



Citizen experience barometer

The AFNOR group enriches the system with iD City and Vooter

The AFNOR group is partnering with iD City and Vooter for the 2020 edition of its citizen experience barometer.

Objective: support citizen participation in public policies by offering additional tools facilitating the conduct of public surveys and internal polls. These two options complete the historical system of mystery surveys allowing free assessment of the quality of the relationship maintained with users.

Local authorities, communities of municipalities, departmental councils and all organizations carrying out a public service mission can register by December 31. [_____](#)

Saint-Denis, December 3, 2019 - Since 2012, the AFNOR group has carried out an annual barometer on the quality of reception, thanks to mystery surveys testing all the contact channels of local public services. For a city, a community, a departmental council or a library for example, this is an opportunity to take stock of the quality of the [proposed route](#) to users who request their services by email, mail, telephone and via social networks. More than 1,000 [organizations have used Indiko Citizen Experience to date, free of charge, to](#)

have an effectiveness assessment carried out.

In 2018, the system was supplemented with Civiliz interactive terminals, a simple and effective way to collect live testimonials of satisfaction and dissatisfaction from users. Each participant can again order a terminal, to be positioned next to the physical reception provided by the agents. New this year: users of the services of participating organizations will be able to give their opinion from their smartphones.

Solicit the opinion of the population and agents

In 2020, the system is enriched with two new services promoting digital consultation of citizens and their involvement in decision-making. The first is offered by iD City: a turnkey platform for communities wishing to launch a public survey to assess the relevance of a project, or collect ideas. This type of action is authorized by the electoral code.

The first 10 communities registered will benefit from it free of charge.

The Vooter fun interface, also offered, is internally oriented. It allows public officials to be consulted on their perception of the quality of the services they provide.

It is also a way to collect their ideas to improve the functioning of the organization concerned.

The criteria for a quality welcome

Accessibility, courtesy, waiting time, efficiency... Indiko Citizen Experience measures the quality of services throughout a user's journey (access, orientation, information, treatment). The major determinants of user satisfaction are measured using good practice criteria recognized by benchmarks such as Qualivilles, Marianne or Accueil Service Public local.

Registrations for the AFNOR Citizen Experience barometer [are already open, until December 31.](#)

The mystery investigations will begin at the start of 2020 and will continue after the municipal elections. The AFNOR User Relations Trophies will reward the most exemplary participants and will be awarded as part of the next [National Meetings Reception and user relations which will take place on June 10 and 11 at Sicoval \(31\)](#).



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. Local public performance circles, organized throughout France, bring together hundreds of DGSs in search of solutions to challenge their governance, by illuminating their practices in the light of standards from around the world, to better surpass them.

An associative group of international scope, established in France in 14 cities, the AFNOR group 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/secteur-public/>

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