



REPUBLIC OF CROATIA

Ministry of Justice, Public Administration
and Digital Transformation

11th High Level Meeting of the Expert Group on Public Administration and Governance

TSI - Measuring Citizen's Satisfaction with Key Government Services for Better Performance and Enhanced Trust

Croatia – Project follow up activities

Tomislav Mičetić, Head of Sector

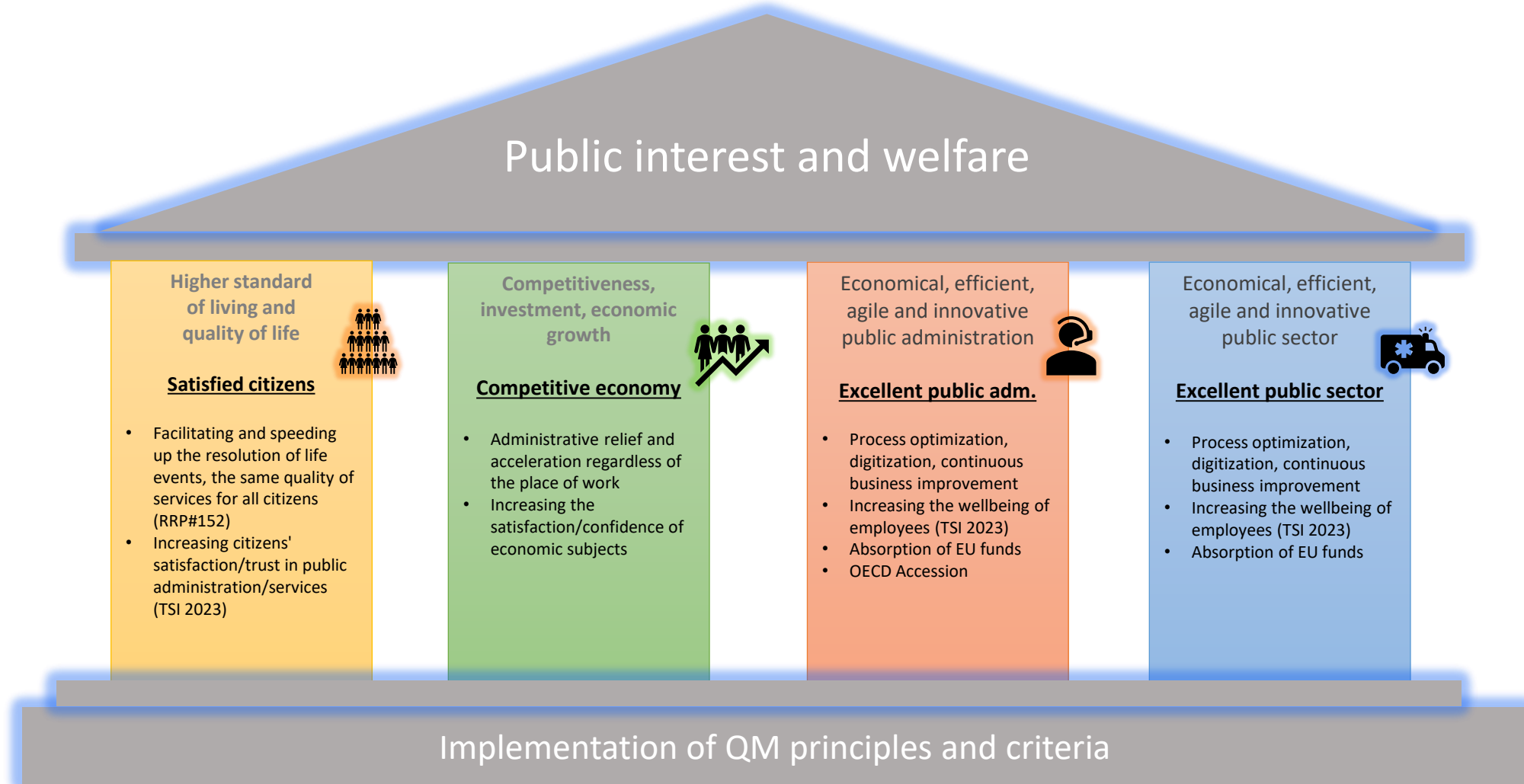
Dubravka Vukalović, Senior advisor - specialist

*Vilnius, Lithuania
25 – 26 September 2025*



Funded by
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Citizen's satisfaction as criteria and measure of public administration quality



Quality is the degree to which an object or entity (e.g., process, product, or service) fulfills a specified set of attributes or requirements.

