

KINGDOM OF BAHRAIN
Information & eGovernment
Authority

Customer Satisfaction Index Survey Results 2024-2025

Objectives

Overall Customer Satisfaction on the National Portal **bahrain.bh**



Design



Usability



Reachability

Customer Opinion on what the Portal Needs to Improve



Timeline

Time frame for the data collection (*3 months*)

18 Jun 2025

17 Sep 2025

Online Survey dissemination methods



Link on the National portal
bahrain.bh,
eParticipation platform
page "Sharekna" & pop-up



WhatsApp
Messages



iGA Social Media
Channels



Web Banner on
bahrain.bh



Email Shots



Traditional Media

2022-2023
(Online & Phone Survey)
"Conducted by Derasat"



Target & Achieved
2,500 respondents

2024-2025
(Online Survey)
"Conducted by iGA"



Target & Achieved
2,500 respondents

Gender
(2024-2025)



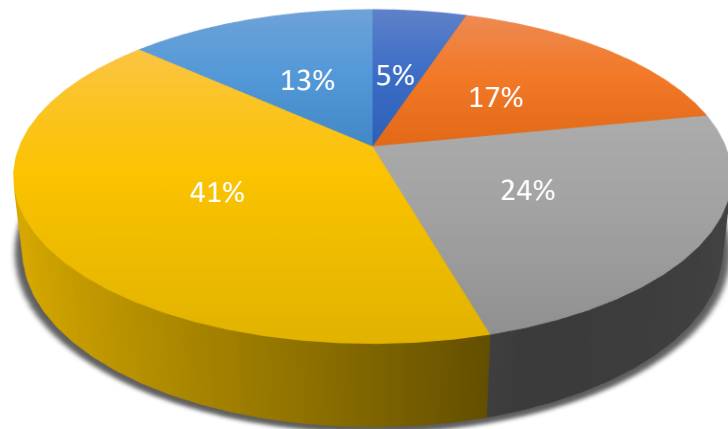
66%



34%

**Sample
Size**

**Age
Group**
2024-2025

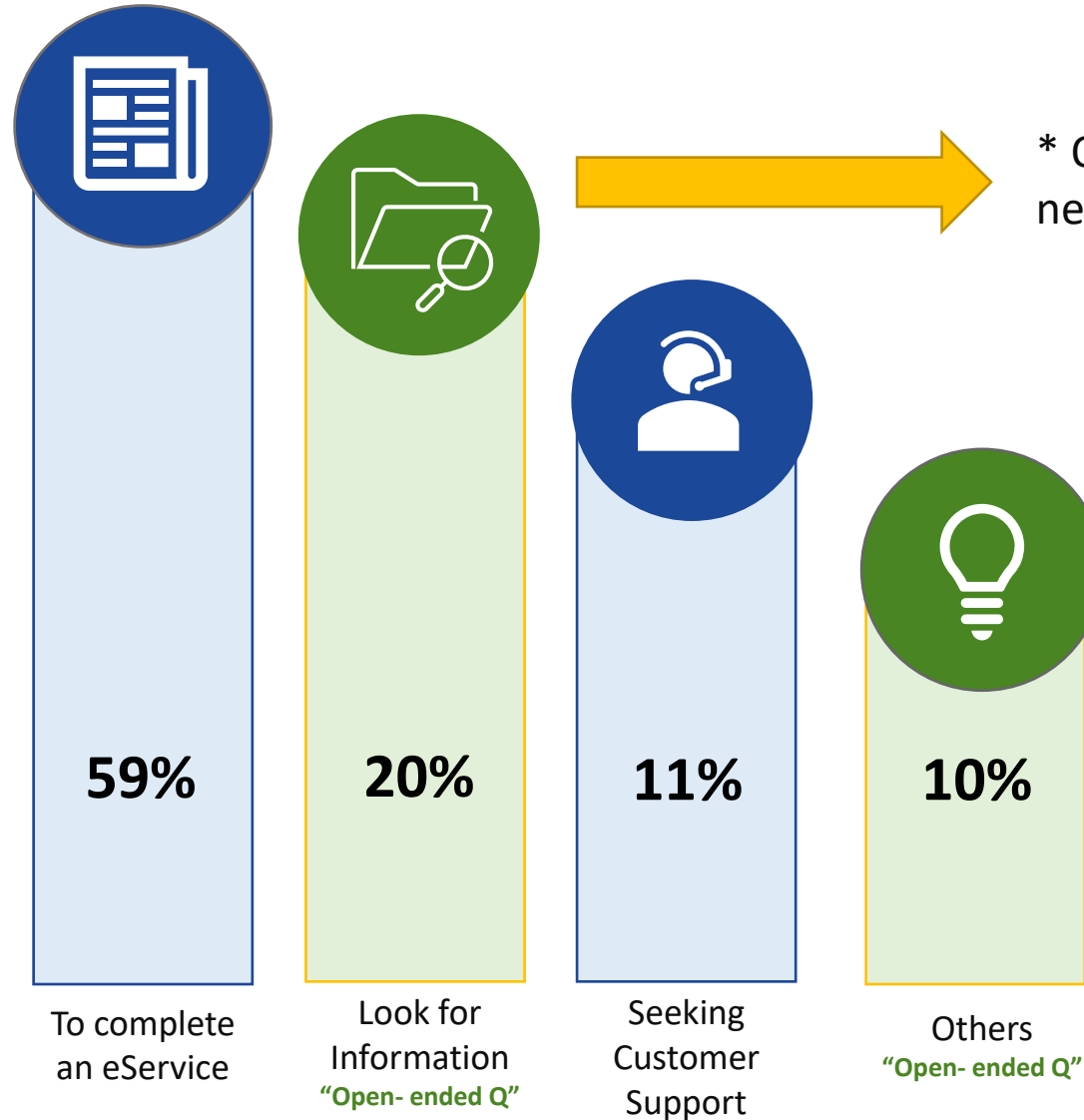


■ Below 18 ■ 18-25 ■ 26-35 ■ 36-55 ■ Above 55

- Most respondents fall within the **36–55** age group, which represents **41%**.
- The lowest respondents were from the age group **below 18** which represents **5%**.

Online Service Usage

1.(a): What is your primary reason for visiting bahrain.bh?

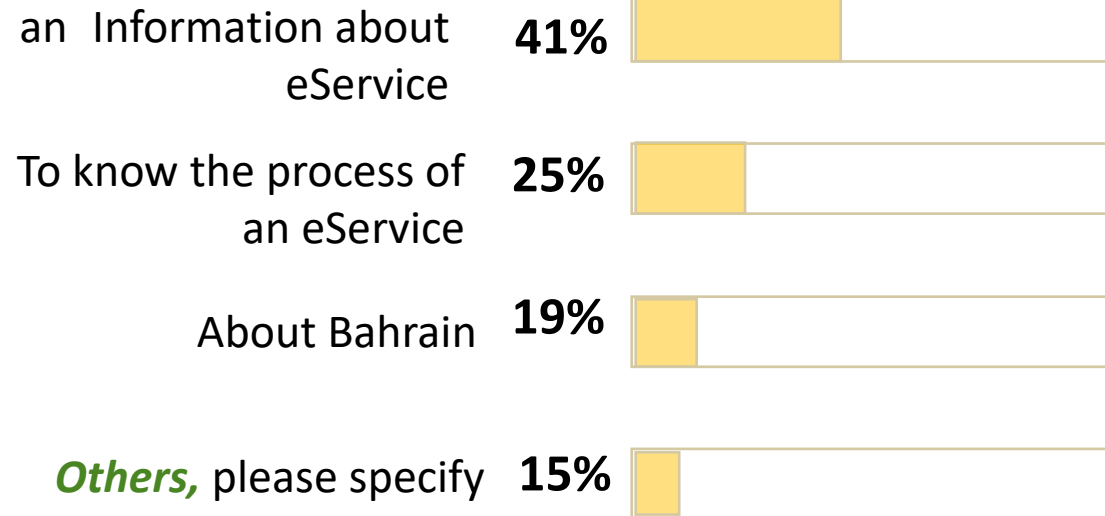


* Open ended question details in the next slide.

*Open ended question answers



The kind of Information users are looking for while visiting **bahrain.bh**



The responses received in *"Others"* include services related to the following categories:

