

2020 citizen experience barometer

Nine winners facing the Covid-19 epidemic

Paris, November 12, 2020 - **The 8th edition of the AFNOR citizen experience barometer rewards 9 public structures which manage to maintain remarkable quality of service despite the Covid-19 epidemic.**

The AFNOR group presents the 2020 edition of the national observatory of reception practices and user relationship management. Carried out at the height of the first wave of Covid-19, it is based on mystery audits of 321 public structures.

In February-March and then from June to September, the main determinants of user satisfaction were measured: accessibility, responsiveness, courtesy, personalization, waiting management, quality of the response provided, efficiency of transfer and complaints management.

Registered voluntarily or selected for the sake of representativeness of the panel, all had their services tested even though their organization was already turned upside down by the health context. Town halls, departmental and regional councils, intermunicipalities, France service houses and other structures carrying out public service missions were audited 13 times, over two months, on contact channels such as mail, e-mails, the website, the telephone and the social networks Twitter and Facebook.

[\[summary of results at end of press release\]](#)

[Consult the examples of actions carried out by the 2020 winners](#)

The 2020 winners

Cities with more than 50,000 inhabitants: [Villeurbanne town hall](#) (Rhône), with “digital” mention

Towns between 20,000 and 49,999 inhabitants: Les [Sables d'Olonne town hall](#) (Vendée);

Cities with less than 20,000 inhabitants: [Pagny-sur-Moselle town hall](#) (Meurthe-et-Moselle), with mention “citizen participation”

Intercommunalities: [Grand Besançon Métropole](#) (Doubs)

Departments: [Haute-Garonne](#)

Regions: [Hauts-de-France](#)

Maisons France service: [Viverols](#) service center ([Puy-de-Dôme](#)), with “reception competence” mention

Planning, economic development and attractiveness services: Grand Dax [Tourist and Spa Office](#) ([Landes](#))

Social, personal assistance, solidarity and health services: [CCAS of the city of Saumur](#) (Maine-et-Loire)

Overall quality in decline

As for businesses, the health crisis has certainly impacted the quality of relational services from public structures. The participants display an overall score of 62/100, or 6.5 points less than in 2019. The certified structures (Qualivilles, Label Marianne, ISO 9001, etc.) display a score of 69/100, or 8 points more than non-certified structures. The best scores are given to cities with more than 50,000 inhabitants.

Social networks and telephone stable, Internet, e-mail and mail withdrawn

The score obtained for email management drops by 8 points (63/100) compared to 2019, as do those relating to the website (- 3 points, to 63/100). The scores for social networks remain stable (72/100), as do those for the telephone channel (81/100). The mail score continues the decline observed already in 2019, with 50/100, or 6 points less.

Press release

For Halimah Pujol, public sector delegate of the AFNOR group, “ the *audited structures have generally held up well in the face of the crisis, which must be welcomed and encouraged. Nevertheless, we observe a significant difference in quality between the central structures and those called secondary. Citizens, depending on their place of residence, are therefore not all in the same boat even though their expectations are known: to have access to services wherever they are, at any time and at the same level of quality, then to obtain a response at their request, in line with the needs expressed ,*” concludes Halimah Pujol.

Press contact: Olivier Gibert – 01 41 62 84 17 – olivier.gibert@afnor.org – @AFNOR_RP

About the AFNOR group

A key player and observer of quality in France, the AFNOR group is an international group serving the general interest and economic development. It designs and deploys solutions based on voluntary standards, sources of progress and confidence, and has supported communities and public services for more than twenty years. Drawing on its expertise in reception and user relations, it offers answers and tools to help them design their public service excellence programs. afnor.org/public-sector