

Shaping the Future of the ICCS



POWERED BY



Institute for
Citizen-Centred
Service

(Draft – For discussion purposes only)

Our Accomplishments

Joint Councils

- Continued to provide a collaboration network for jurisdictions during the pandemic on a virtual platform
- Established Pan-Canadian Digital Identity Program Executive to accelerate digital identity work

Research

- Completed Business First research
- Designed and implemented Citizens First 2020 survey; first wave completed with the second wave to begin in September

Citizen First Analytics Tool

- Introduced new Citizen First Analytics Tool, an easy-to-use client satisfaction survey instrument that facilitates benchmarking across jurisdictions

Learning and Certification

- Developed new online CSP learning modules; 8 modules to be available by year-end
- Hosted a number of webinars with an exciting Fall line up including: James Stewart, Public Digital and Lou Downes, Author of the Good Services Book: How to design Services that work

Background



Survey Results - Highlights



47.8% felt economic recovery & stimulus funding would be the priority followed by 21.7% public health/safety



65.2% believe there will be less discretionary funding



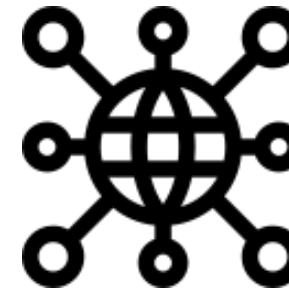
60.8% had used Citizens First research with newsletters and playbooks following closely behind



56.5% agreed that ICCS products had helped



39.1% thought the ICCS could help their digital efforts



82.6% said they would participate in an ICCS public/private sector innovation collaboration network

Room for Improvement

RESEARCH

Provide a comparison to CX delivered by governments outside Canada; CF/BF more action oriented; more marketing; cost still a barrier

LEARNING & CERTIFICATION

Online offerings of CSP and CSM courses; more understanding of the programs; more marketing; more webinars

INFORMATION SHARING

Important resource, need online repository for jurisdictional scans; best practices

NEWSLETTERS & PLAYBOOKS

Highly valued; more targeted to members' areas of responsibility; playbooks are well received but what is the shelf life

Future Role - Digital

A greater focus on digital transformation



- Assist organizations with limited resources in developing their digital strategy
- Help organizations find the new normal through a coordinated approach
- Provide data on incentives to drive client shifts to the digital channel
- Coordinate and negotiate licenses digital suppliers

Future Role - Governance

Trusted partner outside government



- Execute new innovations and projects for governments
- Thought leadership and research in emerging areas of interest
- Continue strong governance, coordination and strategic intelligence to Joint Councils
- Support jurisdictions in improving employee engagement and the citizen experience in the post-COVID environment
- Connecting people across jurisdictions

Future Role – Research

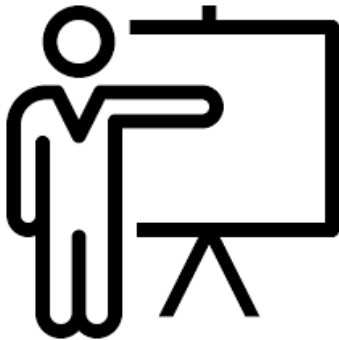
Leading edge research
to improve service
delivery



- Broader range of projects targeting specific needs
- Include international sources in research
- Develop a common language and body of knowledge about leveraging technology to improve access to service for practitioners
- Complement individual governments' performance measurement activities
- Focus on citizen or client self-service

Future Role – Learning

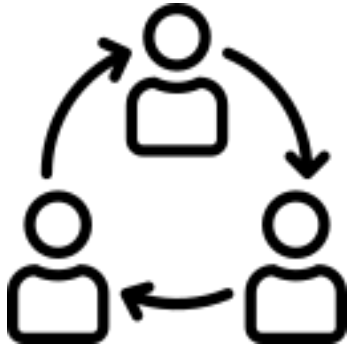
Learning for
practitioners



- Learning targeted for practitioner needs
- Online learning for users to move at their own pace
- Online service design workshops including digital
- Guest speakers, webinars