Residents Services

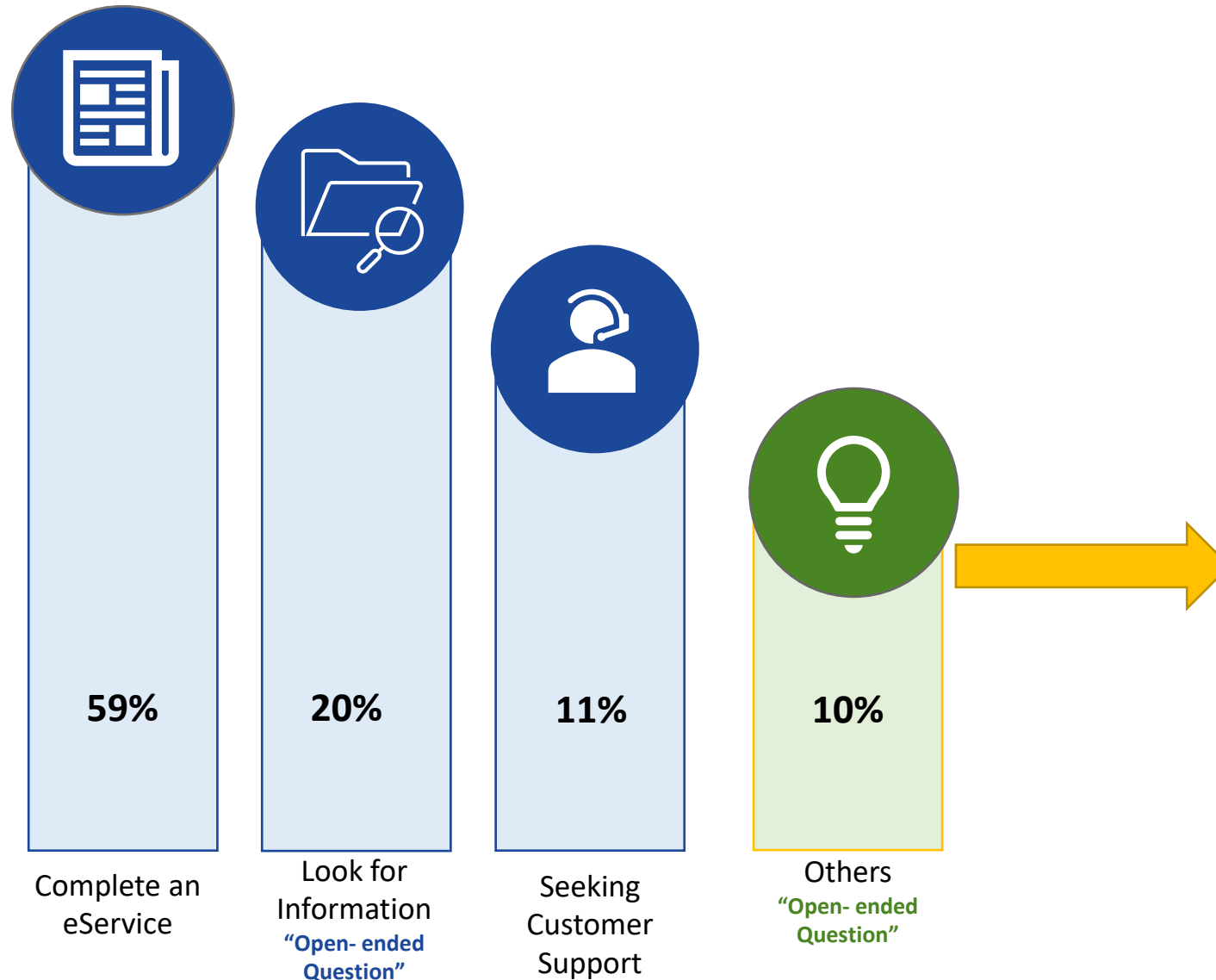
Traffic Services

Pension and Retirement Services

Health Services

Visa Services

1.(b): What is your primary reason for visiting **bahrain.bh**?



Driving License:

- Look for an instructor
- Track a license request

Apply/ Issue

- Good Conduct certificate
- eAuthorization

Systems:

- Submit a case to Benayat and Tawasul systems

eKey:

- Register
- Reset password

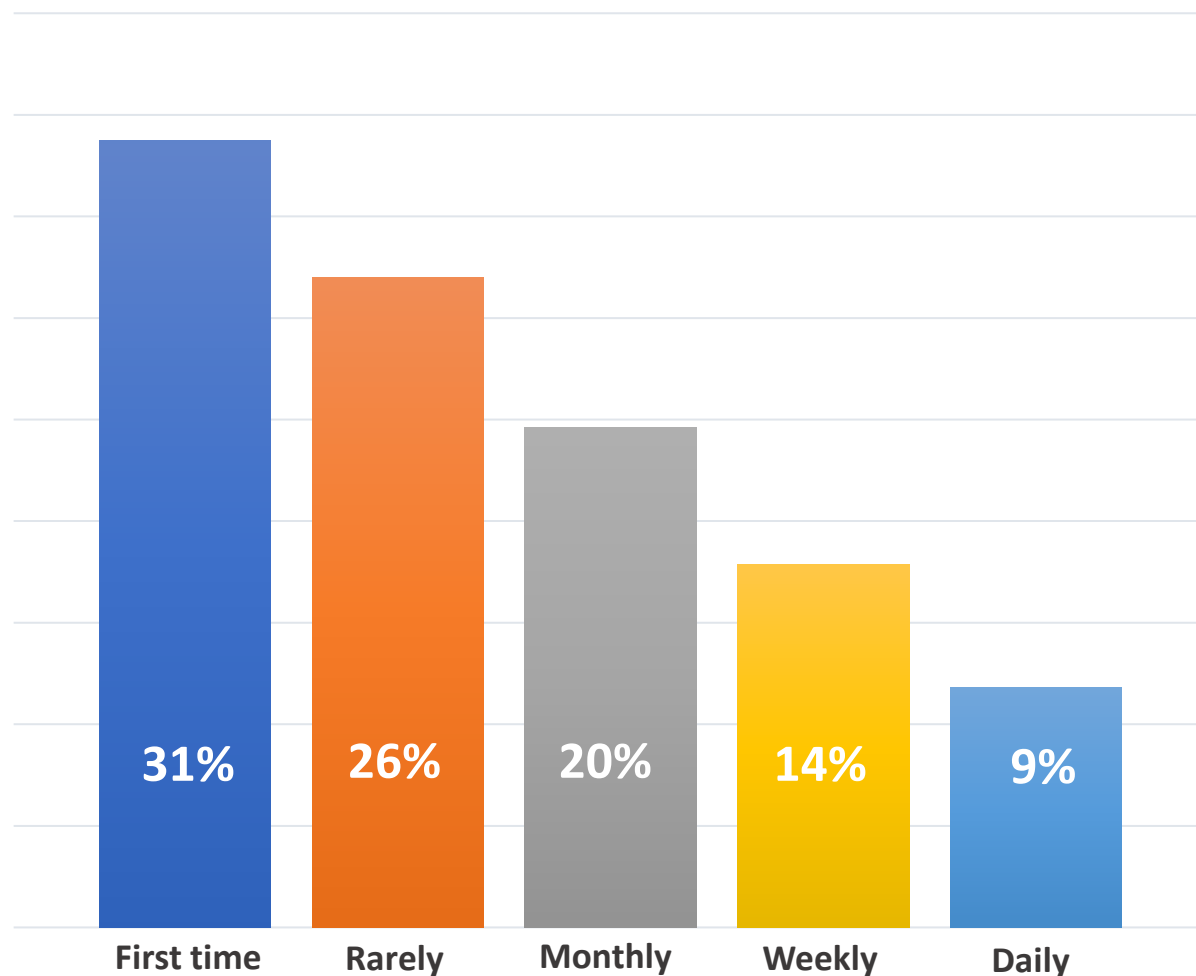
ID Card:

