

Publication: Public Service Magazine
Date: April 2003
Circulation: 11,000

'Miracles' can happen

SO, STEVE MARSH from the office of the e-Envoy says a "miracle" will be needed (*PSM*, February 2003) if the government's 2005 e-target for online services is to be met.

Combine this with the pessimistic survey results from SOCITM and we could all be forgiven for thinking that e-services in the public sector are doomed to failure.

In fact, help is at hand and it's the private sector, CRM has already gone through the pain and the pitfalls and yes, mistakes have been made.

What this means is that the public sector can have the

huge advantage of hindsight and the ability to learn from failures made by others.

However, to do so it needs to look at partnerships with private sector specialists who have already lived through that pain and come out the other side.

With (more than) a little help from its friends, e-services can be delivered, but attention must be paid to key areas such as delivery channels (and not just the internet); true knowledge is sharing within organisations; and project management and responsibility.

Performing miracles may be a little ambitious - e-enabling the public sector just needs a little more help.

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