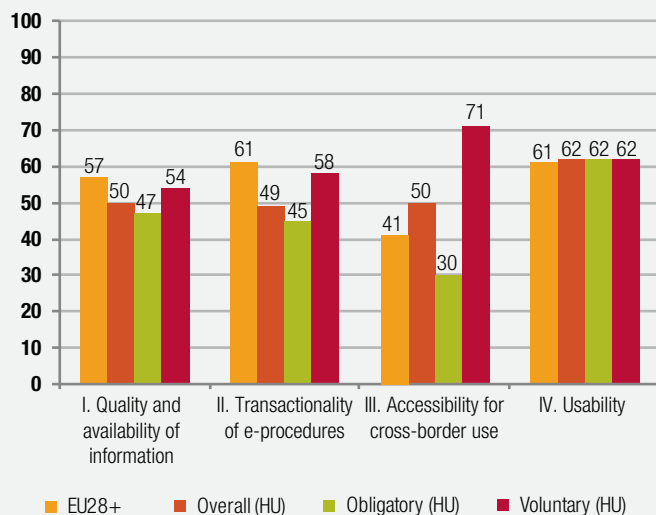




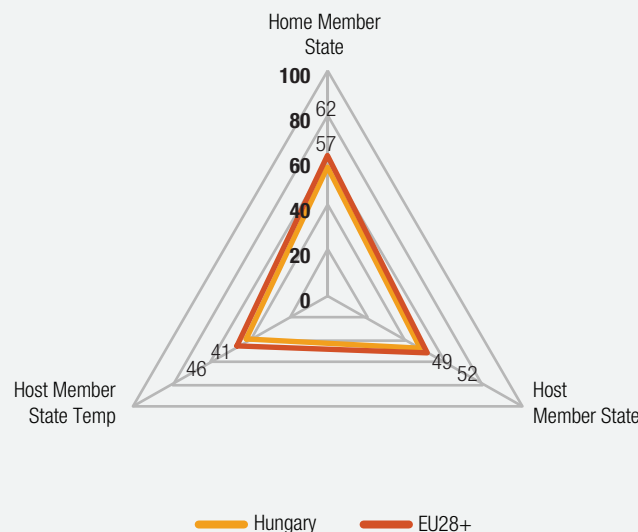
# HUNGARY

## PERFORMANCE OF THE POINT OF SINGLE CONTACT

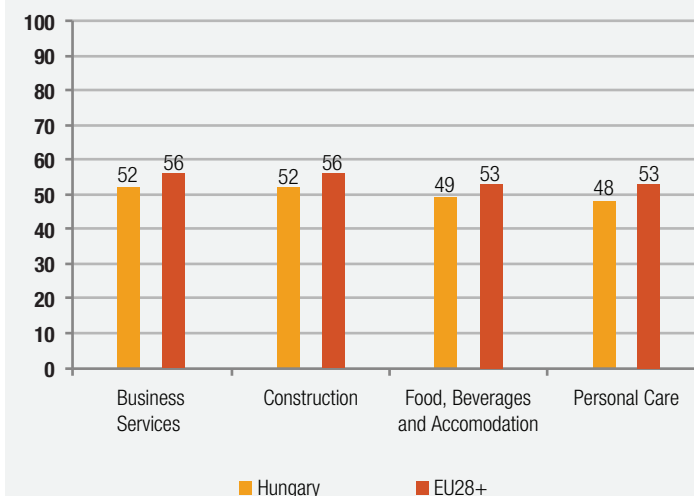
### Performance on the PSC Criteria



### Gap national - cross-border



### Performance per industry



### The PSC assessment

The PSCs are assessed by mystery shoppers according to four PSC Charter criteria, which are displayed in the upper left corner:

- 1. Availability of information** indicates to what extent information about a procedure is available online.
- 2. Transactionality of e-procedures** indicates to what extent one can complete a procedure online.
- 3. Cross-border accessibility** indicates to what extent the portal is accessible for foreigners.
- 4. Usability** indicates the ease and speed of use of government procedures.

Mystery shoppers have assessed the PSCs from the perspective of three **scenarios**:

- Permanent establishment of a business in their home country;
- Permanent establishment of a business in another EU28+ country;
- Cross-border provision of temporary services.

Overall scores for these scenarios are presented in the spider chart above, and are benchmarked against the EU28+ average.

The performance of the PSCs is measured across four major industries, which are:

- Business Services;
- Construction;
- Food, Beverages and Accommodation;
- Personal care.

