

Client-Centric Services Working Group

Client-Centric Services Maturity Model

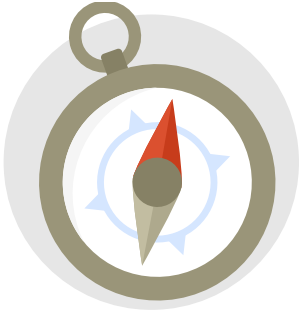
Launching Digital User Guide and Tools



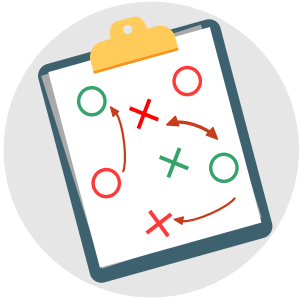
Joint Councils

February 23, 2021

Session Objectives



**Orientation to Digital
User Guide and Tools**

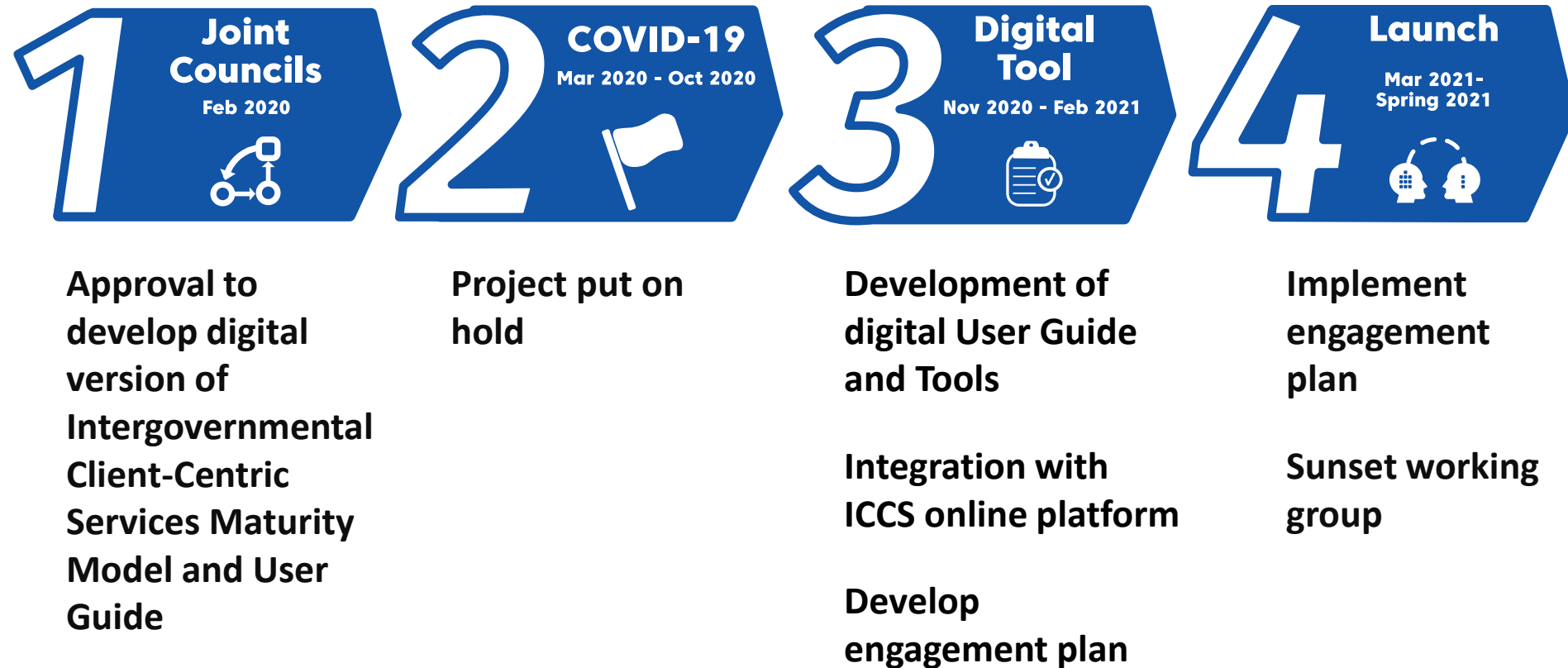


**Overview of
engagement strategy**



Next Steps

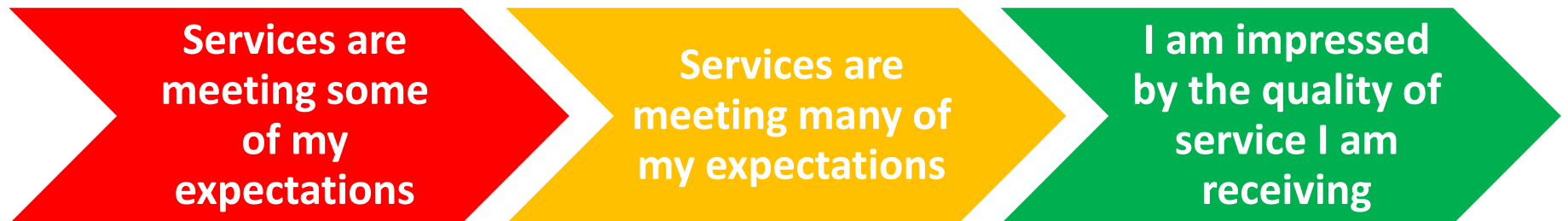
Project Activities



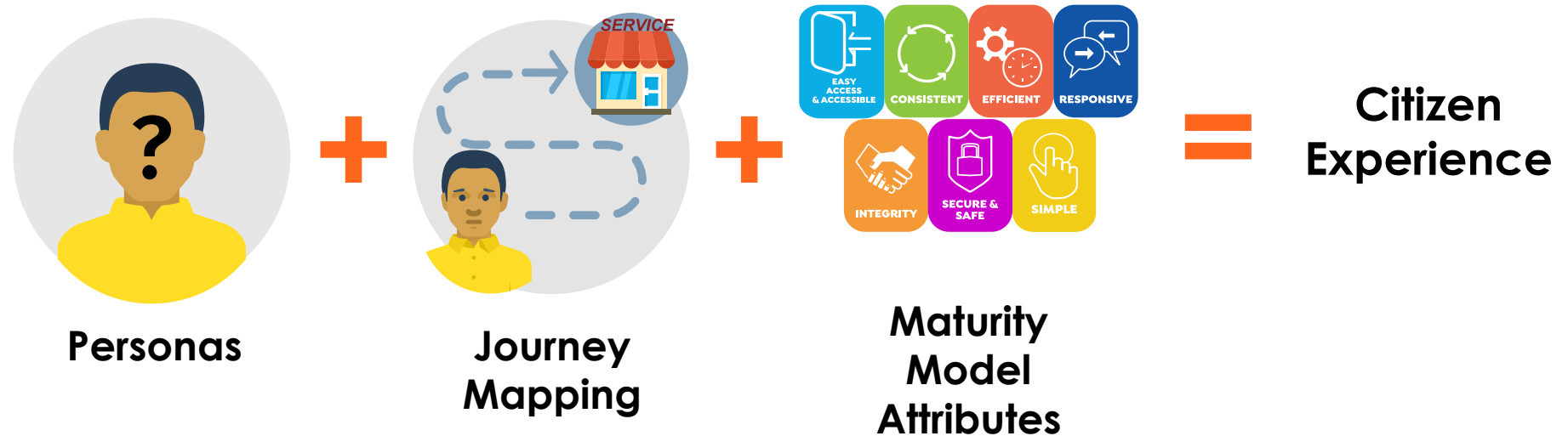
Maturity Model Attributes



Continuum of Maturity



Applying the Maturity Model



Applying the Maturity Model



**Maturity
Model –
Current State
Assessment
and Journey
Mapping**



**Maturity
Model –
Desired
Future State**



**Service
Improvement -
Future State
Journey
Mapping**

Interactive User Guide

CASE STUDY: SENIORS ACCESSING GOVERNMENT
DISASTER RELIEF SERVICES DURING A WILDFIRE



Static Spot Illustration and in-column interactive widgets.

CITIZEN PERSONAS

What does a completed citizen persona look like?

