CHAPTER 4
ROLE OF INFORMATION AND TECHNOLOGY & ITS IMPACT ON CITIZENS IN CHANDIGARH

How the customer perceives service delivery means Customer satisfaction. That exact customer satisfaction during the performance of service is basically the function relating to the customer expectation. Hence, it is important to understand how customer expectation is formed in way to identify the factors of service satisfaction in the service delivery system. As different customers have different expectations, based on their knowledge of a product or service. The customer may estimate what the service performance will be or may think what the performance ought to be. If the service performance meets or exceeds customers’ expectation, the customers will be satisfied.

Customers’ Satisfaction

The satisfaction is an evaluation of the customer comparing its availing services expectations of what they receive from the service to their subjective perceptions of the performance they actually did receive. Satisfaction is one’s feelings of pleasure or disappointment resulting from comparing a service perceived performance or an outcome in relation to its expectation. Similarly, customer satisfaction is a collective outcome of perception, evaluation and psychological reactions to the consumption experienced by a person while availing service.

Customers’ Expectation

The customers’ expectation is formed by many uncontrollable factors including the previous experience while availing services, and customers’ psychological condition at the time of service delivery, customer background and values in order to avail service. It may be based on previous service experiences, learning and word-of-mouth communication. The diversity of expectation


can be concluded that expectation is an uncontrollable factor which includes the past experiences, advertising and customers’ perception at the time of availing services, background and attitude and services provider. Furthermore, the influence of customers’ expectation is based on individual needs, customers’ experiences and other personal attitudes as different customers have different expectation based on its awareness about the services.

In this chapter an attempt has been made to analyze the satisfaction level of customers and employees over the services and working of Sampark Centers in Chandigarh. This chapter is briefly, explains firstly, the point of view of the customers who visit the Sampark Centers in Chandigarh for availing e-services. Secondly, the views of the employees of Sampark Centers in Chandigarh who are presently working at Sampark Centers in Chandigarh. The chapter is based on analyzed figures obtained on the basis of questionnaires distributed separately among customers and employees during the course of field study.

For this study, a sample of customers visiting and the employees presently working at Sampark Centers were taken from Sampark Centers in Chandigarh. The selection of sample was done by random sampling technique. In order to garner the views about the satisfaction level of employees and customers at the e-Sampark centers regarding online services and working, separate questionnaire was distributed among the customers and employees. Those respondents who faced difficulty in understanding questions were explained in simplified and Punjabi and Hindi was the language. The outcome of the questionnaire distributed among the customers and employees during the field study resultedand are interpreted through simple statistical tabulation and Pie Charts by finding averages, means and percentages.

Citizen’s satisfaction over the services provided at Chandigarh Sampark centers depends upon the most availing services by the citizens. The table 4.1 indicates the most availing services by the citizens which further explain the satisfaction of the citizens over the services provided through Sampark centers. Monthly, there are about 1,92,928 transactions are recorded for the services provided at Sampark.

Table No. 4.1
## Most availing Services by Citizens

(From: 01-01-2016 to: 23-06-2016)

<table>
<thead>
<tr>
<th>S No</th>
<th>Services</th>
<th>Per Day Transaction</th>
<th>Per month Transactions</th>
<th>Transaction Total (01-01-2016 to 23-06-2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Certificates</td>
<td>19</td>
<td>576</td>
<td>3,456</td>
</tr>
<tr>
<td>2</td>
<td>Commercial Tax</td>
<td>316</td>
<td>9,536</td>
<td>57,215</td>
</tr>
<tr>
<td>3</td>
<td>Utility Services and Bill Payment</td>
<td>5,142</td>
<td>1,54,268</td>
<td>9,25,612</td>
</tr>
<tr>
<td>4</td>
<td>Social Welfare &amp; Pension</td>
<td>3</td>
<td>74</td>
<td>446</td>
</tr>
<tr>
<td>5</td>
<td>Transport</td>
<td>722</td>
<td>21,651</td>
<td>1,29,909</td>
</tr>
<tr>
<td>6</td>
<td>Engineering Services</td>
<td>4</td>
<td>100</td>
<td>580</td>
</tr>
<tr>
<td>7</td>
<td>Other Services</td>
<td>20</td>
<td>577</td>
<td>3,467</td>
</tr>
<tr>
<td>8</td>
<td>Police</td>
<td>33</td>
<td>999</td>
<td>5,999</td>
</tr>
<tr>
<td>9</td>
<td>Grievance</td>
<td>51</td>
<td>1,533</td>
<td>9,198</td>
</tr>
<tr>
<td>10</td>
<td>Health</td>
<td>120</td>
<td>3,614</td>
<td>21,687</td>
</tr>
<tr>
<td></td>
<td>Total e-Transactions</td>
<td>6,430</td>
<td>1,92,928</td>
<td>1,157,569</td>
</tr>
</tbody>
</table>