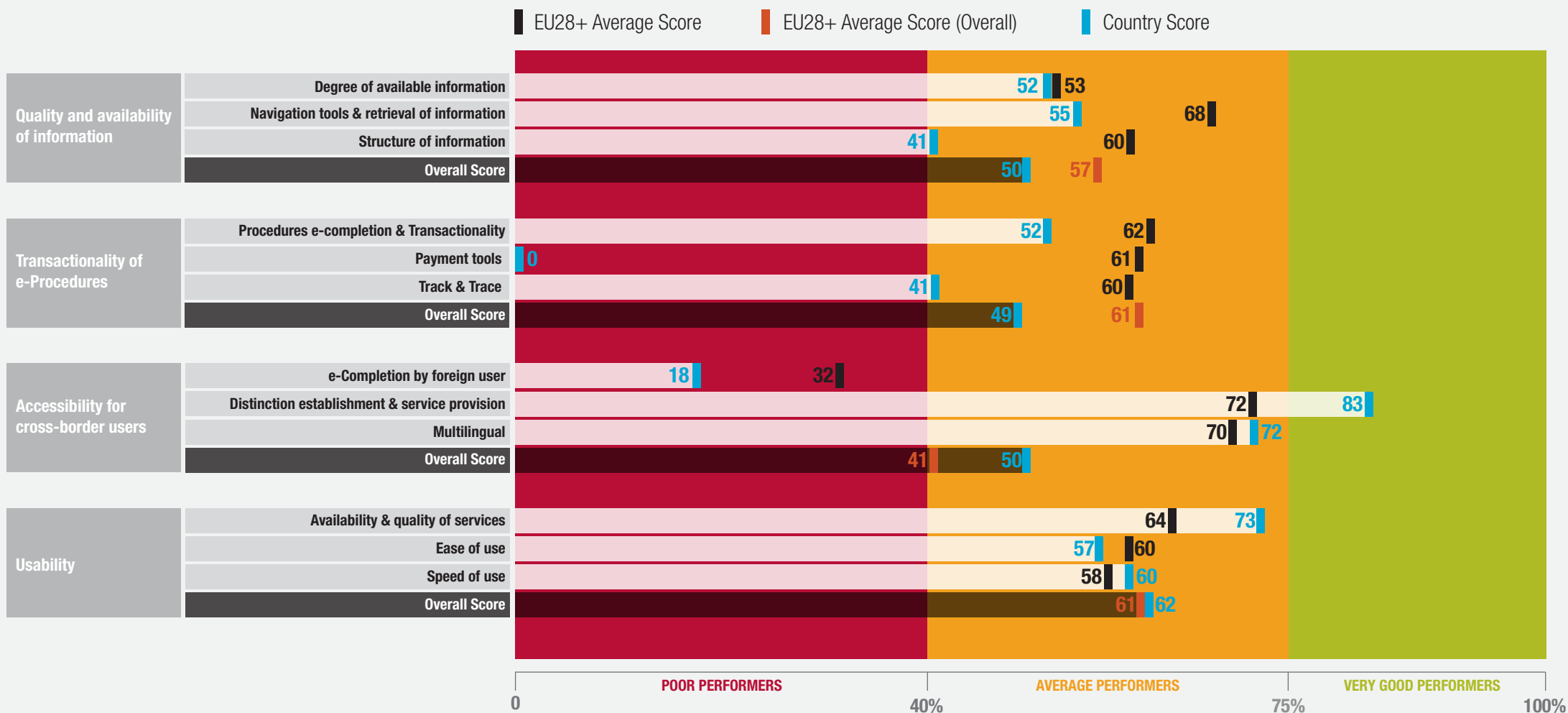
The results per industry are displayed in the column chart above. This chart shows differences per industry and deviations from the EU28+ average.



# HUNGARY

## PERFORMANCE OF THE POINT OF SINGLE CONTACT

### Performance per subcriterion



The bar chart above presents the performance of the PSC on the PSC Charter criteria and sub-criteria. The bars and blue figures represent the country score per criterion/sub-criterion.

