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Original Article

Exploring Technology Acceptance in Service Delivery in Tanzania: A Case of National Identification Authority Kinondoni District Registration Office

Emmanuel Joshua[1*] *& Andrew Abia Mushi*[1]

[1] Mzumbe University, P. O. Box 1, Mzumbe, Morogoro, Tanzania.
*Author for Correspondence ORCID ID; https://orcid.org/0009-0006-1719-8043; Email: amushi@mzumbe.ac.tz

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Technology Acceptance, National Identification Authority, Service Delivery.

ABSTRACT

This paper investigates technology acceptance in service delivery at the National Identification Authority (NIDA) office, Kinondoni District Registration Office. The study used a descriptive research design, while a purposive sampling technique was used to select members of the sample. On the other hand, the study conducted interviews with 10 respondents who were at the management level, while about 60 questionnaires were distributed to 60 operational staff for data collection. The data were analysed using descriptive and content analysis. The Technology Acceptance Model (TAM) enriched the study, which stipulates that an individual's willingness to use a system is influenced by their perceptions of its usefulness and ease of use. This theory is important since it establishes the major idea of the study, which is the acceptance of technology. The study found that staff expressed feedback, suggestions for improvement, and complaints about usability issues for service delivery among the staff, which helped gauge the level of acceptance and identify areas for enhancement. The paper concludes that NIDA staff reported a moderate level of adoption of recently implemented technological solutions for service delivery. This indicates that a significant portion of staff have started utilising the new technologies for service delivery. The study recommends that NIDA continue monitoring and improving the deployed technology by addressing user feedback and making necessary enhancements to ensure operational effectiveness. Furthermore, investing in comprehensive training programs and providing ongoing technical support should be continued since it will help enhance staff proficiency and ensure the smooth operation of the technology for service delivery.

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INTRODUCTION

Information and Communication Technology (ICT) is widely acknowledged as a crucial factor in the acceptability of technology and is considered a vital tool for enhancing the quality of public service delivery (Blackwell *et al*., 2019). Governments worldwide have acknowledged the crucial role of ICT in enhancing public service delivery and have made substantial investments in this field for some time now (Kozma & Anderson, 2017). The widespread use and integration of technology, along with the successful utilisation of information and communication technology (ICT), in public service delivery is a highly debated topic in current policy-making processes (Baturay *et al.,* 2017). In countries like the United States and the United Kingdom, the smooth incorporation of technology in service delivery processes is now a symbol of effectiveness and advancement. Known for its technological advancements, the United States has played a leading role in using technology to improve service delivery in various sectors. Significantly, the extensive use of electronic health records (EHRs) is a clear example of how technology has sparked a major change in delivering healthcare services. EHRs have greatly improved the quality and effectiveness of healthcare delivery in the country by strengthening patient care coordination and reducing medical errors (Asad *et al.,* 2020).

In the same way, the United Kingdom has adopted technological advancements to improve the efficiency of service delivery in different areas. The UK is committed to making digital services accessible to all citizens through the government's Digital Transformation Strategy, promoting inclusivity and efficiency in service delivery. Efforts such as Gov.UK have been crucial in bringing together various government services onto one online platform, making it easier for individuals, businesses, and government entities to interact. The UK is dedicated to using technology to improve citizen experiences and administrative efficiency, leading by example for other countries to follow in enhancing service access and effectiveness (Akpan, 2019).

Most of the African countries have recognised the potential of technology to improve service delivery and bridge the digital divide. In Ghana, for example, the government has implemented E-governance initiatives like the National Identification System and the Paperless Port System to streamline processes and reduce corruption. Similarly, Nigeria has made efforts to digitise its public services through initiatives like the Integrated Payroll and Personnel Information System (IPPIS) and the Treasury Single Account (TSA). In Kenya, for example, the government has launched various technology-driven initiatives to enhance service delivery. The Huduma Centers provide citizens with

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a one-stop shop for accessing government services electronically (Kairu, 2019).

One of the primary issues faced by the Tanzania National Identification Authority (NIDA) was the inefficiency of the traditional manual processes in acquiring identification and registration services. The manual system involved physical office visits and paperwork, which required significant time and effort to process and manage. This led to delays in accomplishing identification procedures, resulting in inconvenience for citizens who needed their identification cards urgently. Additionally, the manual system was prone to errors and inaccuracies, leading to incorrect information being recorded in their identity. To address these challenges, NIDA introduced online services that aimed to streamline and modernise their operations. The introduction of technology could allow for a more efficient and convenient way for citizens to access identification services. Online platforms could enable individuals to register, acquire control numbers and National Identification Numbers, and monitor the progress of their applications from the comfort of their homes or local internet cafes and on mobile devices too.