The table 4.1 figures the e-transaction recorder per day, per month and six month e-Transactions. It states that the citizens are very much active participants at the Sampark centre to avail the variety of services. Hence, there are 6,430 transaction recorded every day, which analyses that citizens are much satisfied by the services provided at Sampark Centers. Most availing services by the citizens at Chandigarh Sampark centre are utility services and bill payments, transport and health services. Of the total revenue collections of Sampark, majority of the collections are done by the Engineering Department, Chandigarh Administration\(^3\) over the utility services and bill payments.

### Customers Responses

Question: Are Sampark Centers conveniently located in Chandigarh?

In response to table no. 4.1, while interacting with the respondents, the majority, i.e. 90% feel that Sampark Centers are conveniently located, while 5% responded by saying to some extent; 3% opined no; and 2% said not at all. Therefore, it can be observed that majority of respondents are satisfied about the convenient location of Sampark Centers in Chandigarh.
Question 2: Are there adequate signboards directing to locate SamparkCentress in Chandigarh?

![Percentage of Respondents](image)

The data pertaining to table no. 4.2 indicates that out of the total respondents 20% of customers opined that there are adequate signboards to locate Sampark Centers in Chandigarh, while 10% felt to some extent; 50% respondents stated by saying no; 20% felt not at all signboards are not there to locate Sampark Centers in Chandigarh. Thus, it was found that there are not much adequate sign boards to locate SamparkCenters.
Question 3: Do you find the staff at the enquiry counter cooperative at Sampark Centers in Chandigarh?

![Percentage of Respondents](image)

Figure 4.3

In table no.4.3 it can be observed that larger part of the respondents constituted 80% felt that the staff is very cooperative whereas 10% viewed that the staff at the enquiry counter at Sampark Centers in Chandigarh are cooperative, while; 8% opined that staff at the enquiry counter are partially cooperative; and 2% did not find the staff cooperative. Thus, it shows that staff at the enquiry counter is very cooperative at Sampark Centers in Chandigarh.
Question 4: How is the behavior of dealing employee at the customer counter at Sampark Centers in Chandigarh?

Figure 4.4

In response to table no. 4.4, it was observed that majority of the respondents, i.e., 80% responded by saying that employees are very courteous; while 15% expressed that dealing employees at Sampark Centers in Chandigarh are courteous, 1% opined that dealing employees are rude and 4% did not comment. Hence, it can be observed that dealing employee at Sampark Centers in Chandigarh is very courteous.
Question 5: What is the skill level of the employees at the Sampark Centres in Chandigarh?

In table no. 4.5, it can be observed that majority of the respondents, i.e. 80% are with the opinion that SamparkCenters employees in Chandigarh are highly skilled, while 8% opined that employees were skilled to some extent; 10% felt that employees are skilled; and 2% responded that the employees at the Sampark centers are not skilled at all. Hence, it shows that employees at SamparkCenters are highly skilled and well trained, in delivering services to the customers.
Question 6: Are you aware of all the services provided at the Sampark Centres in Chandigarh?

Figure 4.6

In table no. 4.6 as question was posed to respondents about awareness of all services available at the Sampark Centers in Chandigarh, majority of the customers, that is 60% responded fully aware, while 30% are partially aware; 8% opined that they are not aware; 2% responded by saying that they are not at all aware about all the services at Sampark in Chandigarh. Hence, it shows that majority of the respondents are only fully aware about the services of Sampark Centers in Chandigarh and though improvement is needed to make all the customers fully aware about services provided at Sampark Centers.
Question 7: Is your query attended at the Counters at Sampark Centres in Chandigarh?

