



CONCEPT NOTE:

FAAYO PLATFORM -YOUR VOICE FOR BETTER SERVICES

1. Introduction:

Faayo Platform is a citizen engagement initiative that enables users of public services to rate, share feedback, and applaud the offices or service delivery points they have interacted with. “Faayo” is a Luganda word that means care; through this platform, both the citizens and public service institutions are encouraged to have a caring spirit while they interact with each other. Evidence and Methods Lab (EML) is a civic tech organization dedicated to promoting transparency and accountability in the delivery of public services.

2. Background:

While Uganda has made significant efforts to enhance service delivery, citizens continue to grapple with pervasive challenges including corruption, absenteeism among public officials, and inordinate delays resulting in frustration and diminished accountability. We applaud the government’s efforts to address these challenges and improve service delivery; to strengthen these efforts, there is a need to have a centralized citizen feedback-collecting platform where the voices of the recipients of these services can be captured. Such an initiative would accord citizens a platform to rate the services provided by public institutions and file complaints in real time which would then give decision-makers relevant information for future actions.

By establishing a centralized platform, Uganda could revolutionize its approach to public service provision. Such a platform would empower citizens to voice their concerns, report instances of corruption, and provide valuable feedback on the quality and efficiency of services received. This would not only foster a culture of accountability but also enable the government to identify areas for improvement and take prompt action.

3. The Faayo Platform:

Faayo is an innovative platform, that has been meticulously designed to complement and reinforce the ongoing governmental measures to enhance and strengthen service delivery. Accessible through WhatsApp Messenger and on web, Faayo offers a user-friendly and interactive feedback system. Ratings and comments from citizens are methodically collected and then shared with participating institutions. This process empowers the participating entities to identify areas for improvement, thereby enhancing their service delivery. Faayo platform is a game-changer in the realm of citizen feedback and improvement in service delivery. Its accessibility, meticulous data collection, and real-time sharing mechanisms empower institutions to enhance their services. Faayo strengthens the government’s initiatives and fosters a more responsive public sector.



4. Objectives:

- To ignite citizen participation, engagement, and responsiveness in public affairs and government processes.
- To capture feedback from citizens regarding the services they receive and regularly share this feedback with government institutions, allowing them to identify areas for improvement in service delivery.
- To acknowledge and recognize institutions based on the data collected from citizens. To integrate Faayo data into government offices' periodic reporting, including annual and periodic assessments across Ministries, Departments, and Agencies (MDAs).
- To enhance transparency and accountability in public service delivery.
- To improve public service delivery in Uganda.

5. How Faayo Works

The platform has been built in an interactive way to handle core functions; the user-friendly steps allow one to smoothly navigate through the platform while providing the relevant information needed. Here is a brief guide on how the Faayo platform works;

- A user accesses the Faayo chatbot through WhatsApp Messenger or on a Web platform.
- The user then selects the specific institution, its location, and the service point they want to rate.
- The user provides a rating on the scales of great, good, fair, or poor and leaves any relevant comments or feedback.
- The user's rating and comments are collected and sent to the Faayo administrator.
- The ratings and feedback made on the platform are then aggregated into a report which is sent to the participating institution.
- The institution can then review the feedback and take any necessary actions to improve its service delivery

6. Expected Outcomes

Adopting Faayo into the public service delivery sphere will revolutionize transparency and accountability. Through its unique features, Faayo offers workable solutions in these aspects

- **Centralized Feedback:** The platform will provide a one-stop point for citizens to voice concerns, report corruption, applaud well performers and share feedback on service quality.
- **Streamlining Service Delivery:** Faayo will facilitate communication and highlight bottlenecks in the system, potentially leading to streamlined service delivery in the future.
- **Promoting Transparency and Accountability:** By enabling citizens to rate, share feedback, and highlight positive experiences, Faayo will foster a culture of transparency and accountability within public institutions.
- **Data-Driven Decision-Making:** Through systematic collection and analysis of citizen feedback, Faayo will equip decision-makers with valuable insights to identify areas for improvement.
- **Enhanced Citizen Engagement:** Faayo will promote active participation in public affairs by strengthening the link between the government and the people it serves.
- **Improved Service Delivery:** Integration of Faayo data into government reporting and assessments will allow for data-driven decision-making, ultimately leading to better service delivery across Uganda



7. Implementation

To achieve widespread adoption within Government institutions, EML will adopt a multi-pronged strategy for scaling up the Faayo platform:

- Establish partnerships with government institutions to introduce Faayo as a standard feedback mechanism for public service delivery for purposes of facilitating smooth integration.
- Conduct pilot project implementation with selected government institutions to demonstrate and assess effectiveness before scaling up nationwide.
- Provide comprehensive training to government staff on using Faayo effectively.
- Conduct awareness campaigns to promote Faayo among citizens and government stakeholders.
- Integrate Faayo data into government reporting mechanisms for informed decision-making.
- Explore providing incentives and recognition to institutions and individuals based on ratings captured on the Faayo Platform.
- Continuously improve Faayo based on user feedback and evolving needs with measures such as customizing and tailoring Faayo to meet the specific needs of different institutions and integrate it into their existing systems

8. Sustainability

The success of Faayo hinges on its ability to remain sustainable and effective in the long run. To achieve this, EML will implement a versatile approach to ensure its sustainability:

- **Cultivating a Vibrant Community:** EML will actively engage citizens, government institutions, civil society organizations, and other stakeholders to continuously interact with the platform.
- **Data Tagging and User Identification:** The system will cater for tagging feedback data with user identifiers (e.g., email addresses or unique IDs) which will help in tracking, follow-up on feedback and personalizing communication with users.
- **Regular Data Collection for Evaluations:** Scheduled data collection processes will be introduced within Faayo for program evaluations and community engagements, including Barazas.
- **Investing in Staff Development:** EML will prioritize building the technical and operational capacity of its Faayo management team through hiring skilled personnel and collaborating with tech experts to strengthen Faayo's infrastructure and capabilities.
- **Collaboration for Sustainability:** EML will establish strategic partnerships and collaborations with government agencies, NGOs, academic institutions, and relevant stakeholders which will help in integrating Faayo into existing initiatives.
- **Diversifying Funding Sources:** EML will actively seek grants, sponsorships, and partnerships with various stakeholders as long-term funding. This could include government agencies, international organizations, philanthropic foundations, and socially responsible corporations committed to transparency and citizen engagement.
- **Prioritizing Data Security and Privacy:** EML will prioritize protecting users' data and ensure compliance with relevant data privacy regulations and guidelines.
- **Future-Proofing Faayo:** The platform will remain adaptable and innovative to respond to evolving needs, technologies, and contexts. Regular assessments and updates to features, functionalities, and user interface will be conducted to ensure Faayo remains user-friendly, accessible, and relevant.



9. Conclusion:

Faayo presents an opportunity to revolutionize public service delivery in Uganda, through its adoption, citizens will have an avenue to share their sentiments on service delivery on one hand while the public service providers will get feedback that will guide their operations and shape their future narrative. We look forward to scaling up this game changer in the public service delivery space as we drive towards a more accountable and transparent country.

Scan Here.



For more information

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