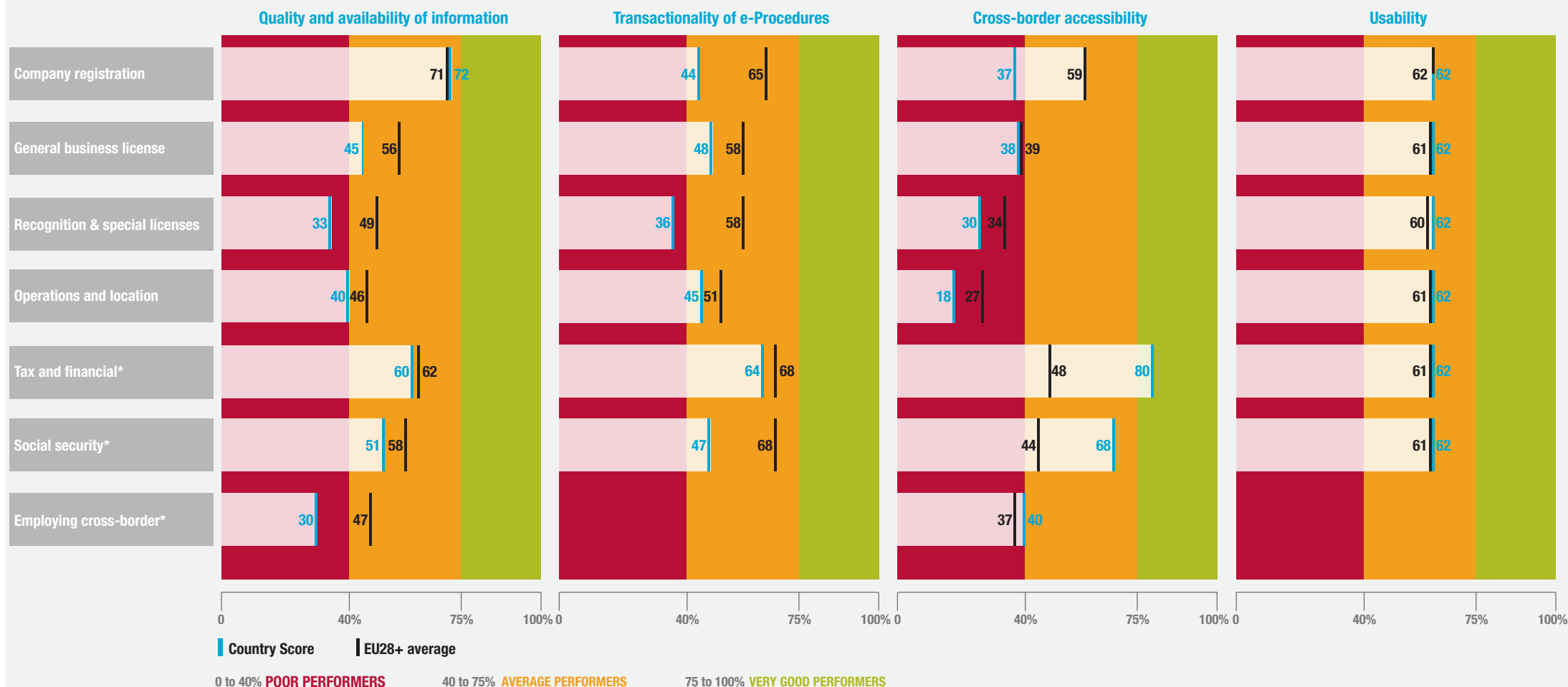
The country scores are benchmarked against the EU28+ average, as represented by the purple figures in each of the respective bars.



# HUNGARY

## PERFORMANCE OF THE POINT OF SINGLE CONTACT

### Performance per requirement



### Score per requirement

The graph above presents the scores for the seven categories of administrative requirements per PSC Charter criterion. The categories of requirements are displayed on the left. The score of each of the requirements is benchmarked against the EU28+ average.

\* This category of requirements is not obliged under the Services Directive and can thus be perceived as 'voluntary' requirements



# HUNGARY

## POLICY CONTEXT OF THE POINT OF SINGLE CONTACT

### Status and progress



#### Trend and evolution

Consecutive assessments in 2011/12, 2013 and 2014/15 place Hungary among the middle ground performers, characterized by below-EU average scores, at general level, but also for most of the criteria.

Hungarian PSC is well equipped with information. Due to the way websites are created, the users continuously (2011-15) report problems regarding structure, which in the end undermines the usability of information collected and presented.

Regarding the transactionality of e-procedures, the Hungarian PSC scored record low in 2014/15, which could be the result of the bad performance on providing functionalities supporting the e-procedures, such as online payment and track and trace mechanisms, where Hungary performs extremely low (e.g. 0 points for availability of online payment). In addition to this, there is also a problem regarding accessibility of e-procedures for foreigners, although other aspects of accessibility of cross-border users have indeed improved, notably, distinction between cross-border establishment and temporary service provision. Altogether, compared to previous studies, Hungary has made some progress in this field.

