

The Improve Methods of Citizen Digital Identification Card: A Case of Government Intelligence Services

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Abstract

In the trend of e-government development and the emphasis on enhancing government intelligence capability, Taiwan provides publics and industries with active service process by integrating government information, building innovative technology (e.g. cloud technology, Internet of Things, IoT). The fields of medical health insurance and social welfare are the primary developing focuses of e-government. Government intelligence service strategy includes building multiple service environments, active deliver government information, centralizing resource for effective management, improving jointly interaction and trust, and effectively connecting social networks. The application of digital identification card already use in Taiwan few years. A investigate shows in this study. June 20th 2012, the amount of issued citizen digital identification card has reached up to 2960000 cards. This study expects there would be more service affairs to be transformed to web services. For achieving the goal of effectively improving the utilization rate and the amount of issued cards, this study aims to take the effect on publics into prior consideration. This study mainly analyzes the applied services of citizen digital identification launched by the government in order to realize the numbers of users, the average usage times per year, and applied items of follow-up conducting publics to explore the importance of and public' s satisfaction toward applied service performance. The descriptive statistics, cross-analysis, important performance analysis (IPA) method and recommended relevant strategies are adopted in this study. Although the government as achieved the initial goal concerning the effects of volume of circulation and the critical items (e.g. an income tax report) on public satisfaction and benefits, this study suggests that it would be more beneficial in mid and long term to encourage the integration of

citizen digital identification with B2C e-business, ID and health insurance card, and digital permit with, taking European Union' s ID as reference. The expectation is to let citizen digital identification application gradually embed in citizen' s daily life (e-butler). The results of this study can provide government with useful references for continuous improvement strategies with citizen digital identification.

Keyword : government intelligence service, digital identification, important performance analysis