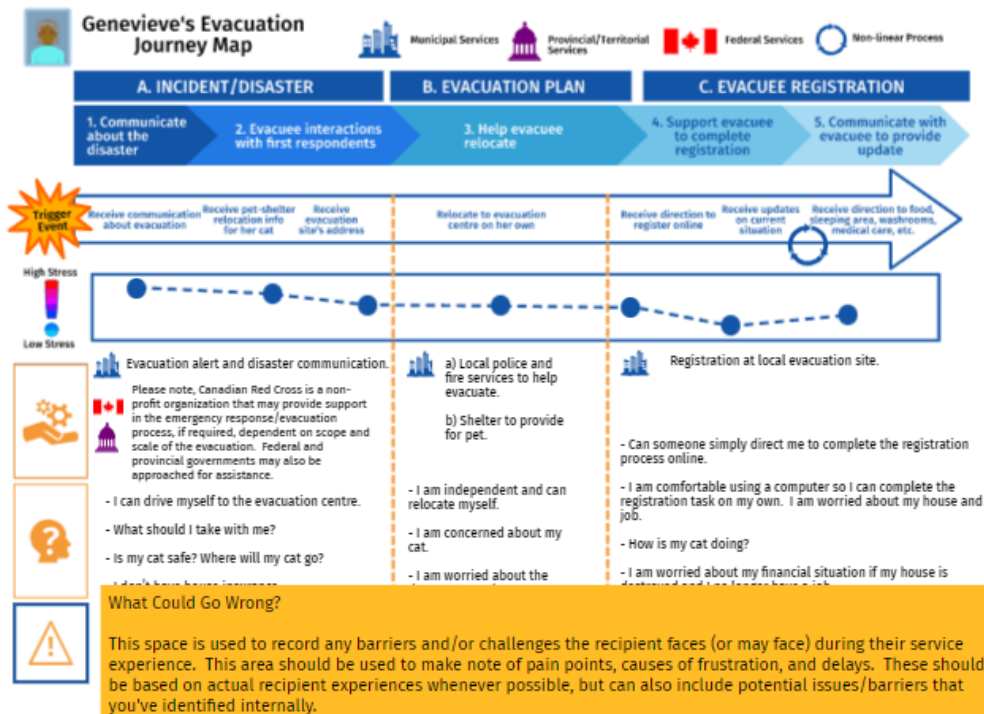
Use the arrows to move through the three examples of citizen personas.



Full size interactive widget


INFOGRAPHIC: JOURNEY MAP


Read the information and follow the instructions to see what a completed journey map can look like. The example used for this journey map was a senior referred to as Genevieve, and her experience in accessing government services in the wake of an evacuation during a wildfire.



[Click here to continue Genevieve's service experience](#)

Online Digital Maturity Model or Excel workbook

Attributes	Services are meeting some of my expectations	Services are meeting many of my expectations	I am impressed by the quality of service I am receiving
	<input type="checkbox"/> Information about the service is easy to find.	<input type="checkbox"/> I do not have to provide the same information multiple times. Information I provide is pro-actively used to complete a service or for my related services in accordance with my wishes (e.g. data entry fields are pre-populated with that information).	<input type="checkbox"/> My service experience is intuitive and seamless
	<input type="checkbox"/> My services are easy to use and understand.		<input type="checkbox"/> My services are easy to use and understand no matter how I am accessing them (e.g. online/digital, in-person, over the phone).
	<input type="checkbox"/> The instructions, processes and forms are straightforward and easy to follow and complete.		<input type="checkbox"/> My services are easy to use and understand no matter how many organizations are involved in providing the service.
			<input type="checkbox"/> My service experience is personalized and can adapt to my changing needs and situation (e.g. name change, change in employment status).
Comments:			



SIMPLE

Mature services are simple to use and provide a seamless experience for the user, regardless of what channel(s) are used.

1

Services are meeting some of my expectations

☐ Information about the service is easy to find.
☐ My services are easy to use and understand.
☐ The instructions, processes and forms are straightforward and easy to follow and complete

2

Services are meeting many of my expectations

☐ I do not have to provide the same information multiple times. Information I provide is pro-actively used to complete a service or for my related services in accordance with my wishes (e.g. data entry fields are pre-populated with that information).

3

I am impressed by the quality of service I am receiving

☐ My service experience is intuitive and seamless
☐ My services are easy to use and understand no matter how I am accessing them (e.g. online/digital, in person, over the phone).
☐ My services are easy to use and understand no matter how many organizations are involved in providing the service.
☐ My service experience is personalized and can adapt to my changing needs and situation, (e.g. name change, change in employment status).

4

SIMPLE - Please provide an overall rating to reflect the maturity of this attribute in relation to your service.
(1 star meeting some expectations; 5 stars impressed by the quality of the service).

☆☆☆☆☆

5

Simple - please provide your comments regarding your choices in order to give context to this service attribute.

Enter your answer

Engagement Plan to Promote Awareness

1. **ICCS Online Platform** – available as stand alone tools and as resource in the new Certified Service Professional and Service Manager online learning.
2. **Canadian Government Executive Magazine** article
3. **Joint Council Members** are encouraged to create awareness by:
 - promoting tools with stakeholders in their organizations
 - including in training curriculum

Next Steps		Completion Target
1	Implement engagement plan.	Spring 2021
2	Sunset the Client-Centric Services Working Group	Spring 2021