- Book an appointment
- ID Card Reader

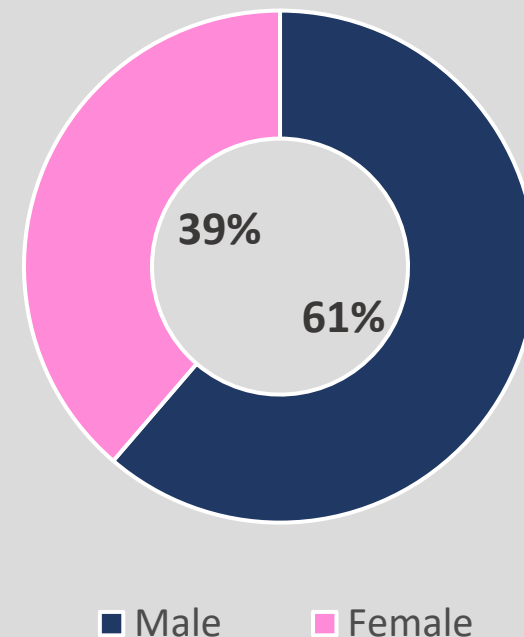
More services:

- School Transfer
- Job Vacancy

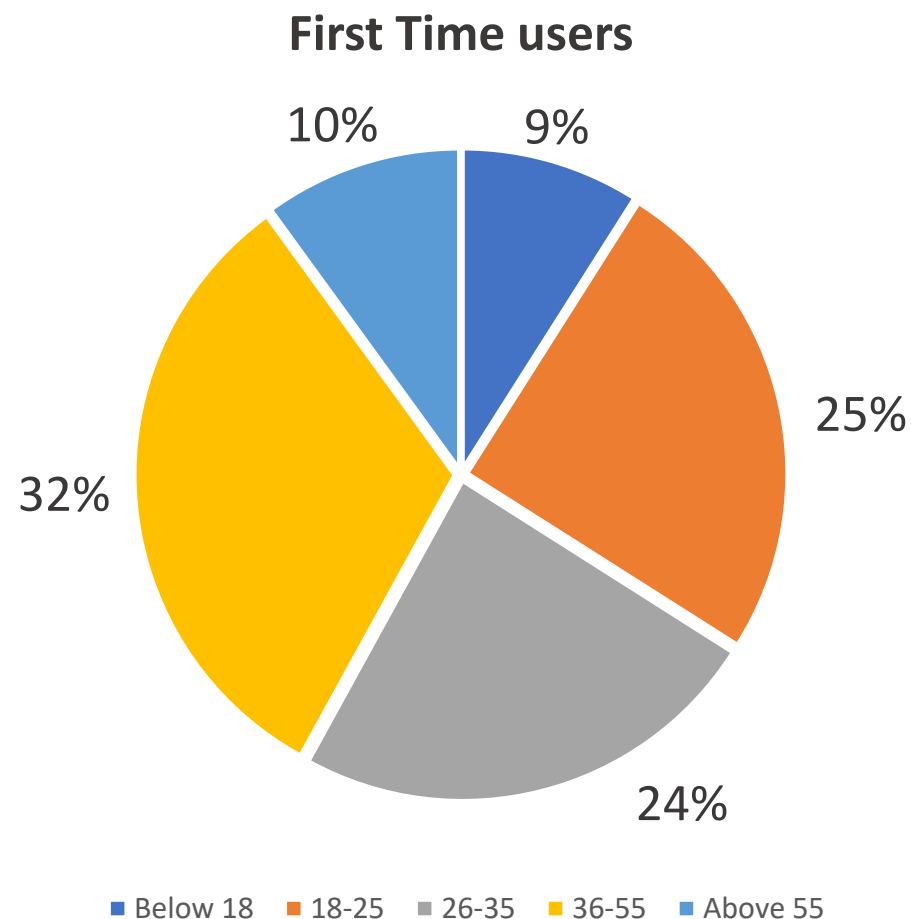
2. How often do you utilize the National Portal bahrain.bh?



