

Based on the 2018 Citizen Satisfaction Survey on frontline government services

# Top Service Attributes That Matter to Citizens

Take another look at the top 10 service attributes that are most important for citizens in 2018. This can be used as a minimum set of Service Quality Standards for government-wide quality improvement.

See also the infographics on the 2020 top service attributes that citizens expect to see during the “new normal” where transactions range from face-to-face, phone call, and online.



Frontliners wear uniforms & IDs



Neat & professional frontliners



Delivers frontline service as promised



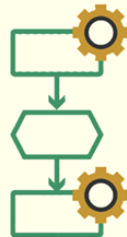
Fast transaction



Clean waiting area



No noon break



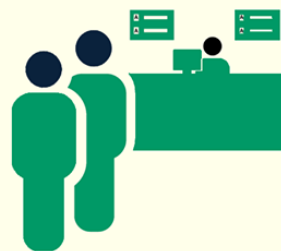
Simple & easy to understand transaction process



Simple & easy to fill out forms



Secured payment method



Easy payment method