LITERATURE REVIEW

Theoretical Literature Review

This study makes use of the Technology Acceptance Model (TAM), which was developed by Davies (1989) as an extension of Ajzen & Fishben's (1975) Theory of Reasoned Action. TAM is centred on assessing an information system's perceived acceptability, with the goal of predicting the appropriateness of a tool for use and identifying necessary adjustments to make the system acceptable to users. According to TAM, two key factors influence an information system's acceptability; perceived usefulness and perceived ease of use (Venkatesh et al., 2003). According to TAM, an individual's willingness to use a system is influenced by their perceptions of its usefulness and ease of use. This intention then acts as a bridge between them and the system. The level of ease of use has a direct impact on perceived usefulness (Akpan, 2019; Alrashidi, 2020). TAM departs from the original Reasoned Action model significantly by introducing two new constructs: perceived usefulness and perceived ease of use. Perceived usefulness implies that using the application will improve performance, whereas perceived ease of use implies that using the program will reduce work-related stress (Shih et al., 2011).

Ducey (2013) provided a more explicit elucidation in his study that the two components of the Technology Adoption Model (TAM) are significant because they determine technology adoption and user behaviour. The primary goal of the Technology Acceptability Model is to provide an explanatory framework for assessing technology's public acceptability. This goal has the potential to shed light on the behaviour of individuals across a wide range of the community. The primary goal of the Technology Acceptance Model (TAM) is to provide a foundation for investigating how external influences affect attitudes, internal beliefs, and intents within an organisation.

Empirical Literature Review

Many researchers have explored the complexities of technology acceptance in different industries. The technology acceptance model was investigated by Gavurova (2018) in the field of e-commerce, revealing insights into consumer behaviour and adoption trends. Jones & Kauppi (2018) examined the main factors impacting the Technology Acceptance Model in employees using e-procurement systems at work, emphasising the importance of user perspectives in technology adoption in companies. In his study from 2017, Rahim explored how users perceive e-Government systems, underscoring the significance of designing digital government services with the user in mind. These studies, although informative, mainly focused on the acceptance of technology rather than on service delivery.

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On the other hand, studies concerning service implementation frequently did not consider the technology acceptance model in their evaluations. Chiravuri & Al-Ahmed (2016) investigated the factors influencing the quality of service delivery in e-government services, while Colesca & Dobrica (2018) studied the effect of perceived ease of use of e-government services on service delivery via e-government platforms in Romania. This study aims to close this divide by investigating the acceptance of technology in service delivery at the NIDA Kinondoni District Registration Office. Likewise, Omboti (2019) explored the influence of strategic technology on service delivery at the Directorate of Immigration and Registration of Persons (DIRP) in Nairobi. Proficiency of technology usage, ease of use of strategic technology, and the one-stop model significantly affected service delivery, with ease of use being the most influential variable. However, the application of strategic technology to records management did not significantly influence service delivery. The study recommended simplifying information retrieval protocols and prioritising skills enhancement to improve service delivery in the Directorate.

METHODOLOGY

A mixed-methods research approach was applied to understand and interpret technology acceptance in service delivery with reference to the NIDA, Kinondoni District Registration Office. A descriptive design was used as the research design for this study. Descriptive research was characterised by its objective observation and detailed documentation of a subject's behaviour without intervention (Creswell, 2014).

The population for this study consisted of 70 respondents employed at the NIDA Kinondoni District Registration Office. In this particular study, the sample size is determined by considering the entire population as the sample, a method known as a census, given that the study population consists of 70 respondents. The decision to use the entire population as the sample is influenced by its relatively small size (below 100), making it feasible to include all participants in the study. The respondents were chosen using the purposive sampling technique.

In order to obtain in-depth information from the respondents, data were collected through a questionnaire and an interview. The data collection process entailed conducting interviews with participants, involving a diverse set of questions pertinent to the study. The study conducted interviews with the 10 respondents who were at the management level. Interviews allowed for a deeper exploration of the attitudes, perceptions, and experiences of individuals regarding the use of technology in service delivery. About 60 questionnaires were distributed to 60 operational staff for data collection. The selection of questionnaires for this study was justified by the literacy level of the population and the convenience with which the required information can be conveyed through written responses.

