHAMED SALLEH TIMBALAN
KETUA PENGARAH PERKHIDMATAN AWAM (OPERASI)

MR. MARCUS FOTH,
PROFESSOR OF URBAN INFORMATICS, QUT DESIGN LAB,
QUEENSLAND UNIVERSITY OF TECHNOLOGY,
AUSTRALIA.

MR CHAD BOND,
DEPUTY DIRECTOR, STANDARDS ASSURANCE TEAM,
GOVERNMENT DIGITAL SERVICE (GDS), UNITED
KINGDOM.

YBRS. DR. HALIMAHTUN MOHD KHALID,
PRESIDENT, DAMAI SCIENCES KUALA LUMPUR.

YANG BERUSAHA PUAN HAIZAN YUSOFF, KETUA
KLUSTER, KLUSTER INOVASI TEKNOLOGI PENGURUSAN
(IMATEC), INTAN Bukit Kiara.

Pengarah - Pengarah Bahagian JPA, Dato'-Dato', Datin-Datin,
Wakil-wakil kementerian dan SUK, Tuan-tuan dan Puan-puan
yang dihormati sekalian.

CORETAN KATA – PEMBUKA BICARA

1. Alhamdulillah, setinggi tinggi kesyukuran dirafakkan ke hadrat Allah SWT kerana dengan limpah dan izin-Nya, dapat kita bersama-sama menghadiri DIGITAL LEADERSHIP EXCHANGE (DLE) 2017 hari ini. Saya turut mengucapkan setinggi-tinggi terima kasih atas kesudian Yang Berbahagia Dato'-Dato', Datin-Datin, Tuan-tuan dan Puan-puan menghadiri seminar hari ini.

Izinkan saya meneruskan ucapan ini di dalam Bahasa Inggeris.

Ladies and Gentlemen,

2. Experience is about feelings and this is in line with the event's theme, which is "*Enhancing Citizen Experience for Digital Government*". We must focused on the citizen's needs within their capabilities. We should include their participation in designing every day services. This will ensure the system, services and products to be useful and meaningful.

3. I would like to extend my appreciation to the Cluster for Innovative Management Technology (IMATEC) of INTAN, Malaysian Administrative Modernisation and Management Planning Unit (MAMPU) and Malaysian Digital Economy Corporation (MDEC) for successfully organising this event, which is indeed timely and apt.

4. We are honoured today to have three distinguished guest speakers with us to exchange their experience in implementing, monitoring and measuring the digitisation of human tasks. This event should be of great benefits to us especially to establish a digital mind-set within officials by embracing and adopting digital government trends, citizen experience service design, digital technologies and tools beyond IT personnel.

5. On behalf of the National Institute of Public Administration (INTAN), I am glad to welcome all participants to this event, thank you for being here, despite your busy schedule. It is my hope that this event can bring benefits to all participants especially in the afternoon roundtable, where you will be able to experience the Design Sprint session. Design sprint will help you to get the potential result that you want at the lowest cost and the quickest manner.

Ladies and Gentlemen,

6. In line with the government's desire to uphold the delivery of public services through the empowerment of the Digital Government initiative, INTAN had organised this event, which is a series of Digital Leadership Masterclass (DLM).

7. Digital Leadership initially focuses on top-line leaders from the public sector who are involved in the digital development and transformation, to facilitate the sharing of insights and knowledge with world-class practitioners. It requires a character and capabilities to leverage on digital technologies to innovate.

8. Now with the Digital Leadership Exchange platform, it allows both top bottom and bottom-up exchange, escalate issues from feedback downward to higher-level leaders. This leadership-level platform should monitor and translate improvement opportunities into front-line and back-line solution leaders.

BACKGROUND

9. According to the Malaysian Administrative Modernization and Management Planning Unit (MAMPU), Public Service Department (PSD), Economic Planning Unit (EPU), Ministry of Finance (MOF) and Malaysia Productivity Corporation (MPC) in the Eleventh Malaysia Plan document, 10,369 out of 13,483 total government services are provided online. This takes up 77% of all services that have already been online. As of today, this has increased to be 88.5%. More services will be provided through a single sign-on platform. Priority on mobile platform is also crucial to increase usage and expand the coverage. Additionally, the National Open Data Initiative enables interactive feedback, transparency, data analysis and open innovation by businesses and individuals.

10. The digital reinvention of the government will transform service delivery and citizen interaction. This digital transformation requires smart technology investments; a change of the culture by challenging outdated processes, uses fresh insights to make decisions and applies a user-focused lens to every facet of the government's mission. The new digital culture is one in which citizens can engage in new ways to help frame

policies, shape programs, share information, and receive services.

CURRENT CITIZEN CENTRICITY INITIATIVES AND CURRENT TECHNOLOGY TREND

Ladies and Gentlemen,

11. One of the pillars in Chapter 9 of the 11th Malaysia Plan, 2016 to 2020 is enhancing the service delivery with citizens at the centre. For example, the Transformasi Nasional 2050 (TN50) is having dialogue sessions to gauge citizen's challenges and trying to allocate resources for the relevance issues.

12. Despite the government's effort to move towards improving the digital user experience, there is still plenty of room for improvement.

13. Citizen centricity calls for government openness, transparency, responsiveness and citizens participation. The new digital culture emphasize on citizen-centricity that will empower citizens to perform the tasks they need to accomplish with maximum convenience, speed and transparency of information, personalised their interaction with government through responsive design of multi-channel convenience.

14. For this transformation, the government wants to be in a position to give the positive citizen experience to the people, both

in digital and non-digital world. Whatever services that the government provides, it should reach its purposes and fit for use, supporting mental, physical and emotional capabilities of the citizens.

15. The ultimate goal here is to promote continuous improvement of the services, both online and offline. Government leaders must measure and manage the whole citizen experience, not just the touch points where the citizens interact with one service. Any part of the agency's website, branding or services will give a whole perception of the agency's quality. The failure or the success of agency's services depends on a single experience provided to the citizens.

CHALLENGES AND EXPECTATIONS IF THIS DIGITAL LEADERSHIP EXCHANGE

Ladies and Gentlemen,

16. The Design Sprint approach requires all public sector leaders to champion the empathy for the citizens through citizen engagement by talking to the citizens and observing their environments to gauge their feelings in the mission to provide a positive citizen experience.

17. The public sector needs retraining in order to embrace the concept and practice of citizen-centricity of the government services both in the digital and nondigital environment. The approach of empathy is driven by the principles of human-centered design. Thus a new syllabus for the design citizen-

centric services that incorporate human-centered design needs to be developed in partnership with INTAN, universities and other relevant stakeholders and delivered by INTAN for the vital training of government officers to enable them to pursue the citizen centric services.

18. In addition, the performance metrics of citizen-centricity needs to be developed and used to measure the citizens' satisfaction with the government services.

CLOSING

Ladies and Gentlemen,

19. I personally hope that all participants to engage and participate actively especially in the Design Sprint session in that is schedule in the afternoon. Brainstorm a significant and relevant problem to get realistic solutions. Pick up points that can help the transformation of our digital government leaders to become more empathic.

20. Once again, I would like congratulate the organisers, JPA (INTAN), MAMPU and MDEC for successfully organising this event and this strategic partnership should be continued in organizing other beneficial events in future. It is my hope that this event can enlarge the spectrum of knowledge among us in achieving our goal towards digital government.

Sekian, Wabillahitaufik Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh. Thank you.