Table no. 4.7 examined the statement, Is your query attended at Single window at Sampark Centers in Chandigarh. It is evident that larger section of the respondents that is 94% felt that their query is much attended at the counter at Sampark Centres in Chandigarh, while 5% opined that their query was attended at single window often but not every time; and 1% expressed their opinion that their query is rarely attended. Thus, it can be observed that queries of the mostly all the customers are attended at single window at SamparkCenters in Chandigarh.
Question 8: Have the Sampark Centres in Chandigarh led to simplification of procedure for the customers in availing the services?

In table no. 4.8, it can be observed that majority of the respondents, that is, 60% are with the opinion that Sampark Centers in Chandigarh has led to simplification of procedures in availing services by responding yes, while 37% opined to some extent; and 2% responded by saying no. 1% responded not at all. Hence, it shows that SamparkCenters have led to simplification of procedures for availing various services provided by Sampark Centers. But few working class, entrepreneurs and shopkeepers need another mode to make payments.
Question 9: Do you think Sampark Centres in Chandigarh provides services customers in a time bound manner?

The response in the table no. 4.9 indicates that majority of respondents, i.e., 95% felt that Sampark Centers in Chandigarh provides services to customers in a time bound manner by responding yes, while 4% opined that to some extent services are provided in a time bound manner; 1% responded by saying no. Hence, it indicates that Sampark Centers provide services to customers in a time bound manner.
Question 10: Do you think the timings of Sampark Centres in Chandigarh are appropriate?

Table no. 4.10 examined the statement that appropriate timings of Sampark Centers in Chandigarh. 50% of respondents responded fully appropriate. It was clear that 15% of the respondents felt that timings of Sampark Centers are quite appropriate, while 30% opined that the timings are appropriate but needs improvement; for 5% of respondent timings are not at all appropriate. Therefore, it is implied that majority of respondents are satisfied with the timings of Sampark Centers in Chandigarh but at the same time 40% of customers demanded improvement in timings as the time is not much convenient to them.
Question 11: Do you find working of Sampark Centres in Chandigarh is transparent in delivering services to the customers?

The data pertaining to table no. 4.11 indicates that out of total respondents, larger section of the respondents i.e. 95% agreed with the statement that working of Sampark Centers in Chandigarh are fully transparent, while 3% responded by saying partially transparent; 2% felt quite transparent. Therefore, it can be observed that working of Sampark Centers in Chandigarh is much transparent in delivering the online services to the customers.
Question 12: Do you think Credit/debit card facility for payment of dues should be introduced at Sampark Centers in Chandigarh?

![Percentage of Respondents](image)

The responses in the table 4.12 indicate that 70% of the respondents feel the need of credit/debit card facility to be introduced for payment of dues at Sampark Centers in Chandigarh by responding yes, while 25% need that facility but to some extent; and 5% opined they do not need credit/debit card facility. Thus, the data indicates that respondents demanded debit/credit card facility at Sampark center premises in Chandigarh. Hence, there is a need to introduce credit/debit card facility.
Question 13: How would you rate overall concept of delivering of services through Sampark Centres in Chandigarh?

![Percentage of Respondents](image)

The response in the table no. 4.13 indicates that 30% of the respondents gave very good rating to SamparkCenters in Chandigarh, while 60% gave it an excellent rating; 8% rated the SamparkCenters average; 2% of the respondents rated poor as their opinion about the rating to Sampark Centres. Hence, it clearly shows that customers have rated the concept of Sampark Centres as excellent. But there can be more improvement. Thus, the working of SamparkCenters is very good.
Question 14: Are you satisfied with ambience at the Sampark Centres in Chandigarh?

