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CRM systems in Estonia

Dear Eleonóra Šulíková,

Thank you for your letter and your interest in learning more about the functioning of the Estonian state and services. We will respond to your questions below and provide additional information.

The main tasks of the Personal Government Department of the Information System Authority are to offer personalized and event-based state e-services through the Estonian state portal eesti.ee and the eesti.ee mobile application. We aim to provide reliable and quality solutions for service and information owners to reach their end users.

1. Multi-channel: Can an inquiry be initiated in one city office and completed in another? If initiated electronically, must it be completed electronically?:
 - a) Registration – visit the city office with a new title of ownership and identity card. In Estonia, this can be done through the Estonian state portal eesti.ee (www.eesti.ee) as well as through our self-service portal e-population register that consolidates Estonian state population register services (<https://www.rahvastikuregister.ee/>);
 - b) Update personal data – visit the police department for a new identity card with the updated address. By logging into the eesti.ee self-service portal, individuals can see their dashboard, including their data, such as the address, which can be utilized in the state-created GOVSSO solution for further consumption in the e-population register.

The aforementioned activity can also be accomplished by logging into the e-population register, where one can view and update their data.

In Estonia, an ID card is the identity document that is mandatory for Estonian citizens residing in Estonia. Starting at the age of 12, the cardholder's fingerprints are also recorded.

- c) Vehicle registration – visit the traffic inspection to update vehicle documents.

E-services

- Me and my family
- Health care and prescriptions
- Pensions and allowances
- Education
- Work and labor relations
- Traffic
- Housing and real estate
- Notarised documents and execution proceedings
- Will and succession
- Maintenance allowance
- Hunting and weapons
- Private person as employer

Vehicle-related actions can be carried out through the Transport Administration's e-services page. Vehicle owners can see their vehicle-related data and, for example, driver's license information by logging into eesti.ee, where inquiries are made from the state databases and displayed.

d) Update property cadastre – update the permanent residence in the cadastre. I currently do not have an answer for this.

e) Notify other institutions – inform health insurance, the tax office, and schools if necessary. Separate notifications are not carried out, as the personal data in the Population Register serves as the basis for various actions and registries.

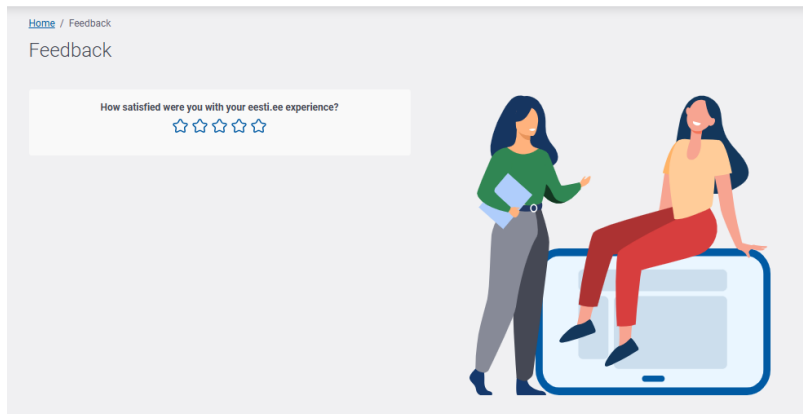
2. Feedback: How do you monitor and collect feedback from citizens after their visit?
Different institutions have various methods for collecting feedback.

General statistics in the state portal measure total visits, unique logged-in visits, accessibility of self-service services for individuals and entrepreneurs, and visits to information articles.

User experience is measured based on NPS (Net Promoter Score) on a scale of 0-10. Starting from 2025, we will measure user experience and satisfaction based on CSAT (Customer Satisfaction Score) on a scale of 1-5.

Important information: We measure business services, but we do not evaluate technical issues, as this needs to be addressed this year. For technical elements, we measure basic maintenance and development work, and metric creation is planned for 2025.

Example:



3. Personalized assistance: Do offices communicate with each other? Can one official assist with multiple tasks, or do I need to visit multiple offices?

It depends on the service we are discussing. Offices can communicate with each other, but a large portion of public services can be accessed through existing self-service environments.

4. Application status: Can one official view the status of all active citizen applications in institutions (with the citizen's consent)?

Unfortunately, I cannot answer this, as we are more like intermediaries and providers of the environment within the State Information System, through which services can be accessed. We do not see the specific processes of particular institutions and officials.

I would like assistance regarding publicly available documents related to digitization.

Here are some links, that are in Estonian, but you can use your browser's translation settings to translate them into English:

- <https://www.justdigi.ee/digi-side-ja-kuber/riigi-infosustem>
- <https://www.justdigi.ee/digi-side-ja-kuber/digiteenused/digiteenuste-arendamine>
- <https://www.justdigi.ee/digi-side-ja-kuber/digiteenused/personaalne-riik>
- <https://www.rahvastikuregister.ee/>

Yours faithfully,

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