Gender of first time users



Most of the respondents are first time users represents 31% of the total respondents. Daily usage shows the least percentage represents 9%.



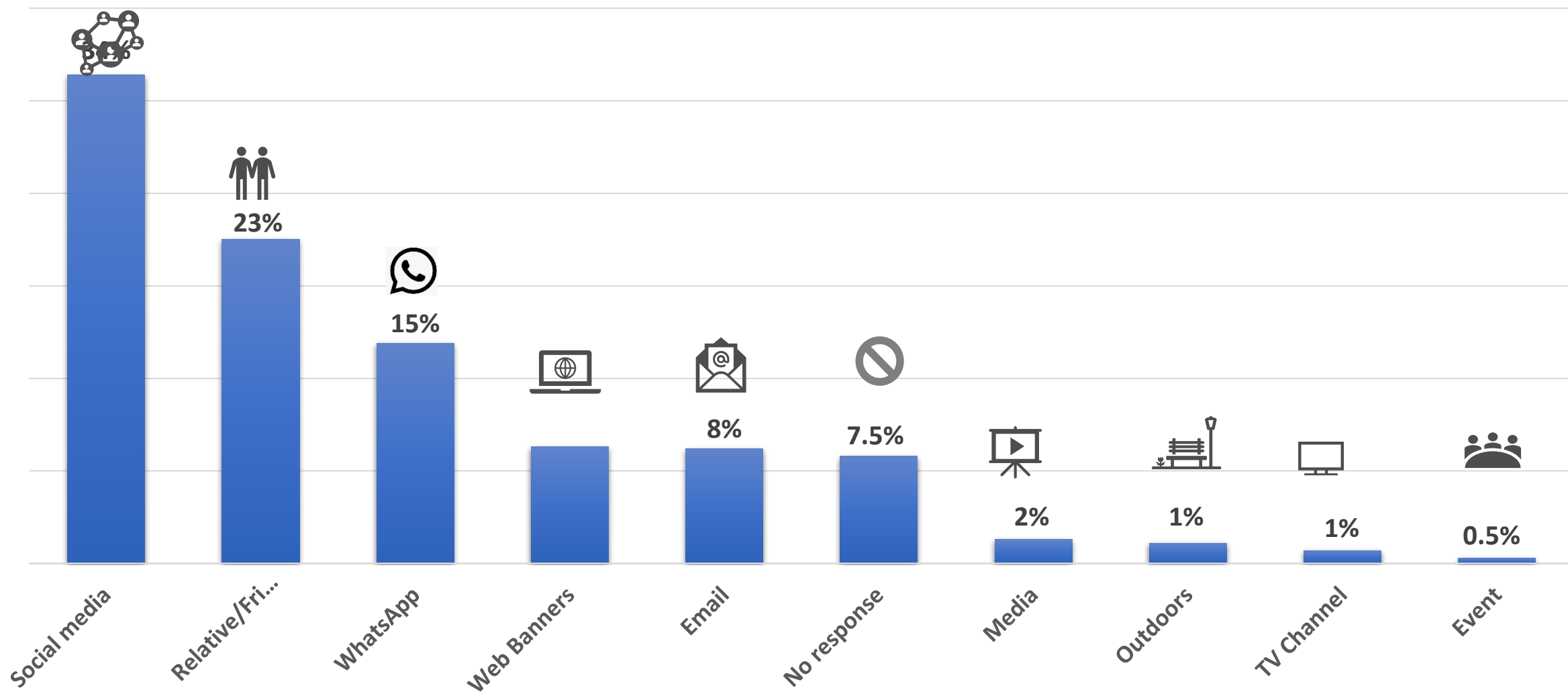
Campaigns and events held during the survey period increased the number of first-time users on **bahrain.bh**

Marketing Campaigns from (June- Sep) 2025:

- Awareness Sessions & videos
- Birth and Death Certificates
- ID Card Awareness Videos
- Student related services