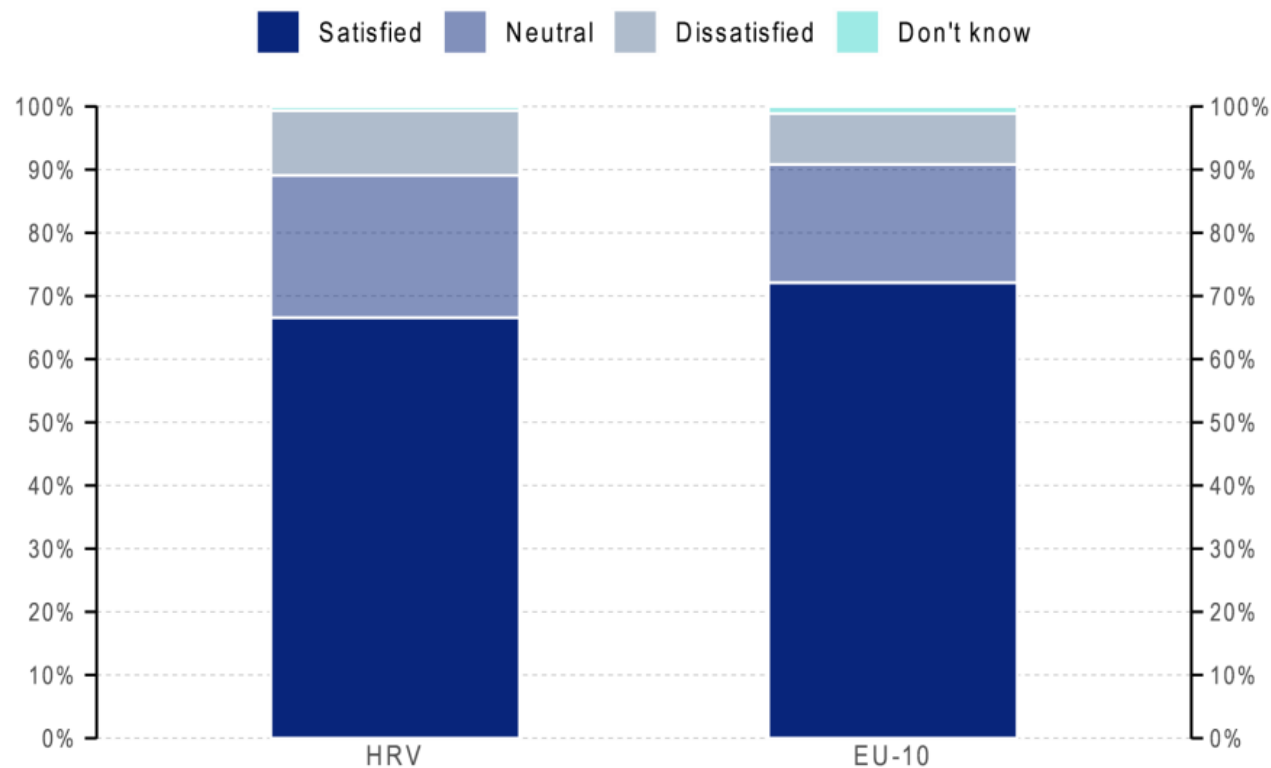
Why TSI (deep, severe, urgent) continuous improvement & challenge



Survey results for Croatia 25/2/2025

» Almost 7 in 10 users in Croatia are satisfied with public services they used in the last 12 months

