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Client-oriented Aim Framework: Integrating Client Engagement Strategies into Administrative Information Management Processes

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Abstract

Digital technologies are transforming public service delivery processes and reshaping public service user expectations while intensifying interactions between users and providers. Optimising the administrative information management (AIM) processes requires a proactive understanding of client expectations and emerging trends, as efforts to provide services without such insights may not achieve their intended outcomes. This study explores how client engagement strategies could be integrated into the AIM processes to optimise service delivery in a selected public sector institution continuously. A qualitative research approach was adopted, employing semi-structured interviews with managers from various local offices and the head office within a specific district. Institutional documents relevant to the study were also analysed. Thematic analysis was employed using inductive and deductive coding. Inductive codes captured participants' perspectives and experiences, while the deductive approach linked these codes to existing theoretical constructs. The analysis resulted in six categories synthesised into two overarching themes: adapting client engagement strategies and reshaping AIM processes. The convergence of these themes revealed the study's core construct of 'client value creation'. Subsequently, a client-oriented AIM framework was developed based on the themes and categories derived from the findings. The framework illustrates that client value creation stems from management orientation, adapted client engagement strategies and restructured AIM processes informed by client knowledge. Among other contributions, the proposed conceptual framework brought a unique integration of two models from different fields of study and provides actionable and practical insights for managers and policymakers on continuously enhancing value creation in the administrative environment.

Keywords: Administrative Processes; Clients's Needs and Expectations; Optimising Service

Delivery; Value Creation.