

GOVERNMENT

The hidden cost of an incomplete application

Measure the work citizens and agencies repeat when a digital service collects information without resolving the whole need.

THE EXECUTIVE FINDING

A shorter form is not necessarily a better service. The meaningful outcome is a complete, accessible path to an accountable decision.

THREE DECISIONS FOR LEADERSHIP

- 01 Map repeat contacts to the original service need and its outcome.
- 02 Test guidance with people using both digital and assisted channels.
- 03 Agree the boundary between evidence preparation and official decision-making.

THE TRADE-OFF TO EXAMINE

Sharing data can reduce repeated questions but increase privacy risk and propagate incorrect records. Preserve the ability to challenge information and use the minimum approved data needed for the service.

HOW GENELLIPSE CAN HELP

Genellipse can redesign a service journey through GeneDigital, connect permitted data with GeneData and introduce source-grounded Cortex AI assistance. GeneSecure and GeneComply can support access and evidence controls. A starting engagement would focus on one service, accessible guidance and a completeness-to-review workflow.

THE ANALYSIS IN ONE VIEW

Illustrative repeat-contact burden

staff hours per month | Synthetic example

Missing evidence		120
Status enquiries		80
Conflicting instructions		50

$(600 \times 12 + 400 \times 12 + 250 \times 12) \div 60 = 250 \text{ hours.}$

Synthetic mutually exclusive contact categories, each assumed to require 12 minutes. Citizen time is not included.

INTERPRETATION

If an agency receives 600 missing-evidence contacts, 400 status enquiries and 250 clarification contacts, the example totals 250 staff hours at 12 minutes each. A better checklist might reduce one category without changing the others. Validate the result against completed cases, citizen effort and equitable access; a lower call volume alone is not proof of success.

SOURCES AND METHOD

Original Genellipse analysis informed by the primary sources below. Examples are synthetic, not customer results, forecasts or industry benchmarks. Sources reviewed 14 October 2026.

GOV.UK Service Standard - Solve a whole problem for users

Read the complete report and its assumptions at genellipse.com/insights

Discuss your priorities: info@genellipse.com