

## CLIENT SATISFACTION ON GOVERNMENT SERVICES

*by:*  
**Jenevei Jimeno Acar**

Client satisfaction is prioritized by successful organizations that provide people with goods or services. The client satisfaction level assesses the organization's ability to provide quality service to its clients. After learning the results of their clients' satisfaction level responses, it is critical for organizations to go beyond measuring clients' perceptions of their service by determining what their clients expect from them and setting standards to improve the quality of their outputs.

Even if they are not typically focused on competitive advantage or profitability, public sector organizations are not exempt from providing quality service and satisfying their customers. As a result, it must also establish service quality standards that meet clients' needs and expectations. High quality service is expected from all government institutions, from national agencies to local government units, in order for them to achieve their agency mandate and mission. To achieve their objectives, government offices should actively engage citizens by soliciting feedback on the quality of services provided. This outside-in approach, also known as a citizen-centered approach in the government sector, values clients' voices and understands their needs. In this approach, public responses are used as guidelines to improve service standards, thereby ensuring the delivery of quality frontline government services.

From the perspective of the citizen, declining citizen satisfaction is directly related to declining public trust and rising costs associated with ineffective and inefficient government service delivery. Focusing on improving citizen satisfaction by making transactions easier and faster can increase citizens' willingness to comply with government requirements and their trust in the government. Thus, investing in

improving citizen services is critical for establishing connections and cultivating positive relationships with the public. Setting service standards can thus greatly benefit the government by soliciting citizen feedback from achieving their set mission, satisfying the public and gaining their trust, engaging employees, reducing operational costs, and improving revenues.

Citizens' needs and expectations shift, and the government must adapt to meet these changes through technology and innovation. This can only be accomplished through continuous measurement of client satisfaction and what matters to them, as well as understanding and effectively addressing their needs and expectations.

*References:*

Retrieved from: <https://www2.deloitte.com/us/en/pages/public-sector/articles/customer-service-in-government-satisfaction.html>