For questionnaire data, descriptive analysis was conducted using the Statistical Package for Social Science (SPSS) and Microsoft Excel. This method allowed for a detailed examination of the responses, providing statistical insights into the various aspects of the study. Additionally, content analysis was employed for interview data, capturing and analysing quotes from key informants to extract meaningful insights and themes relevant to the research objectives.

RESULTS AND DISCUSSIONS

Level of Adoption and Acceptance of Technology in Service Delivery

This study sought to determine the level of adoption and acceptance of technology among NIDA staff, assessing their attitudes and perceptions towards the implemented technological solutions. In that regard, the study involved 60 respondents who were distributed a questionnaire, and 10 of the key informants were interviewed as well.

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Table 1: Technology Adoption and Acceptance for Service Delivery Among NIDA Staff

Question	Frequency (n)	Percentage (%)
1. The usage rate on the adoption of technology for service delivery among the staff is satisfactory	10	16.7%
2. The level of participation in technology training programs also indicates the staff's adoption and acceptance of technology for service delivery among the NIDA staff	11	18.3%
3. Also, feedback suggestions for improvement, and complaints about usability issues among the staff helped gauge the level of acceptance and identify areas for enhancement for service delivery	4	6.7%
4. Frequency of IT support requests among the staff identified level of adoption of the technology for service delivery among the staff	11	18.3%
5. Proficiency with required software and platforms indicated level of adoption among the NIDA staff	10	16.7%

Source: *Field Data, 2024*

The Usage Rate on The Adoption of Technology for Service Delivery among the Staff is Satisfactory

To determine the level of adoption and acceptance of technology among NIDA staff, assess their attitudes and perceptions towards the implemented technological solutions. The majority of NIDA staff reported a moderate level of adoption of recently implemented technological solutions. This indicates that a significant portion of staff have started utilising the new technologies to some extent.

The Level of Participation in Technology Training Programs

The level of participation in technology training programs for service delivery also indicates the staff's adoption and acceptance of technology among the NIDA staff for service delivery. Frequency (n): 11 Percentage (%): 18.3%. In that regard, a considerable number of staff said the level of participation in technology training programs indicated the staff's adoption and acceptance of technology among the NIDA staff. When staff members perceive technology training as relevant to their roles and crucial for their professional development, they are more likely to actively participate. For example, if the training program offers skills that directly enhance their ability to perform tasks related to issuing national identification cards efficiently and accurately, staff members are more inclined to engage.

On the other hand, an organisational culture that values continuous learning and technological advancement encourages staff to participate in training programs. When staff actively participate in technology training programs, it demonstrates their willingness to learn new skills and embrace technological changes. This willingness is a key factor in driving technology adoption. If staff see the technology training as relevant and useful for their work, they are more likely to engage with it. High participation rates suggest the staff recognise the value and benefits of the new technology. Participation in training helps staff become more comfortable and confident using the new technology. As they gain familiarity, they are more inclined to accept and integrate it into their workflows. High participation rates may also signal strong leadership support and encouragement for technology adoption. When the organisation invests in training, it conveys the importance of the technological change. Training programs are an important component of effective change management. Active participation indicates the organisation is successfully guiding staff through the transition to new technologies.

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The study findings are supported by Villalba-Mora (2016), who says that the training program must be tailored to the organisations and employees' needs, addressing specific tech skills required in their roles. It must be aligned with industry trends and technological advancements to ensure the training is relevant today and valuable tomorrow. Training programs should be flexible and accessible, allowing employees to learn at their own pace, in their own time, and in their preferred manner.

Feedback

As indicated also, feedback, suggestions for improvement, and complaints about usability issues for service delivery among the staff helped gauge the level of acceptance and identify areas for enhancement. (n): 4 Percentage (%): 6.7%. In that regard, staff stated that feedback, suggestions for improvement, and complaints about usability issues among staff helped gauge the level of acceptance and identify areas for enhancement. Feedback from staff members at the National Identification Authority in Tanzania plays a crucial role in gauging the level of acceptance of the services provided. Through actively seeking feedback from employees who interact with the system on a daily basis, the authority can gain valuable insights into how well the system is functioning and where improvements are needed. Staff feedback helps assess the level of acceptance and satisfaction with the current service delivery processes and systems. If staff are experiencing significant usability issues or have major complaints, it indicates a lower level of acceptance and buy-in, which needs to be addressed.

