

## Mystery audits: the quality of reception of public service users relies on proximity and digital transformation

**November 10 - On the occasion of the 10<sup>e</sup> edition of the AFNOR Citizen Experience barometer, 311 structures welcoming public service users were the subject of citizen mystery audits. The results confirm that communities are betting everything on proximity: better support in cities, multiplication of Regional Centers and room for improvement in France Services centers. A lot of effort is focused on digital.**

However, if 74% of the sites audited contain a section with online procedures, only 20% of the websites audited have a digital support system (FAQ, instant conversation on the home page or tutorial). The User Relations Conference (ARU), hosted by the City of Strasbourg, reveals the good practices of the highest-rated structures which were awarded the AFNOR User Relations Trophies.

### The 2022 list of the best reception structures

- Cities with more than 50,000 inhabitants: **City of Strasbourg (67)**  
Remarkable point: the city has set up a service to help with administrative procedures at home intended for people who cannot travel for health reasons. Not counting the bouquet of 47 public services in local town halls.
- Cities between 20,000 and 50,000 inhabitants: **City of Bourg-en-Bresse (01)**  
Remarkable point: the city actively involves its reception agents in defining the commitments of the community's quality approach.
- Intermunicipalities: **SICOVAL - Urban community of south-east Toulouse**  
Remarkable point: The urban area records a 25% first-response rate at reception, an ability to provide a detailed response on first contact, without going through specific receptions from the different services. It is also illustrated by an effort to digitally include users in the region.
- Departmental councils: **Department of Mayenne**  
Remarkable point: Online requests are processed daily in order to provide a timely and rapid response to users.
- Regional councils: **Grand Est Region**  
Noteworthy point: The regional authority has adopted a user relations strategy to drive its action in favor of the quality of service provided to the inhabitants of the Grand Est. It is within this framework that its continuous improvement approach is integrated, which aims to make the regional public service a public service of excellence. The administration, through the DIMAP (Delegation for Innovation and Modernization of Public Action) relies on fun and innovative communication (interactive media, games, etc.) to raise awareness among its employees of good practices in terms of quality of reception across all of its methods of contact with users.
- Social, personal assistance, solidarity and health services: **Department of Gironde, House of the Department of Solidarity of Graves**  
Remarkable point: the Department is made up of 36 Houses of the Department of Solidarity. To manage cooperation and unconditional welcome in the territory with the CCAS and CIAS, they activate "Territorial Conventions for concerted exercise on Solidarities", an experiment whose aim is to harmonize and coordinate the roles of everyone on the Girondin territory.
- Planning and economic development services: **Maison de Ma Région in Montauban in the Occitanie/Pyrénées-Mediterranean Region**  
Remarkable point: The personalization of the responses provided by the Maison de Région to users was a strong point highlighted by the survey, regardless of the solicitation channels (physical reception, telephone, email, mail, Facebook). This desire has also resulted in the establishment of a guide to good practices in accessing online aid and procedures to provide

humanized and personalized assistance to populations of users who do not have the equipment or computer skills.

[Download the summary of the AFNOR Citizen Experience 2022 barometer](#)

#### Quality of reception: when dematerialization does not rhyme with dehumanization

After a gap year linked to covid, the results of the AFNOR citizen experience barometer reflect the major trends revealed in recent years: users will find more responsiveness by contacting the administration via social networks (two thirds of requests answered privately in a delay of less than 3 days in 90% of cases) and by email (where 55% of emails answered are answered in less than 10 days), while traditional contact channels see their effectiveness plateau (case of the telephone channel which performs a little less), or even declines from year to year (only 40% of letters answered in less than 15 days). 77% of calls completed on the first call after 5.5 rings on average in 2022, compared to 96% of calls completed after 2.2 rings on average in 2021.

It should be noted that the fifty communities which took part in the mystery audits of the physical channel demonstrated an excellent reception, with a remarkable average performance of 86/100. This score holds up thanks to the commitment of professional and dedicated reception agents.

Proximity requires, regional hotels and their regional houses also made good progress of 12 points in one year, in particular thanks to better scores on digital channels. The Departments have been following the same progression for two years, developing the quality of their local services.

The Maisons France Services which entered the barometer in 2020 have declined by 5 points this year. These local structures which are expected to become widespread and are still recent have potential for improvement to be exploited, particularly on the Internet channel, since the vast majority do not have a dedicated website.

In conclusion, digital and proximity are two orientations now well underway in territorial public services, as close as possible to users, to design the public service of tomorrow, with nevertheless progress to be strengthened in the personalization and humanization of support, particularly people in greatest difficulty (people with reduced mobility, people with disabilities, language barriers, illiteracy, etc.).

Since 2012, the AFNOR group has produced the Citizen Experience barometer, a national observatory of reception practices and user relationship management in public structures. Since its creation, more than 2000 structures have taken part, convinced of the usefulness of **mystery audit** to measure the main determinants of user satisfaction: accessibility, responsiveness, courtesy, personalization, etc. 2022 specificities: many criteria from the Public Services + program have been integrated into the 10<sup>e</sup> editing.

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#### About the AFNOR group

Commissioned by the State to represent France in European and international standardization bodies, AFNOR makes good practices, developed collectively, available to all. A historical observer of quality in France, the AFNOR group equips public actors in their search for improvement, helping them to objectify their results. An associative group of international scope, established in France in 14 cities, AFNOR positions itself as a vector of trust for public actors and organizations in general. The general management of the AFNOR group is ensured by Olivier Peyrat. <https://www.afnor.org/secteurpublic>

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