Chapter 9
Şikayet Çöz:
A Proposal for E-Governance

Nilsun Sariyer
Çanakkale Onsekiz Mart University, Turkey

EXECUTIVE SUMMARY

This study aims to discuss how an NGO should have its place in e-governance model. Particularly, instead of structuring a complaint office in each state unit, process of a non-governmental organization's handling complaints have been evaluated. The aim is to demonstrate technological and administrative changes occurred in an NGO on its path from public to state in e-governance understanding by good will of a person and the activities of an NGO as public voice have been studied within the e-governance understanding. Actually this NGO shows the move from society to state and forms an example of total quality management by the technological and managerial changes occurred in its structure. This chapter is focused on a project, 'Sikayetimiz.com', which is an e-complaint on-line model providing various support services to the people at large in Turkey, discussed about its transformation stages leading to this format, put forward some important managerial and organizational issues including operational challenges.

ORGANIZATION BACKGROUND

Although governance can be referred to as a more developed phase of participative democracy, it has various definitions. Governance is positioned as "mutual management" or "management interaction". From this point of view, it is closely related to the development of autonomy and self manage-ment. Organization and management approach which dominated public administration in the past left its place productivity management approach which have targets such as total quality and customer satisfaction and which is based on participation of employees and stake holders. Besides services of public sector are seen as "services" which should be improved in quality. In this respect development of information and communication technologies increased the circulation capability of

economic activities through global networks and facilitated a process which provides individuals with an option to obtain information and enrich their communication abilities and participate in the management process.

This process has led governments' position themselves as institutions that provide citizens with quality services as part of management understanding. This positioning has become more suitable target to achieve through information and communication technologies which played a key role in the global development. In this respect development of information and communication technologies especially the global communication network called as "Internet" have helped rise of a new model which improves governance process, increase the effectiveness and productivity of public administration and provide new opportunities for participative and effective democracy. The name of this model is e-governance. Definition of e-governance include relations among state sector and public, state sector and sectors related to economic activities, non-profit organizations called as third sector and non-governmental organizations (Durna & Özel, 2008). Non-governmental organizations (NGO) are institutions through which individuals come together to pursue shared goals, they disagree on how to classify these actors and their actions (Lewis & Wallace, 2000: Vakil, 1997) and on how to identify core questions to systematically study them (Johnson & Prakash, 2007). Non-governmental organizations aim for the participation of citizens into the e-governance framework.

E-governance must be responsive to the needs of citizens (Chen, Huang & Hsiao, 2002). Citizen participation is a means to reveal their collective preference to ensure that citizens' needs are appropriately matched by government services and the service quality is satisfactory (Osborne & Gaebler, 1992). Among citizens' participation initiatives employed by local governments in western democracies, the citizen complaints mechanism such as ombudsman in Europe is one

of the most common practices (Cadeddu, 2004). In developing countries, the establishment of complaint line is considered cost (Chen, Huang & Hsiao, 2002). For this reason, it is not contained within e-government or e-governance. Whereas complaints handling increase emphasis of customer relationship management for public sectors (Hewson Consulting Group, 2002). Complaints system provides an opportunity for every segment of society to access the government easily. If the citizen conveys his complaint easily and quickly, the government will be informed of the problems more quickly (Chen, Huang & Hsiao, 2006). Actually a complaint basically indicates words of displeasure in verbal or written communication (Barlow & Moller, 1996). Customer complaints demonstrate dissatisfaction of customers implying that the service or goods provided do not meet their expectations. In fact, a customer complaint also implies that something is wrong (Stauss, 2002). Most customers buy a product or service and pay some amount of money. In return, they expect to get a value (functional, social, emotional etc.). They make a complaint when they are not satisfied.

In principle, a complaint is an indication of displeasure of a participant or stakeholder and it could be expressed ins. In the era of information technology, this has taken the opportunity of expressing the same in electronic format, which may be termed as e-complaint. The essence is that not to express someone's displeasure or dissatisfaction over a service or a requisition, but it is a new form of inclusiveness. Stakeholders can raise their voices, easily in participatory way and remotely. They are the part of the system, if appropriately their complaints are being dealt with and this would form a dynamic platform of communication to improve any service delivery system, which in turn could be a major reservoir of knowledge of a community in which the system belongs. This could raise the standard of operation, quality of service and at the same time due to the inclusiveness ambiances among the stakeholders, the system has a better chance to be sustainable.

Related Content

A Bibliometric Review of Studies on the Application of Augmented Reality to Cultural Heritage by Using Biblioshiny and CiteSpace
Shaoxu Duand Mageswaran Sanmugam (2024). *Embracing Cutting-Edge Technology in Modern Educational Settings (pp. 184-213).*
www.irma-international.org/chapter/a-bibliometric-review-of-studies-on-the-application-of-augmented-reality-to-cultural-heritage-by-using-biblioshiny-and-citespace/336196

Mining Group Differences
Shane M. Butler (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 1282-1286).*
www.irma-international.org/chapter/mining-group-differences/10987

Evaluation of Data Mining Methods
Paolo Giudici (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 789-794).*
www.irma-international.org/chapter/evaluation-data-mining-methods/10910

Web Page Extension of Data Warehouses
Anthony Scime (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 2090-2095).*
www.irma-international.org/chapter/web-page-extension-data-warehouses/11108

"I Would Like Other People to See His Stories Because He Was Woke!": Literacies Across Difference in the Digital Dialogue Project
Julie Rustand Sarah Alford Ballard (2020). *Participatory Literacy Practices for P-12 Classrooms in the Digital Age (pp. 115-138).*
www.irma-international.org/chapter/i-would-like-other-people-to-see-his-stories-because-he-was-woke/237417