

Role of Web Analytics for a Transactional E-government Portal: A Comparative Study of Indian and Russian Railway Portals

Rakhi Tripathi

Assistant Professor

FORE School of Management

New Delhi – 10016

e-mail: rakhi@fsm.ac.in

Abstract

More than twenty stage models of e-government have been suggested in the last fifteen years, globally. The number of stages varies from model to model, but overall there is general consensus on five generic stages of e-government maturity, identified as: information; interaction; transaction; integration and one-stop portal for e-government. An intuitive and easy user interface is crucial for each stage of e-government maturity so that citizens can fully utilize e-government services. It is equally important that the response of the citizens and other stakeholders is measured and analysed at each level, mainly to understand the effectiveness of the provision. Therefore, web analytics for Government portals is crucial. Railways are one the most prominent part of any Government. For this the study selected two Railways portals: Indian Railway Catering and Tourism Corporation (IRCTC) and Russian railways. Both own a transactional website which is integrated at the backend. The objective of the paper is to identify the key performance indicators for each level of railway portals of both countries and suggest relevant web analytic tools that can help in analyzing the response of citizens and to further help in improving the e-government process.

Keywords: Maturity models, E-government, Transaction, Integration, Web Analytics, Web 2.0, Web 3.0, Key performance indicators

Acknowledgement: The infrastructural support provided by FORE School of Management, New Delhi is gratefully appreciated.