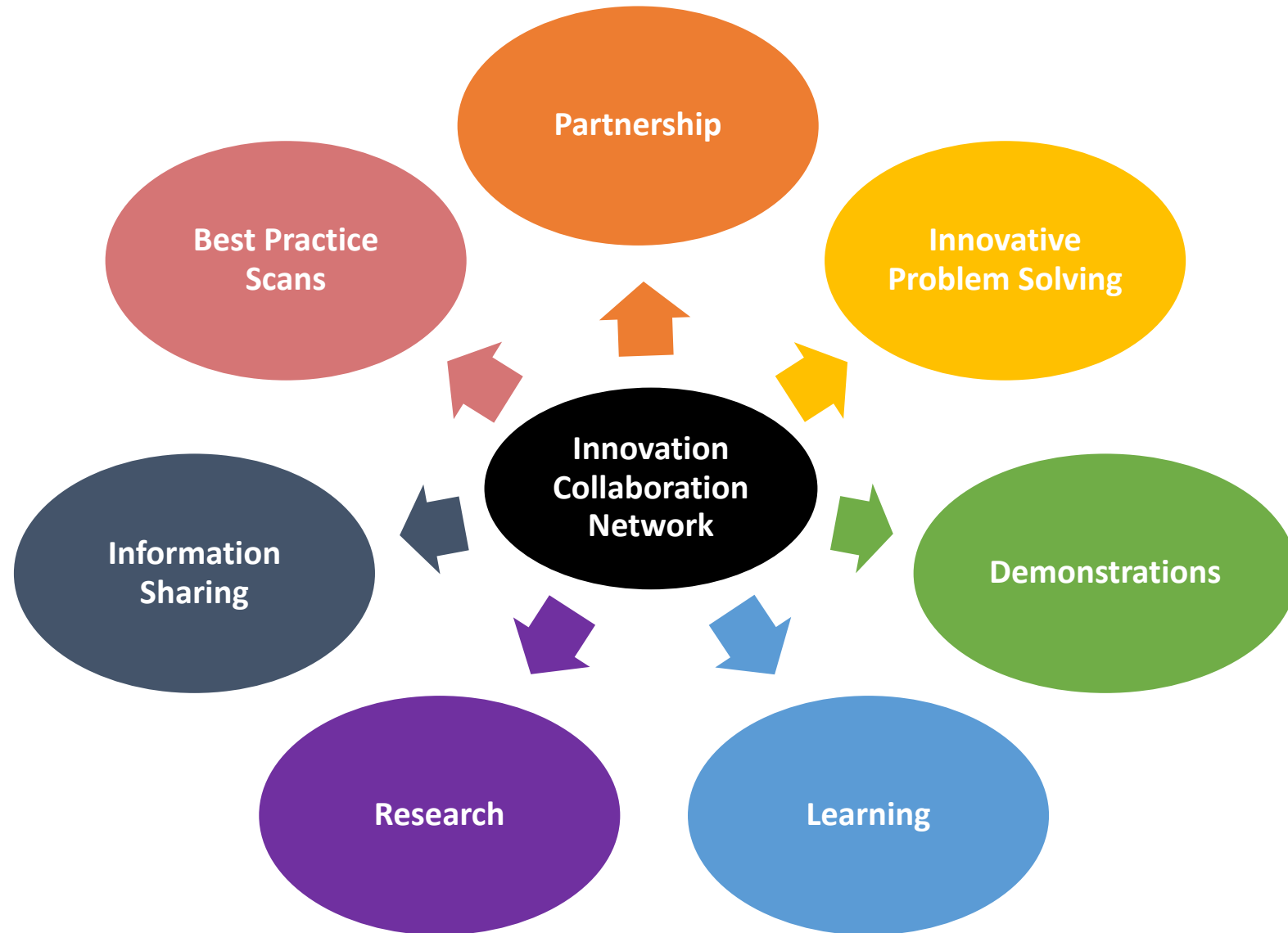
Future Role – Information Sharing

Platform that shares
valuable information



- Collect and share valuable insights from across jurisdictions
- Analyze information to identify trends/insights
- Provide platform for easy dissemination
- Share best practices and new initiatives for potential implementation across the country

Innovation Collaboration Network



Citizen
F1RST

C1TOYENS
en tête

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OPTIMISÉ PAR



Institute for
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L'institut des
services axés sur
les citoyens