The issues and suggestions raised by staff provide direct insights into the specific areas that need enhancement or refinement. Through listening to the frontline staff who are directly interacting with the systems and processes, organisations can target the most impactful pain points and opportunities for improvement. The staff feedback can inform the design and implementation of service delivery enhancements. Understanding the specific usability challenges and pain points helps tailor the improvements to meet the needs of the staff and improve the overall service experience.

Actively seeking and incorporating staff feedback demonstrates a commitment to continuous improvement and values the input of frontline employees. This can foster a sense of ownership and engagement among staff, as they feel their voices are heard and their experiences are shaping the evolution of the service delivery. Feedback on usability issues may reveal areas where staff require additional training or support to effectively utilise the service delivery systems and processes. Addressing these training needs can improve the overall competency and confidence of staff in delivering high-quality services. Through gathering and analysing the feedback, suggestions, and complaints from staff, organisations can gain valuable insights to gauge the level of acceptance, identify areas for enhancement, and ultimately improve the overall service delivery experience for both staff and customers. The study findings are linked to the study by Reddick, & Norris (2015), which found that actively listening to employee feedback helps you empathise with their perspective and understand their pain points when using the website. This allows us to address their concerns more effectively.

Frequency of IT Support Requests among the Staff

Frequency of IT support requests for service delivery among the staff identified the level of adoption of the technology among the staff (n): 11, percentage (%): 18.3%. It can be said that a notable proportion of staff reported on the frequency of IT support requests among the staff, which identified the level of adoption of the technology among the staff. Findings suggest that through monitoring the frequency of IT support requests, management can identify areas where staff require additional training or support. For example, if a particular department consistently reports high levels of IT support requests, it indicates a need for targeted training

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programs to improve their technological skills. Furthermore, high volumes of support requests may suggest that staff are struggling with the technology, indicating lower levels of adoption. Conversely, fewer requests may indicate that staff are comfortable using the technology and have integrated it into their workflows. If there is a high frequency of IT support requests, it could imply that staff members are encountering difficulties in using the technology effectively. This situation arises from inadequate training or insufficient resources to facilitate smooth usage. A low frequency suggests that staff members have successfully adopted the technology. They are familiar with its functionalities and can troubleshoot minor issues independently without needing assistance.

Furthermore, a high frequency of support requests often indicates that staff are actively engaging with the technology. This suggests that they are utilising the tools provided to them, which is a positive sign of adoption. Conversely, low request frequency may indicate either a lack of engagement or a lack of awareness about the available technology. Generally, the frequency of IT support requests serves as a valuable metric for assessing the level of technology adoption among staff. Through analysing these requests, organisations can gain insights into user engagement, training effectiveness, system usability, and overall service delivery efficiency, all of which are crucial for fostering a culture of technology utilisation within the workplace. The study findings are linked to the study by Goga (2021), which found that frequent IT support requests indicate that staff members are actively using the technology. High usage typically correlates with high adoption levels, suggesting that staff members are engaging with the new tools and systems.

Alignment of technological advancements with NIDA goals: Frequency (n): 10 Percentage (%): 16.7%. Findings showed that staff expressed their perceptions regarding the alignment of technological advancements with NIDA's goals. This insight helps ensure that technological investments are in line with the organisation's strategic objectives. Findings showed that staff expressed their perceptions regarding the alignment of technological advancements with NIDA's goals. This insight helps ensure that technological investments are in line with the organisation's strategic objectives. Technological advancements play a crucial role in enhancing the efficiency, accuracy, and security of systems within organisations. In the case of the National Identification Authority, the adoption of advanced technologies can streamline processes related to identity management, data security, and citizen services. As NIDA handles sensitive personal information, aligning technological advancements with its goals is essential for ensuring data security. With the rise in cyber threats globally, it is imperative that NIDA adopts robust cybersecurity measures to protect citizens' data from unauthorised access or breaches. Advanced encryption techniques and secure authentication protocols can safeguard personal information stored within NIDA's databases.

