

# Introduction to the DXMI for Government Services

An overview of the Digital Government Authority's framework for measuring the maturity of government digital platforms and services

By Dr. Ahmad Al-Aiad, Senior Digital Transformation Consultant

10 May 2026

## Summary

The Digital Government Authority (DGA) developed the Digital Experience Maturity Index (DGA, 2026) for Government Services to support the Kingdom's digital transformation agenda and improve the quality of government digital services and platforms. The index aligns with Saudi Vision 2030 and the strategic directions of digital government by promoting service quality, beneficiary satisfaction, inclusivity, and institutional digital maturity.

This report presents the concept of digital experience, the objectives of the maturity index, the methodology for the assessment cycles, the perspectives and themes used for evaluation, the targeted digital platforms, maturity levels and implementation stages, and the alignment with international digital government indices.



## Purpose and Scope

This report aims to provide an overview on a unified framework developed for assessing the maturity of government digital experiences according to international best practices. It also seeks to improve transparency and enable government entities to understand the evaluation perspectives and criteria used within the index. The document is intended for:

- government entities.
- digital transformation leaders.
- specialists responsible for digital platforms.
- and operational entities involved in digital government initiatives.

## Concept of Digital Experience

Digital experience refers to the total interactions that beneficiaries have with digital government services across all digital touchpoints throughout the beneficiary journey, from the first interaction through to service completion and feedback analysis.

This report identifies several foundational components of digital experience:

Component	Description
Beneficiary-centred design	Designing services according to beneficiary needs and preferences
Ease of use	Enabling users to locate information and complete tasks efficiently
Complaint handling	Listening to feedback and involving beneficiaries in continuous improvement
Data-driven enhancement	Analysing beneficiary inputs to improve products and services

A mature digital experience is described as seamless, intuitive, personalised, and capable of generating positive beneficiary perception and satisfaction.

## Objectives of the Digital Experience Maturity Index

The index seeks to enhance the maturity and effectiveness of government digital services through measurable standards and evaluation mechanisms.

### Main objectives of the Index

- Accelerating digital transformation in government platforms and services.
- Improving beneficiary satisfaction and user experience.
- Supporting digital inclusivity and equitable access.
- Aligning government services with international standards and practices.
- Promoting the adoption of advanced digital technologies.

This report emphasises that the index also highlights high-performing government platforms as national success stories that can be replicated across the public sector.

## Digital Inclusivity as a Strategic Pillar

Digital inclusivity is identified as a core principle in the design, development, and operation of digital government services. The framework stresses equitable access for all segments of society, including persons with disabilities and older adults.

This report defines digital inclusivity as:

- enabling equal and safe access to services,
- supporting independence for users with disabilities,
- ensuring compatibility across devices and platforms,
- and reinforcing social equity and participation.

The Digital Government Authority adopts digital inclusivity as a sub-index within the broader maturity framework, aligned with international indicators such as:

- OSI,
- EPI,
- GEMS,
- and DARE.

## Strategic Alignment with Saudi Vision 2030

The index is aligned with the objectives of Saudi Vision 2030 and the strategic directions of digital government.

Alignment areas include:

Strategic direction	Intended outcome
Effective government	Improving government performance and responsiveness
Citizen engagement	Enhancing interaction with citizens
Digital government development	Accelerating digital transformation
Service quality improvement	Raising the quality of government services

This report further links the framework to:

- beneficiary satisfaction,
- business enablement,
- effective government,
- regulatory ecosystems,
- and accelerated transformation.

## Methodology of Digital Experience Maturity Index

The 2026 methodology was developed through structured research, benchmarking, and alignment with international indicators and best practices.

## Key Methodology Characteristics

- 4 principal perspectives
- 20 evaluation themes
- assessment of 55 digital platforms
- inclusion of a digital inclusivity sub-index

The methodology aims to:

- improve government digital services,
- increase beneficiary satisfaction,
- support accessibility and equality,
- and encourage innovation and digital adoption.

## Criteria for Selecting Target Platforms

The DGA selected targeted platforms according to several strategic criteria.

### Selection criteria

- Importance of the platform within its sector
- Volume of services and operations
- Number and diversity of beneficiaries
- Impact on international indicators
- Relationship to major life journeys
- Interaction volume on social media
- Sector diversity served by the platform

The index evaluates 55 government digital platforms during the 2026 cycle.

## Perspectives and Themes of the DXMI

The framework is built around four major perspectives containing twenty evaluation themes.

