

**Citizen
F1RST**

POWERED BY



Institute for
Citizen-Centred
Service

ICCS Backgrounder

May 2022

The Beginning

“In July 1997, a summit meeting of public sector service delivery leaders was held with representatives from all three levels of government across Canada to consider one question: ***why wasn't the Canadian public sector making more progress in improving the quality of public sector service delivery to Canadians?***”

“The answer was that they were all doing work in their own jurisdictions with different tools and measures ***but they weren't working together***. The work being done was from their own perspective, with their own priorities and standards and ***not from the point of view of the citizens of Canada.***”

Early Ideas & Concepts

From that historic meeting in July 1997 came many ideas and concepts:

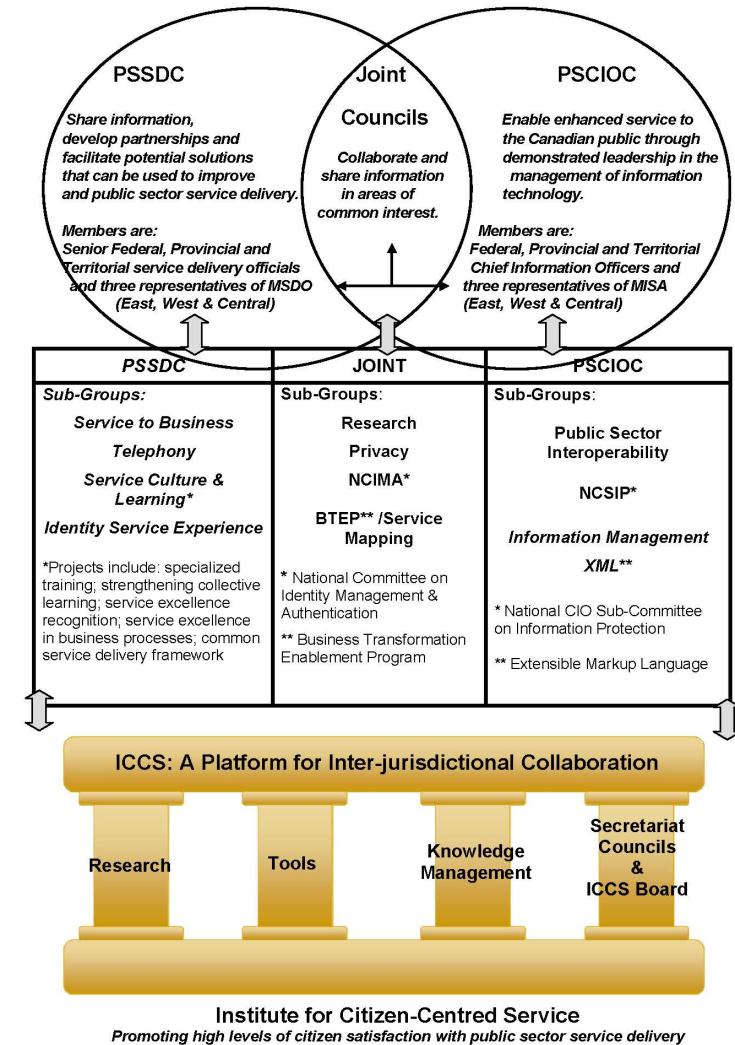
- An ***outside-in, citizen-centred*** approach to public sector service delivery, rather than an *inside-out* approach
- Adopting ***citizen satisfaction as the common criteria for success and quality*** in public sector service delivery
- Developing a national ***Citizens First survey*** to measure and compare citizen satisfaction with the quality of our public services using a common standard and measurement of citizen satisfaction.
- Developing a ***Common Measurement Tool (CMT)*** that could be used to measure the quality of our services, but using *common* measurements, so jurisdictions could ***benchmark and compare*** quality across similar business lines
- Constructing these new tools, like ***Citizens First and the CMT***, in such a way that would not only measure citizen satisfaction with public sector service delivery, but – equally important – ***identify the “drivers” of citizen satisfaction***, the key to real improvement