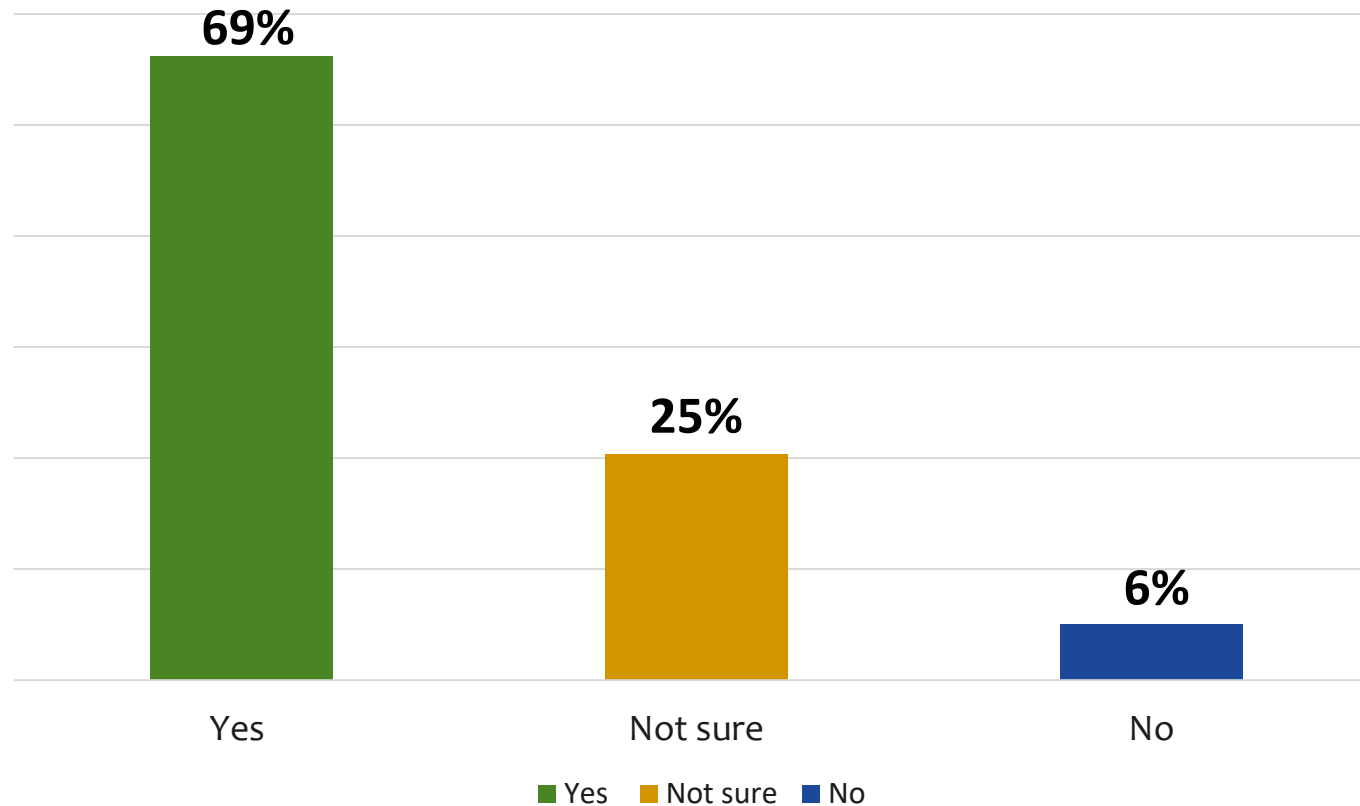
The survey results show that 32% of respondents from the 36–55 age group are first-time users. This increase may be attributed to the various marketing campaigns conducted during the data collection period.