In response to the table no. 4.14, large section of the customers, i.e. 50% viewed that they are not satisfied with the ambience at Sampark centers in Chandigarh, while 10% felt that they are partially satisfied with the ambience; and 20% are quite satisfied with the ambience. Only 20% of customers are fully satisfied with the ambience at Sampark Centre in Chandigarh. Thus, it can be observed that respondent’s are not satisfied with the ambience at Sampark Centers.
Table no. 4.15 examined the statement, Is the counter of senior citizens well attended at Single window at Sampark Centers in Chandigarh. It is evident that larger section of the respondents (senior citizens) that is 95% felt that the counter is much attended at Sampark Centers in Chandigarh, while 3% opined that the counter was attended often but not every time; and 2% expressed their opinion that the counter is rarely attended. Thus, it can be observed that queries of the mostly all the senior citizens are much attended at single window at the Sampark Centers in Chandigarh.
Employees Responses

Table No. 4.16

Question 1: Will permanent employment instead of contractual employment enhance more efficiency in the performance of Employees at SamparkCenters in Chandigarh?

Table no.4.16 indicates that 86% of the employees responded definitely yes that their performance will enhance if they are made permanent employees instead of contractual employment at SamparkCenters in Chandigarh; and 14% opined by saying yes. Hence, it indicates that the performance of employees is related to whether a job is permanent or contractual and permanent employees are likely believed to perform better.
Question 2: Do you think any inadequacy of equipment such as hardware, software and networking, or power supplies alike come in the way of efficiently delivering services to customers at Sampark Centres in Chandigarh?

**Percentage of Respondents**

![Bar Chart]

**Figure: 4.17**

Table no.4.17 examined the statement that inadequacy of equipment such as hardware, software and networking, power supplies etc. at Sampark Centers in Chandigarh do not come much in the way of efficiency in delivering services to customers as proved by the 40% of responses. 12% of the employees responded by saying yes, and 18% felt to some extent. Thus, it is observed that there are adequate equipments at the Sampark Centers in Chandigarh to lead towards the efficiency in the employees work.
Question 3: Are you satisfied with the overall working ways in context of delivering services to customers at Sampark Centres in Chandigarh?

The response in the table no. 4.18 indicates that 70% of the employees are highly satisfied and 13% are partially satisfied with the overall working in context of delivering services to customers at Sampark Centres in Chandigarh. Hence, it can be observed that respondents are satisfied with
the overall working in context of delivering services to customers at Sampark Centres in Chandigarh.

Question 4: Installation of token numbers and display LED’s at the peak hours are required in the way to improve the efficiency in delivering services to customers at Sampark Centers in Chandigarh?

![Percentage of Respondents](image)

Figure: 4.19
Table no.4.19 examined the statement that Installation of token numbers and display screens at the rush hours are required in the way to improve the efficiency in delivering services to customers at Sampark Centers in Chandigarh 60% of the employees responded by saying yes, and 20% felt to some extent. 15% respondent does not feel the requirement of token numbers. Thus, it is observed that there is much requirement of installation of token system at the Sampark Centers in Chandigarh to deal in the rush hours in order to bring efficiency in the employees work.

Question 5: Is there proper coordination between back-end and front-end office at Sampark Centres in Chandigarh to facilitate citizens with the services in a limited time bound Manner?
The data pertaining to table no. 4.20 indicates that out of the total respondents, 70% opined that there was proper coordination between back-end and front-end office at SamparkCenters in Chandigarh to facilitate services to the customers in a limited time bound manner by responding yes; and 26% felt but to some extent. Thus, it can be observed that there is a proper coordination between front-end and back-end office to deliver time bound services to customers.
Question 6: Do you think the Sampark centres in Chandigarh have resulted in better record management?

The response in the table no. 4.21 indicates that the majority of the respondents, i.e. 96% strongly agreed with the opinion that Sampark Centers in Chandigarh facilitates better record management, while 4% agreed that Sampark Centers facilitates better record management. Hence, it shows that employees of Sampark Centre in Chandigarh were of the firm opinion that these Centers have led to better record management.
Question 7: Do you think training facilities provided to employees is adequate in handling different jobs at Sampark Centre in Chandigarh?

In response to table no. 4.22, 95% of the employees feel that the training facilities provided to employees is adequate in handling different jobs at Sampark Centre in Chandigarh; 5% opined no; and 15% responded that training facility is adequate to some extent. Hence, it shows that respondents are satisfied with the training provided to them in order to deal with transactions and other equipments.
Question 8: Are you satisfied with the salary given to you at Sampark Centre in Chandigarh?