Early Ideas & Concepts

- The ***Service Improvement Planning and Implementation (SIPI)*** model of service improvement based on understanding the “drivers,” and focusing annual service improvement plans on them was to be developed
- The idea of a ***national certification program for public sector service delivery*** so that we could develop ***common professional standards for public sector service delivery***, and begin to “***professionalize***” public sector service delivery in Canada
- The idea of a national ***Public Sector Service Delivery Council***, involving all three levels of government, to carry on the work and ideas launched in July 1997, and to establish the ***community of practice essential to support continuous improvements*** in public sector service delivery
- The idea of an ***Institute for Citizen-Centred Service*** to be a common platform for the Councils and for the entire Canadian public sector service delivery community:
 - a ***multi-purpose platform for research, data warehousing, benchmarking, best practices, certification and learning***, among other things
 - a platform that could help ***keep the citizen-centred flame burning during those inevitable periods when individual governments lose focus or get distracted by other priorities*** – as we knew they would – before rejoining the intergovernmental service improvement parade

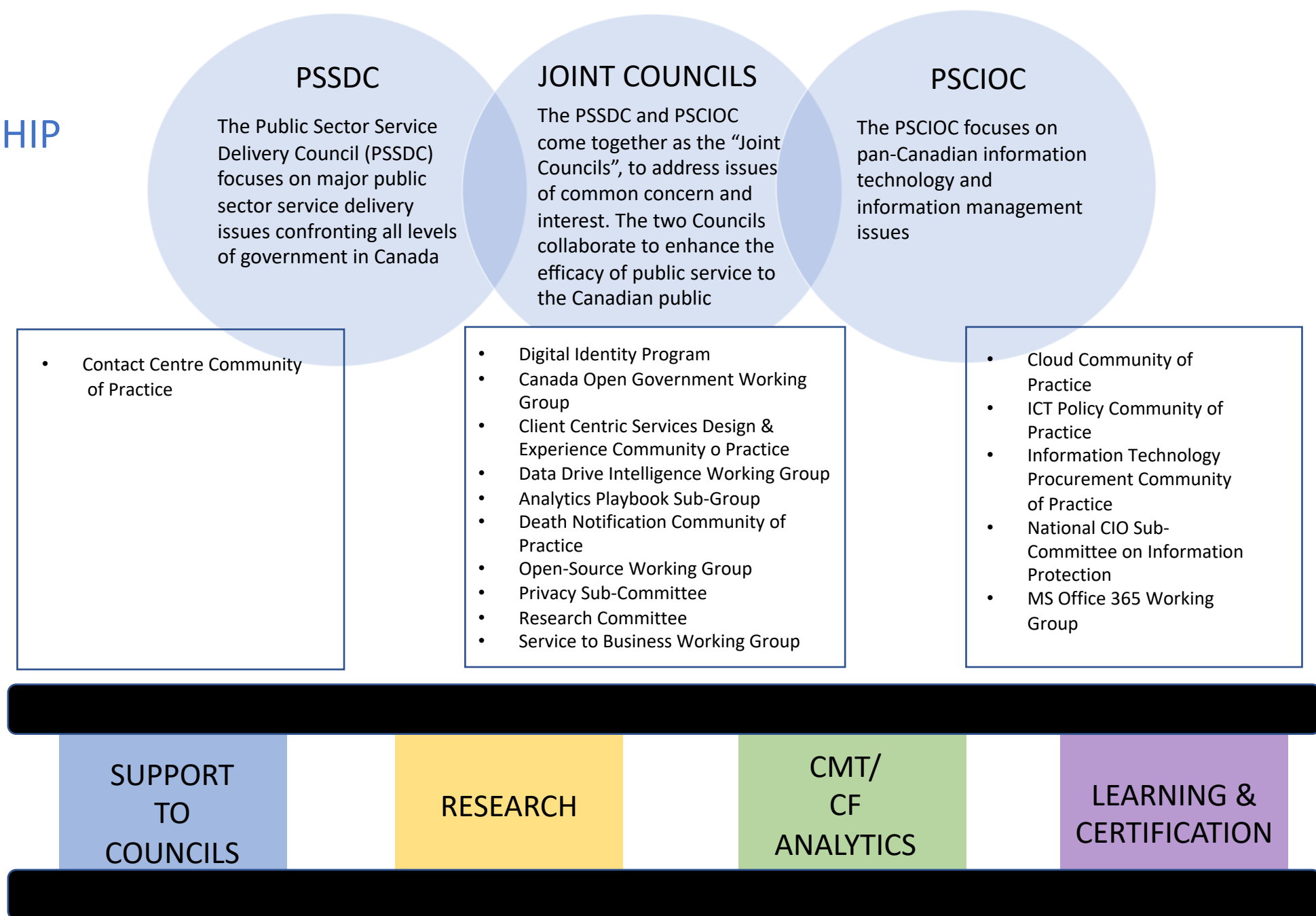
ICCS, PSSDC & PSCIOC

- The concepts proposed in the 1997 meeting, were implemented quickly with:
 - the release of the first *Citizens First* report