3. As a first-time user, how did you find out about the National Portal bahrain.bh?



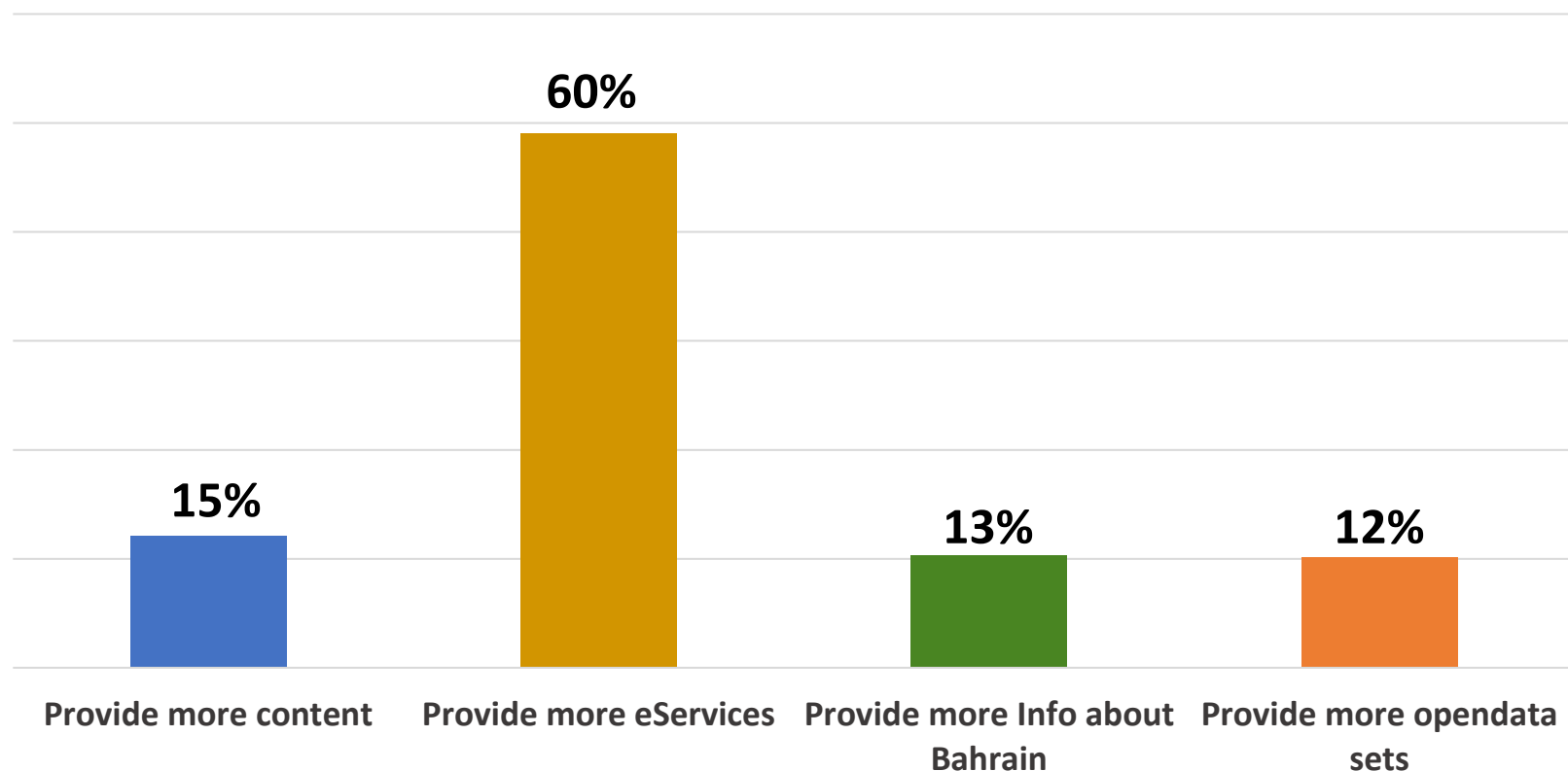
The results indicate that most first-time users were introduced to the National portal bahrain.bh, through social media platforms and word of mouth.

1. In your opinion, is the National Portal bahrain.bh kept up to date?



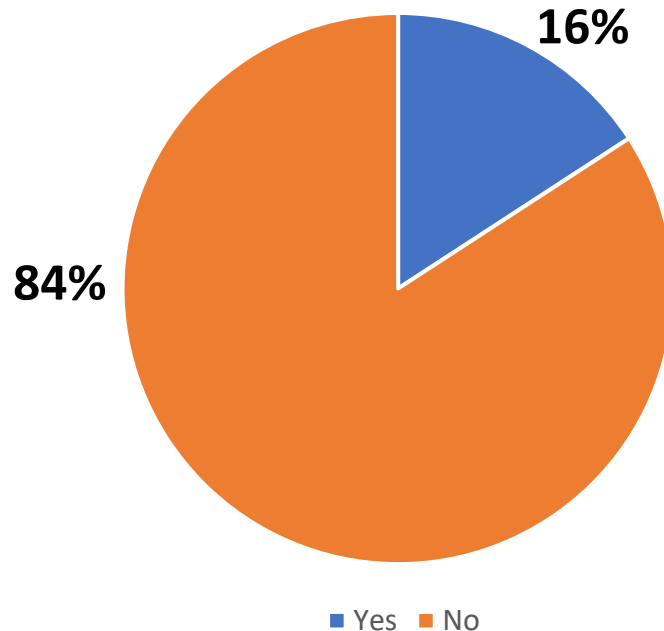
Survey results indicate that most users are aware of recent updates have taken place on the National portal bahrain.bh

2. How would you improve the National portal **bahrain.bh**?



*The results indicate that 60% of respondents believe that adding more eServices would improve the National Portal **bahrain.bh***

3. Are there any eServices that you would like to add to the National Portal bahrain.bh?



❖ Medical Services:

- Laboratory Results.
- Direct connection with doctors.
- Seasonal vaccination updates.
- Medical reports from both private and public medical centers.