Perspectives	Main themes
Beneficiary satisfaction: Measured primarily using the CSAT methodology.	<ul style="list-style-type: none"><li>• Information and content quality.</li><li>• Ease of use.</li><li>• Beneficiary support and complaint response.</li><li>• Beneficiary participation.</li><li>• Overall satisfaction and expectations.</li></ul>

User experience: Assessed through expert evaluation and field visits.	<ul style="list-style-type: none"> <li>• Usability</li> <li>• Accessibility and compatibility</li> <li>• Accessibility for persons with disabilities and older adults.</li> <li>• Data integration</li> <li>• Personalisation and preferences.</li> </ul>
Complaints handling: Focuses on the effectiveness of complaint management systems.	<ul style="list-style-type: none"> <li>• Complaint channels</li> <li>• Complaint response</li> <li>• Service level agreements</li> <li>• Problem resolution</li> <li>• Continuous improvement</li> </ul>
Technologies and tools: Evaluates the technological infrastructure supporting digital experience.	<ul style="list-style-type: none"> <li>• Strategy and principles</li> <li>• Data collection and integration</li> <li>• Data analysis and visualisation</li> <li>• Digital journey design</li> <li>• Digital experience systems</li> </ul>

## Digital Experience Maturity Levels

The framework categorises digital platforms into five maturity levels based on evaluation outcomes.

Level	Description
Emergent	Basic digital capabilities requiring substantial development
Developed	Partial implementation with opportunities for improvement
Competent	Strong implementation requiring further enhancement
Advanced	Comprehensive and mature implementation
Exceptional	National benchmark and exemplary digital model

## Implementation Stages of the Index Cycle

The 2026 assessment cycle includes five implementation phases.

1. Introductory workshops with participating entities.
2. Launch of beneficiary satisfaction surveys.
3. Platform evaluation and evidence collection.
4. Analysis of evaluation results and preparation of maturity reports.
5. Publication of results and sharing recommendations with platform owners.

## Alignment with International Indicators

An alignment has been conducted between the Digital Experience Maturity Index and major international digital government benchmarks.

### Referenced international indicators

Indicator	Organisation
E-Government Development Index (EGDI)	United Nations
GovTech Maturity Index (GTMI)	World Bank
Government Electronic and Mobile Services Maturity Index (GEMS)	UN ESCWA
E-Participation Index (EPI)	United Nations

The framework supports Saudi Arabia’s efforts to improve global rankings in digital government maturity and service delivery.

## Key Terminology

This report defines several core concepts central to the framework. Below are few selected definitions.

Term	Definition
Digital transformation	Strategic transformation of business models using digital technologies and data.
Digital government	Enabling government operations and services through digital technologies.
Digital platform	Technology solutions delivering integrated digital services.
Digital service	Digitally enabled government procedures delivered through digital channels.
Digital inclusivity	Ensuring equal digital access for all groups.
User experience	Designing services centred on user needs and usability.
DXP	Digital Experience Platform.

## Closing

The Digital Experience Maturity Index for Government Services establishes a comprehensive national framework for evaluating and enhancing the quality of digital government services in Saudi Arabia. By integrating beneficiary satisfaction, user experience, accessibility, complaints handling, and technological maturity into a unified methodology, the framework supports both national digital transformation goals and international competitiveness.

This report reflects a strategic shift from measuring digital presence alone toward evaluating the holistic quality, inclusivity, and effectiveness of digital government experiences.

## References

- Digital Government Authority (2026) Introductory guide to the Digital Experience Maturity Index for Government Services 2026. Riyadh.

We help governments, nonprofits, education and industry leaders to use our proven research products and services to accelerate growth.

### Syndicated Research (Subscriptions)

#### Insight Essentials (Library Access)

Unlimited reports, monthly brief, email alerts, fast answers for busy teams.

#### Playbooks Series

Sector playbook chapters with checklists & templates, regular webinars, and capability building.

#### Indicator & Benchmarks Tracker

EGDI/EPI/LOSI, GTMI, GII, NRI, DGI, EFQM, KAQA, ISO, ... dashboards with gaps and next steps, climb the rankings.

#### Trends & Predictions

Curated signals, quarterly trends, annual predictions with “So-What” memos, see around corners.

### Commissioned Research

#### Decision Briefs on Demand

Executive memos, options, costs/risks, next steps, with sourced evidence.

#### Business Case & TEI Pack

ROI/NPV/TEI models, sensitivity analysis, narrative deck, board-ready optional.

#### Benchmark & Maturity Assessment

Diagnostic across people/process/tech/policy, peer comparison, heatmaps, prioritized roadmap.

#### Policy & Impact Research

Baseline, options appraisal, KPI/SROI/VfM, pilot-to-scale plan, regulator-ready impact.

### Contact

Kaizen Consulting, P.O. Box 90987, Al Taawun District, Al Taawun Commercial Center,  
Riyadh 11623, KSA  
Phone: 920004248  
Email: [info@kaizen.sa](mailto:info@kaizen.sa)