 - the creation of the Public Sector Service Delivery Council in 1998.
- The Institute for Citizen- Centred Service (ICCS) was created and operational in 2001, with its first business plan, which led to not-for-profit incorporation in 2005 providing essential financial, managerial and enabling services.
- The ICCS is an interjurisdiction platform for collaboration in support of the Canadian service delivery community, by:
 - enabling a community of service excellence through its research, information and knowledge management, resource sharing and partnership building among governments.



Original Concept Drawing

THE RELATIONSHIP TODAY



INSTITUTE FOR CITIZEN-CENTRED SERVICE

What makes the relationship between the Councils and ICCS so unique?

The PSCIOC, PSSDC and ICCS exemplify a unique pan-Canadian model of inter-jurisdictional cooperation and collaboration, with benefits that include:



Reducing duplication of effort and encouraging development of consistent standards/approaches across Canada



Using limited public resources more efficiently through the pooling of funds for initiatives, allowing smaller jurisdictions to benefit from the expertise and resources of the federal government and larger provinces



Allowing governments, a unique window to address pan-Canadian issues within a consensus-oriented framework



Providing singular information-sharing and networking opportunities across jurisdictions

Institute for Citizen-Centred Service

VISION

To be the leading centre of expertise to advance citizen-centred service delivery in the public sector