❖ Traffic Services:

- Transferring Vehicle ownership online.

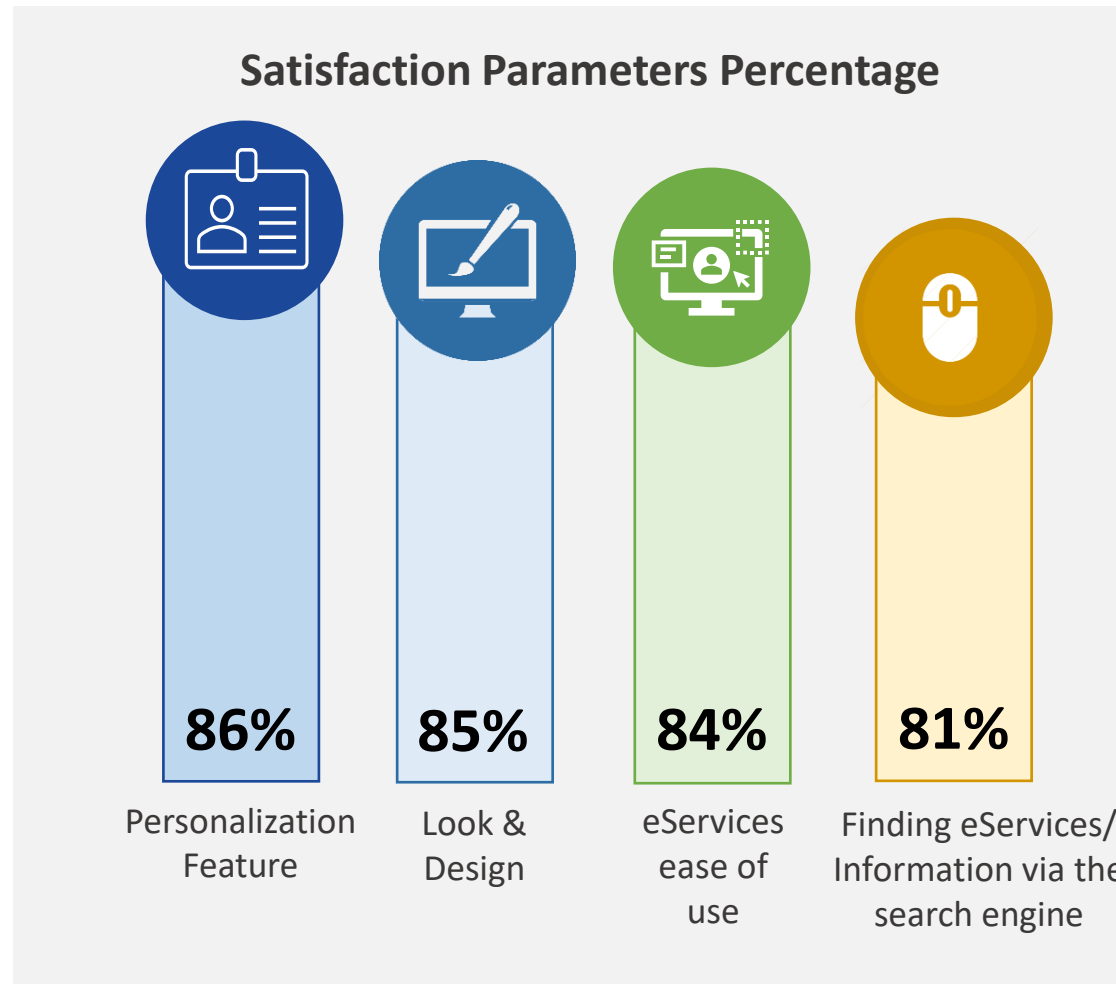
❖ Others:

- Tutorial videos for all services on bahrain.bh
- Direct POC of government entities.
- Pay private schools fees.
- Weather condition updates.
- Unify all cards in one – (ID/license/passport).
- Social Insurance Organization services – pension calculation and years of experience.
- Enable archiving all court cases.
- Post services – enable delivery notifications.
- Information about investing in Bahrain.

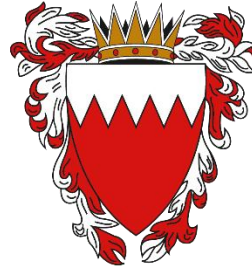
The study shows that most respondents (84%), found that the available eServices on the National Portal (bahrain.bh) are sufficient.

Overall Satisfaction Results

OVERALL SATISFACTION IN 2024- 2025 (84%)



*The analysis revealed an overall customer satisfaction score of **84%**. The highest component of satisfaction was the availability of Personalization at 86%, while the lowest component of satisfaction is Finding eServices/Information via the search engine at 81%. Overall, most respondents expressed satisfaction with the services provided.*



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“Advancing Bahrain to New Heights”