

# BAROMETER 2023

## Citizen Experience

afnor

Since 2012, the AFNOR group has been feeding the **Baromètre Citizen Experience**, a national observatory of **public reception and user relationship management practices**. Nearly 2,000 communities and public structures participated in these mystery audits.

### How it works ?

- **13 mystery audits** by structure over 2 months
- **3 steps:** access, information/orientation and processing of user requests
- **20 major determinants** user satisfaction
- **400 items** from the Qualivilles and Services Publics + labels
- **6 contact channels:** telephone, email, mail, website, social networks and visit (optional)



## The winners of the 2023 edition

Cities with more than 50,000 inhabitants:

CITY OF CANNES (06)

Intermunicipalities:

CAPE ATLANTIC

Regions:

REGION OF COUNTRIES OF THE  
LOIRE

Cities between 20,00 and 50,000 inhabitants:

TOWN OF VERNON (27)

Departments:

DEPARTMENT OF ISÈRE

Other structures  
public:

TOURISM OFFICE  
BANYULS-SUR-MER

Cities with less than 20,000 inhabitants:

TOWN OF CERNAY (60)



# STATUS OF THE QUALITY OF WELCOME AND RELATIONS WITH USERS IN 2023

- **82%** messages sent to **Facebook** are answered within one day on average.
- **X (formerly witter)** is used much less with a response rate of **29%** only.

 **88/100**

  
**86/100**

- The successful appeal rate tends to deteriorate over the years. In 2013, **92%** appeals were successful on the first try against **77%** in 2023. The
- waiting time tends to lengthen (**16** seconds in 2013 against **28** in 2023).

**69/100** 

- **17%** sites display a full compliance with RGAA
- **16%** publish a survey summary of satisfaction
- **27%** have a navigation aid device (chatbot, FAQ, tutorials, etc.)

 **56/100**

- The response rate is decreasing (**51%** of letters answered in 2013 versus **40%** in 2023).

**67/100** 

- The response rate has remained relatively stable for **10 years**, with one in two emails not answered within 5 days.

## And compared to the private sector?

- **Private structures are better in terms of responsiveness**, particularly on the email channel where **85%** emails are answered within **24 hours** against **38%** for the public sector.
- **Public structures are better in terms of friendliness and courtesy of agents.** In 2023, **99%** public sector emails contain a polite phrase against **91%** emails from the private sector.



# SOLUTIONS ADAPTED TO THE MATURITY OF YOUR PROJECT

## BAROMETER AFNOR EXPERIENCE CITIZEN

I WOULD LIKE TO PARTICIPATE IN THE BAROMETER TO ESTABLISH A FIRST STATUS LOCATIONS OF THE QUALITY OF MY SERVICES AND COMPARE ME TO MY PEERS



## DIAGNOSTIC INTERNAL

I WOULD LIKE TO HAVE MY PRACTICES AND MY ORGANIZATION EVALUATED IN A FEW DAYS BY A PROFESSIONAL AND INDEPENDENT AUDITOR, BASED ON RECOGNIZED REFERENCES



## TRAINING

I WANT TO ENERGIZE REFLEXES CONTINUOUS IMPROVEMENT OF MY TEAMS AND/OR UNITE MY STAFF AROUND THE MANAGEMENT OF RELATIONSHIP WITH USERS



## DIAGNOSTIC FLASH

I WOULD LIKE TO BENEFIT FROM AN AUDIT PROFESSIONAL ON SITE TO IDENTIFY THE PATH TO TAKE IN VIEW OF A CERTIFICATION / LABELING



## CERTIFICATION / LABELING

I REQUEST CERTIFICATION / LABELING TO RECOGNIZE MY PERFORMANCE AND VALUE MY TEAMS



**Do you welcome the public? Participate in the 2024 edition of the AFNOR Barometer Citizen experience!**

Meeting on <https://www.afnor.org/secteur-public/barometre-citizen-experience/>  
or write to [us-atsectorpublic@afnor.org](mailto:us-atsectorpublic@afnor.org)