Furthermore, in today's rapidly evolving business landscape, organisations are increasingly reliant on technology to drive efficiency, innovation, and competitive advantage. However, the mere adoption of new technologies does not guarantee success. Instead, it is essential for these technological advancements to be aligned with the overarching goals and objectives of the organisation. This alignment ensures that technology serves as a facilitator rather than a hindrance to achieving strategic aims. One of the primary reasons for aligning technology with organisational goals is to enhance operational efficiency. When technology solutions are tailored to meet specific business needs, they can streamline processes, reduce redundancies, and improve productivity. For instance, implementing an enterprise resource planning (ERP) system that aligns with a company's goal of improving supply chain management can

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lead to better inventory control and reduced operational costs.

Technological alignment fosters an environment conducive to innovation. Organisations that strategically integrate technology into their operations are better positioned to identify new market opportunities and respond swiftly to changing consumer demands. For example, a company focused on sustainability may adopt green technologies that not only align with its environmental goals but also differentiate it from competitors in the marketplace. Aligning technological advancements with organisational goals also plays a crucial role in change management. When employees understand how new technologies contribute to the organisation's objectives, they are more likely to embrace change rather than resist it. Effective communication about the benefits of technology adoption can lead to higher employee engagement and smoother transitions during periods of transformation.

Another critical aspect of alignment is the ability to measure success effectively. Organisations must establish key performance indicators (KPIs) that reflect both technological performance and organisational goals. Through doing so, they can assess whether their investments in technology yield positive returns and support strategic initiatives. This data-driven approach allows for informed decision-making regarding future technological investments. Finally, aligning technology with organisational goals helps mitigate risks associated with technological investments. When organisations clearly define their objectives before adopting new technologies, they can avoid costly misalignments that may arise from investing in solutions that do not support their strategic direction. This proactive approach reduces the likelihood of project failures and enhances overall resilience.

The study findings are supported by Awosika (2020), who found that staff members recognise technological enhancements that help the organisation achieve its objectives more effectively and expedite service delivery to citizens. The alignment of technological advancements with organisational goals also leads to an enhanced user experience for both staff members and citizens. Staff members who perceive these advancements positively support initiatives that prioritise user-centric technologies to meet the organisation's objectives.

Proficiency with Required Software and Platforms

Proficiency with the required software and platforms indicated a level of adoption for service delivery among the NIDA staff: Frequency (n): 14, Percentage (%): 23.3%. It can be said that a significant portion of staff shared their expectations regarding proficiency with the required software and platforms, which indicated a level of adoption among the NIDA staff. Proficiency with the required software and platforms is crucial for the National Identification Authority in Tanzania to ensure efficient operations and successful implementation of its programs. Staff members need to be well-versed in using specific software and platforms to carry out their tasks effectively. Proficiency with the required software and platforms can significantly enhance productivity among staff members. When employees are proficient in using the necessary tools, they can complete tasks more efficiently and accurately. For example, if staff members at the National Identification Authority are proficient in using database management software, they can process identification applications faster, leading to improved productivity.

Also, when staff are proficient with the necessary software and platforms, they can complete tasks and provide services more quickly and efficiently. This allows them to be more productive and serve customers or clients in a timely manner. Proficiency ensures that staff are using the software and platforms correctly and consistently, which helps maintain a high level of quality in the services being delivered. Inconsistent or improper use of the

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technology can lead to errors or subpar outputs. Proficient users are better able to adapt to changes in the software, identify and resolve technical issues, and find workarounds when needed. This allows them to more effectively address problems that arise during service delivery. Smooth, seamless service delivery using the right technologies can greatly improve the customer or client experience. Proficient staff are better equipped to provide a high-quality, technology-enabled service. As service demand grows, proficient use of software and platforms enables staff to scale their productivity and the organisation's service capacity. Lack of proficiency can limit scalability.

When interviewed, the management on the level of adoption and acceptance of technology for service delivery among NIDA staff. All interviewed staff had similar opinions regarding the technology adoption and acceptance among NIDA staff. One of the interviewed staff from the management level added that.

> *In assessing the usage rate and adoption of technology among the staff at NIDA (National Identification Authority) in Tanzania, several key factors need to be considered. The perception of technology adoption within an organisation can vary based on various elements such as infrastructure, training, support systems, and organisational culture. The availability and quality of technological infrastructure play a crucial role in determining the usage rate among staff. This includes factors such as access to computers, internet connectivity, software applications, and hardware devices. If NIDA has invested in modern and reliable technology infrastructure, it is likely to facilitate higher adoption rates among its staff* (Interview; P6, May, 2024).