Finally, the usability of the website seems also to be improved reaching the scores of EU average in comparison to the 2013 assessment where it lagged behind.



#### Structure of the PSC

The Hungarian PSC portal provides information on how to complete the procedures. It is not always possible to complete these procedures online at the PSC but users are most of the time redirected to other business portals (e.g. for applying for a VAT number, users are referred to the website of the National Tax and Customs Administration). The PSC portal primarily functions as an entry point or gateway to inform users. This PSC provides services for both businesses and citizens. Next to the Magyarország.hu portal, the Hungarian EUGO portal exists, which targets (foreign) businesses and entrepreneurs.



#### Governance

The Central Office for Administrative and Electronic Public Services (KEKKH) is the body responsible for the Points of Single Contact. KEKKH is since the new government structure under provision of the Ministry of Interior. The EUGO portal is directly operated by the Ministry of Interior itself. All tasks related to e-government are transferred to the Ministry of Interior. It is the Ministry of Interior to be in charge of proposing and implementing most of the e-government related policies. Regarding ICT infrastructure development policy, the Ministry for National Development is in charge.

### Background



#### Strategy and policy objectives

- Digital competences: Development of the digital skills of citizens, enterprises and public administration employees
- The development of the ICT sector in the narrower sense, electronic services and corporate IT systems.
- The PSC will enable citizens and enterprises to manage the full range of their public administration affairs online by 2018.

#### Based on:

- The National Infocommunications Strategy, adopted in February 2014
- The version 2.0 of the Széll Kálmán Plan on the development of the national economy.



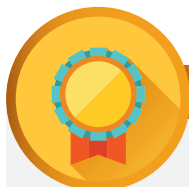
#### Initiatives

- The development of a new, integrated PSC portal is on the agenda. It is anticipated that the two separate PSC's will be integrated, and the portal will be completely available in English as well. It is not yet known when the portal will go live.
- The announcement of a new and integrated PSC is a step forward. It will be important to design this portal with the end-users in mind. Insights in the needs of users and the ideal customer journey are crucial in this regard.



# HUNGARY

## POINT OF SINGLE CONTACT – THE WAY FORWARD



### Strengths

- Although there is room for improvement as regards the online completion of procedures by foreigners, the cross-border accessibility of the PSC is well in order. There is a clear distinction made between services for starting a permanent establishment and services provided for temporary service providers;
- The user experience of the PSC is good, which is mainly caused by assistance services that responded timely and adequately to inquiries. A mystery shopper commented: "When I contacted them by an email, they were very helpful to provide all important information that was missing on the webpage". Besides, mystery shoppers were content as regards the speed of using the PSC's services.



### Weaknesses

- The degree of information on the PSCs is low and the structure of information is unclear. Furthermore, searching for information is not supported by smoothly functioning navigation tools (e.g. search function, index). The provision of information is especially poor for social security and tax and financial services;
- It is relatively difficult, for both national and foreign users, to complete procedures online at the Hungarian PSC. Online functionalities supporting these e-procedures are missing or of poor quality, such as information on online payment tools and a smoothly running of the track and trace mechanism. The situation regarding the acceptance and recognition of key enablers from other countries is unclear;
- The user experience of the portal currently not matches customers' expectations. User experience refers, amongst others, to the extent that activities were integrated (necessity to use many different websites), the experience of technical difficulties and the extent to which users were confident that they were doing the right thing;
- Although not necessarily a problem (e.g. Denmark would be a best practice), the parallel use of two portals might be confusing from a user's perspective and inefficient from a Hungarian perspective.



### Recommendations

Overall, the quality of Hungary PSC is slightly below average. Areas of improvement are:

1. Hungary should provide more and better information on the PSCs. Not only generic information, but in-depth step-by-step descriptions of how to complete specific procedures. Information should be well-structured, according to the business life cycle. Furthermore, support of navigation tools (e.g. search function, index) is needed. Mystery shoppers perceive the PSC as unclear and not user-friendly;
2. Hungary should improve the user experience. A well-structured and logical portal, in accordance with business logic, increases the usability and findability of information for both national and foreign residents. Customer journeys on specific life events could be used to present necessary information related to these life events. This will increase the usability and findability of information on the portals. Continuously collecting customer feedback could also be important to improve the usability of services. High quality services reduce the amount of complaints and support requests.
3. Hungary should facilitate the cross-border completion of procedures by foreign users. Hungary should implement solutions allowing for the use of eSignatures from other countries. Currently only Hungarian eSignature can be used on the PSC portal. This will improve the transactionality of procedures for foreign users.