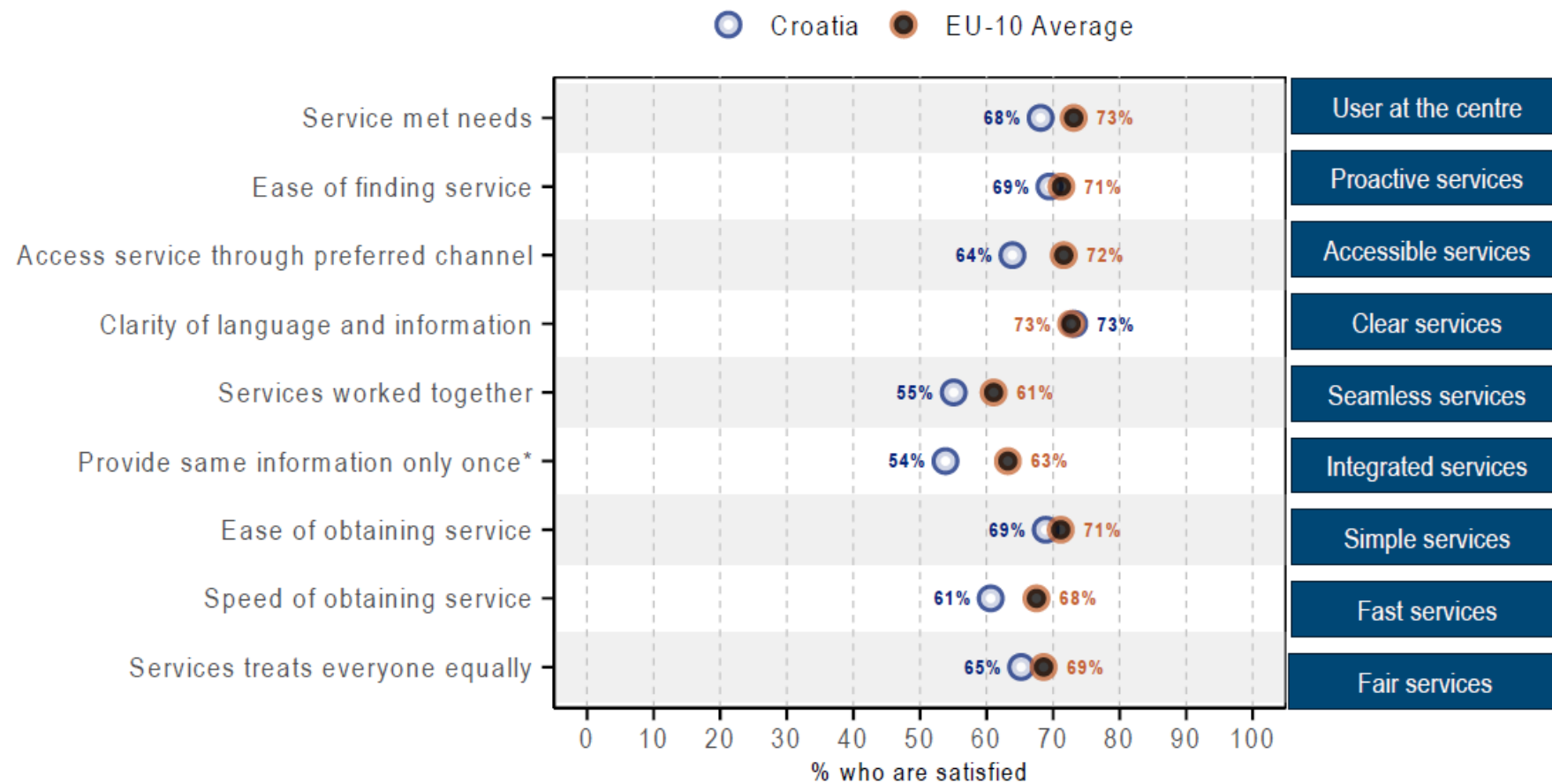
Share of users in Croatia and EU-10 average who indicate different levels of satisfaction with their experience with public services (on a 1-5 scale)



Note: A 1-2 response corresponds to 'dissatisfied', a 3 to 'neutral' and a 4-5 to 'satisfied'

Q27: Overall, how satisfied would you say you are with your experience with public services when experiencing a Life Event

Survey results for Croatia across drivers



Public service
design and
delivery
Done until now

- *Citizen satisfaction KPI/methodology:*
 - *Nov/24 - key KPIs (compulsory) for all public administration bodies in the Operational (Annual) Planning/ Report (performance management – fast services)*
 - *Future standard for measurement PABs (service and/or organization level)*
 - *TSI project data for Croatia published on Ministry website (transparency):*
 - <https://mpudt.gov.hr/istaknute-teme-11/projekti/instrument-za-tehnicku-potporu-tsi/visedrzavni-projekt-tsi-mcp-23hr01-mjerenje-zadovoljstva-gradjana-kljucnim-drzavnim-uslugama-za-bolji-ucinak-i-vece-povjerenje/27695>
- *Horizontal measure/KPI in the Action Plan for Administrative Burden Reduction for Citizens 2025*
 - *Adm. burden reduction - simple, fast, proactive, integrated services*
 - <https://mpudt.gov.hr/istaknute-teme-11/projekti/nacionalni-plan-oporavka-i-otpornosti-2021-2026/c2-1-jacanje-kapaciteta-za-izradu-i-provedbu-javnih-politika-i-projekata/27435>

Public service
design and
delivery
**Future activities
2025-2026**

- *Translating and publishing guidelines/methodology and organization of training in NSPA*
- *Standard for Catalogue/Guide for PA services - draft finished*
- *In Quality Management IT system (eSUK)*
 - *Digitalization and collection of data for **Catalogue of services** linked with a life-event approach for public service delivery with data for:*
 - *Optimization, standardization and digitalization of services (measure in Government of Republic of Croatia Programme 2024-2028; draft Action plan for Development of PA 2025-2027)*
 - *Output: Citizens Charters of PABs*
 - *Digitalization of operational planning and reporting (for data collection on citizen satisfaction KPI from PABs)*

Public service
design and
delivery
**Future activities
2026**

- *Defining standards for (omnichannel) public service delivery in PA – in line with „OECD/LEGAL/0503 Recommendation of the Council on Human-Centred Public Administrative Services” – in drafting*
 - *HR OECD Accession*
- *Capacity building of the line management (process owners) and all public servants*
 - *E-learning in National School for Public Administration*

Thank you!

Q&A

“ If you do build a great experience, customers tell each other about that. Word of mouth is very powerful. ”

– Jeff Bezos, Amazon

“

“Your most unhappy customers are your greatest source of learning.” – Bill Gates

**"CUSTOMER SERVICE
SHOULDN'T JUST BE A
DEPARTMENT, IT
SHOULD BE THE
ENTIRE COMPANY."**

TONY HSIEH