In terms of the level of participation, one of the key informants said that.

> *Technology training programs provide staff with the necessary skills and knowledge to effectively utilise new technologies. Through participating in these programs, employees can enhance their technical competencies, which can lead to increased confidence and proficiency in using technology tools. Also, effective technology training programs often incorporate change management strategies to help employees transition smoothly to new technologies. Staff who actively engage in these programs are more likely to embrace technological changes within the organisation* (Interview; P7, May, 2024).

In terms of feedback, one of the key informants said that.

> *Feedback is everything when it comes to the issue of the level of adoption and acceptance of the technology. In that case, when we see staff provide their feedback concerning the usage of the system, this alerts us that the system is now well accepted and understood by the staff* (Interview; P8, May 2024).

Generally, the level of proficiency among NIDA staff is often a direct result of training programs provided by the authority. When staff members receive comprehensive training on required software tools, they become more adept at using them efficiently. This training not only enhances their skills but also fosters a culture of technology adoption within the organisation. High proficiency levels lead to increased operational efficiency. Staff who are skilled in using software can complete tasks more quickly and accurately, which contributes to overall productivity. For instance, if data entry personnel are proficient in using database management systems, they can minimise errors and reduce processing times for issuing identification cards. Proficient users engage with new technologies positively. If NIDA staff demonstrate high levels of proficiency with existing platforms, they may be more open to adopting new technologies or updates that improve service delivery. This willingness is critical for

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organisations like NIDA that need to stay current with technological advancements.

Proficient staff members can provide valuable feedback on software usability and functionality based on their experiences. Their insights can guide further development or customisation of platforms used by NIDA, ensuring that these tools meet operational needs effectively. However, ultimately, the level of proficiency among staff directly impacts service delivery outcomes at NIDA. When employees are skilled in using required software tools, they can better serve citizens by processing applications efficiently and accurately managing personal data. This is in line with Imani (2017) that proficiency with required software and platforms among staff serves as an indicator of their level of adoption because it encompasses training effectiveness, operational efficiency, user engagement with technology, feedback mechanisms for improvement, impact on service delivery outcomes, performance metrics tracking, and alignment with broader digitalisation goals within public services.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The study concludes that NIDA staff reported a moderate level of adoption of recently implemented technological solutions for service delivery. This indicates that a significant portion of staff have started utilising the new technologies for service delivery. This finding suggests that a considerable portion of the workforce has begun to integrate these new technologies into their daily operations, marking a positive shift towards modernisation within the organisation.

Moreover, the reported adoption rate highlights the importance of ongoing support and training programs aimed at familiarising staff with the new tools. By investing in comprehensive training initiatives, NIDA can foster greater confidence among employees, encouraging them to embrace the technological advancements that can streamline service delivery and improve overall efficiency.

In summary, while the moderate level of adoption is a promising indication of progress, it also underscores the need for continued efforts in training, support, and resource allocation to maximise the benefits of the newly implemented technologies and fully transform service delivery within the National Identification Authority.

Recommendations

Based on the findings, conclusions and recommendations, NIDA should continue to monitor and improve the deployed technology by addressing user feedback and making necessary enhancements to ensure operational effectiveness. Furthermore, investing in comprehensive training programs and providing ongoing technical support should be continued since it will help enhance staff proficiency and ensure smooth operation of the technology for service delivery.

Moreover, investing in comprehensive training programs is essential. These programs should be designed to equip staff with the necessary skills and knowledge to effectively utilise the technology. Ongoing training sessions can help reinforce this knowledge, allowing for continuous improvement in staff proficiency. This is particularly important in a rapidly changing technological landscape, where updates and new features are regularly introduced.

In addition to training, NIDA should also provide ongoing technical support. This support can take various forms, including helpdesk services, troubleshooting resources, and regular check-ins to address any issues that may arise during operation. By ensuring that staff have access to reliable technical assistance, NIDA can facilitate a smoother operation of the technology, ultimately leading to more effective service delivery. Overall, a proactive approach that combines user feedback, continuous training, and robust technical support will not only enhance the operational effectiveness of the technology but also contribute to the overall mission

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of NIDA in providing high-quality service and support.

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