MISSION

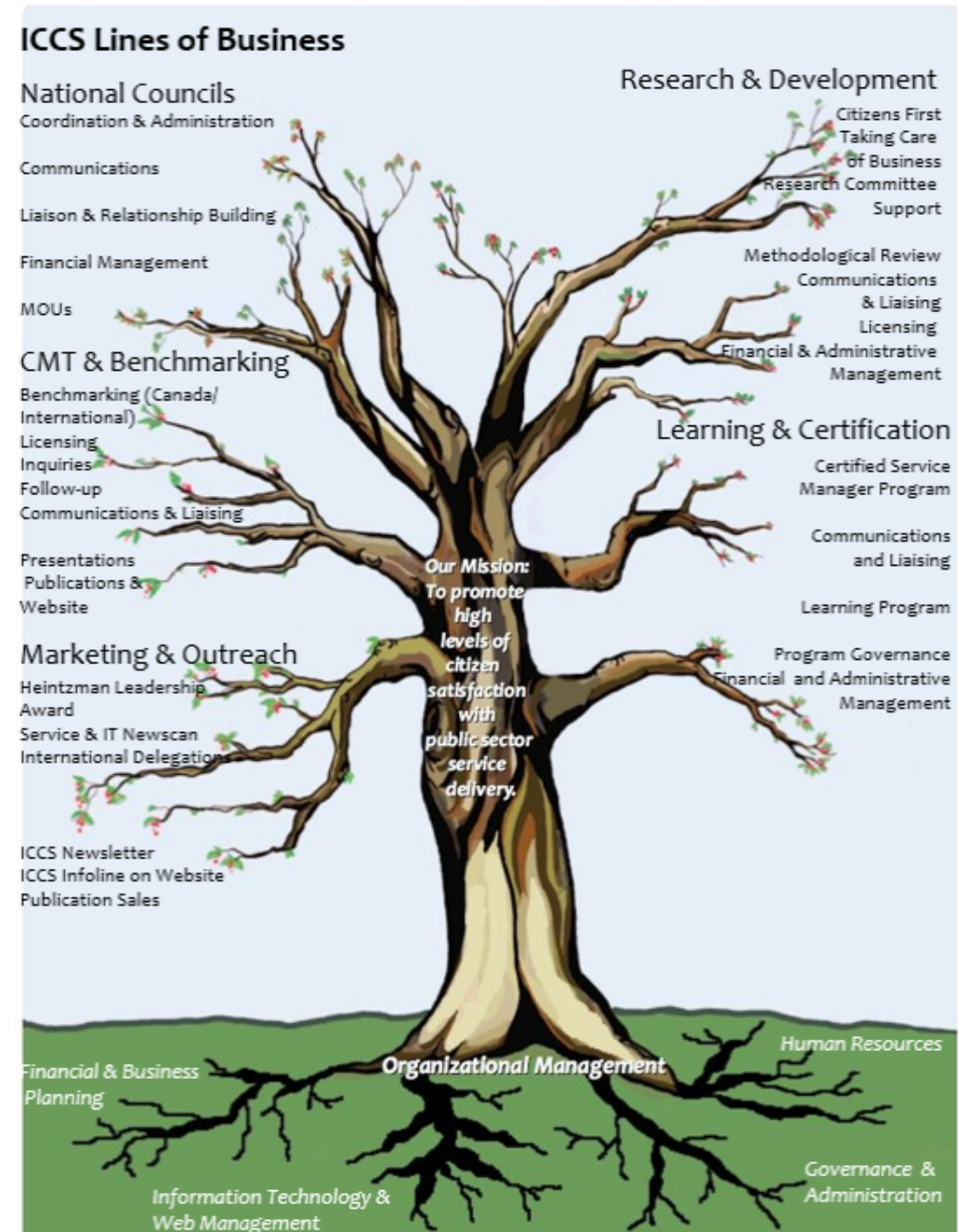
Champion public sector service excellence by promoting and facilitating interjurisdictional collaboration

MANDATE

- Provide secretariat and other support services to the Public Sector Service Delivery Council (PSSDC) and Public Sector Chief Information Officer Council (PSCIOC)
- Provide a neutral platform for inter-jurisdictional collaboration and shared learning in support of the service delivery community in Canada
- Undertake research into citizen and business expectations, satisfaction, and priorities for service improvement
- Support development of organizational capacity for citizen-centred service through a Certification and Learning Program
- Measure, monitor and promote the progress of the Canadian public sector in improving citizen and business satisfaction with service delivery
- Recognize and celebrate excellence in citizen-centred service
- Serve as a resource centre for best practices, publications, and tools that promote excellent public sector service delivery
- Act as a global centre of expertise and a champion for citizen-centred service throughout the public sector

Growth and evolution

ICCS has grown and evolved over the past 20 plus years and has implemented many of the original concepts originating from the first meeting in 1997.



Today

PSSDC, PSCIOC & Joint Councils	Research	CMT/Citizen First Analytics	Learning & Certification	Knowledge Repository
ICCS provides a neutral, inter-jurisdictional platform for the Public Sector Service Delivery Council (PSSDC) and Public Sector Chief Information Officers Council (PSCIOC) and its working groups to carry out their important service delivery work	Its flagship research <i>Citizens First</i> and <i>Business First</i> provides important insights for the service community on expectations from citizens and businesses on the operation of public sector services	The Common Measurements Tool (CMT) has now been updated; now known as Citizen First Analytics, an easy-to-use self-serve tool to measure and benchmark client satisfaction	The Certified Service Manager (CSM) and Certified Service Professional (CSP) programs are now available online. Developed for the exclusive use of the public sector these programs are improving customer service skills of managers and front-line staff	ICCS continues to be the repository of best practices and knowledge for the PSSDC, PSCIOC, Joint Councils and the service delivery community