In response to table no. 4.23 it can be seen that 43% of the respondents are dissatisfied with the salary provided at Sampark Centre in Chandigarh, while 27% gave their opinion that they were highly dissatisfied with the salary provided; 30% are satisfied with the salary provided Sampark Centre in Chandigarh. Hence, it clearly shows that in employee’s opinion they are dissatisfied with the salary provided to them.
Question 9: Do you think Credit/debit card facility should be made an optional mode of payment at Sampark Centers in Chandigarh?

![Bar chart showing responses to the question](image)

**Figure 4.24**

The responses in the table 4.24 indicate that 90% of the employees responded for the need of credit/debit card facility to be made an option to make for payment of dues at Sampark Centers in Chandigarh by responding yes, while 5% need that facility but to some extent; and 5% opined that there is no need for credit/debit card facility. Thus, the data indicates that employees demanded that the mode of payment through debit/credit card facility at Sampark Center premises in Chandigarh must be available. Hence, there is a need to introduce credit/debit card facility.
Question 10: How is the behavior of the customer with the dealing operator at the counter at the Sampark Centres in Chandigarh?

![Percentage of Respondents](image)

**Figure 4.25**

In response to table no. 4.25, it was observed that majority of the employees responded that 80% responded by saying that they are very cooperative; while 19% expressed that dealing employees at Sampark Centers in Chandigarh are cooperative, 1% opined that dealing employees are rude. Hence, it can be observed that customers at the Sampark Centers in Chandigarh are very cooperative.
The above responses analyses that majority of citizens are satisfied with the deliverance of services through the e-governance initiatives. Project Sampark has increased the level of citizen’s satisfaction regarding the provision of services with respect to the quality and timing of the services at the Sampark centre counters. The initiative has bought in less travelling, transparency, speed, accountability, quick and convenient work as compared to the work done manually earlier. With the simplification of procedures of work done has brought a dramatic change in the behaviour of the dealing personnel.

**Chandigarh Sampark centre has resulted in Best practices**

As project Sampark provides approximately 50 services of various departments to the citizens of Chandigarh, the city has noticed a great transformation from the manual system to the electronic system. The citizens are very much satisfied with the services at the Chandigarh Sampark centers on the basis of the following characteristics:

- The coordination between DIT, Chandigarh Administration and public Private partnership has brought in the initiative as almost convenient way for the service delivery gate. Although the officials are not government employees, yet they serve to provide the government services with accuracy and guidance to the availing citizens.

- Project Sampark designs new services based on the requirements generated by citizens through the feedback and surveys conducted. Public participation has resulted deliverance of services as a Public desires. Recently, the services 3 more departments have been introduced in the Chandigarh Sampark centre’s services delivery list.

- The constant presence of the supervisor at each Sampark centers has made the citizens more free to ask question regarding any detail from the operator. The operator has been appointed for the delivery and guidance of services and to answer the queries of the citizens, they are accountable to citizens. They are very much supervised timely over their actions.
- Speed and easy delivery of services has resulted in efficient and timely services. The user is provided necessary information about the services by the centre which is considered as helpful feature. The centers are providing services to the citizens from 8 am to 8pm six days a week which suites the working class timings.

- The project has helped in eliminating corruption and the middle men work from the process especially for the railway ticket booking and passport services. The integration of this process has forced the department process in reengineering and standardization of delivery of services. All the services are available to all types of citizens visiting the Sampark centers.

- The project has been a success as it resulted in successful delivery of at least 50 services online. It has economically and financially proved sustainable. It sets a perfect example for other states in order to serve its citizens effectively and efficiently.

- Each Chandigarh Sampark centre will be soon initiating a front desk service for the convenience of the citizens. Presently, few centers have initiated help desk where the citizens can query and suggest with the feedback for the improvement of Sampark centers and services provided there in.

Chandigarh Administration with the use of ICT has made the government services available through the efficient way of delivery. Chandigarh Administration has put in much efforts to understand the needs if the citizens. With growing use of ICT and the smart city campaign the Chandigarh administration is laying much effort towards the public participation. There are much workshops and session every week taking place in Chandigarh.