

Google My Business

Presentation to Joint Council **2020**

Service BC



Ministry of
Citizens' Services



ServiceBC

Service BC is the B.C. government's chief provider of citizen and business centred services. Our work enables the design and delivery of accessible, responsive and cost-effective services, making it easier for citizens and businesses to interact with government.



- **Provincial Contact Centre**



- **65 In-Person Centres** - provides 300 government services for more than 40 partner ministries and agencies
- **BC Registries** - register and maintain businesses, societies and personal property



- **Identity Information Management Program** - provides secure and privacy-enhancing identity services for citizens and businesses to support access to digital government services and information.

Question

How do you find a business you have **never been to** before?

Question

How do you know if a **business is open** before you visit in-person?

Citizen Journey

Visiting a government office is not an everyday experience.

Google My Business

- Knowledge Graph
- Where does this information come from?
 - Website
 - Crowdsourcing
 - *Business Owner*

The screenshot shows a Google My Business profile for 'Service BC Centre Victoria'. At the top, there is a header section with a small photo of the building, a map showing the location in Gateway Village, and a larger photo of the building's exterior. Below the header, the business name 'Service BC Centre Victoria' is displayed, followed by buttons for 'Website', 'Directions', and 'Save'. The profile has a 2.8-star rating from 12 Google reviews. The location is listed as 'Gateway Village' with the address '771 Vernon Ave #403, Victoria, BC V8W 9R5'. The hours are 'Open' and close at 4:30 p.m. The province is 'British Columbia' and the phone number is '(250) 387-6121'. There is a link to 'Edit your business information'. Below this, there is a section 'Know this place? Answer quick questions'. The 'Questions & answers' section shows 'See all questions (9)' and a button to 'Ask a question'. There is also a 'Send to your phone' button. The 'Reviews' section shows a review from a user with a 'G' profile picture: '"The reception desk staff (I noticed his name tag "Richard") was very helpful."'.

See photos

See outside

Service BC Centre Victoria

Website Directions Save

2.8 ★★★★★ 12 Google reviews

Government office in Saanich, British Columbia

Located in: Gateway Village

Address: 771 Vernon Ave #403, Victoria, BC V8W 9R5

Hours: Open · Closes 4:30 p.m. ▼

Province: British Columbia

Phone: (250) 387-6121

Edit your business information

Know this place? Answer quick questions

Questions & answers

See all questions (9)

Ask a question

Send to your phone

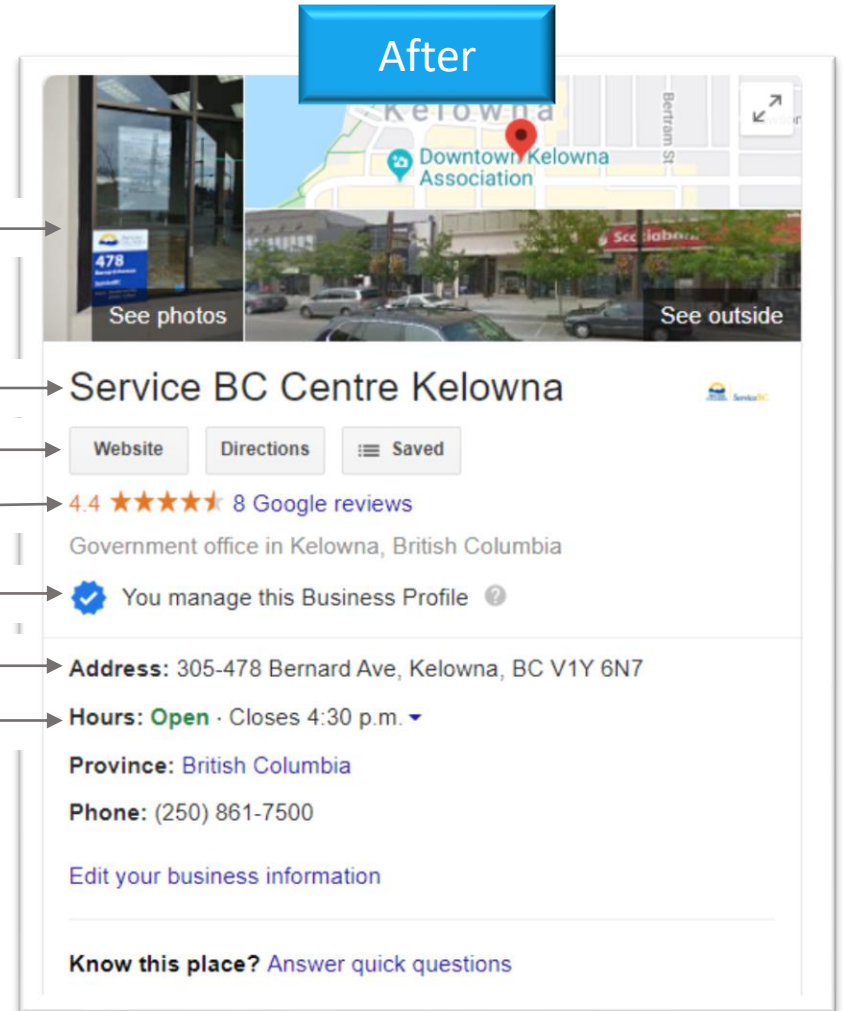
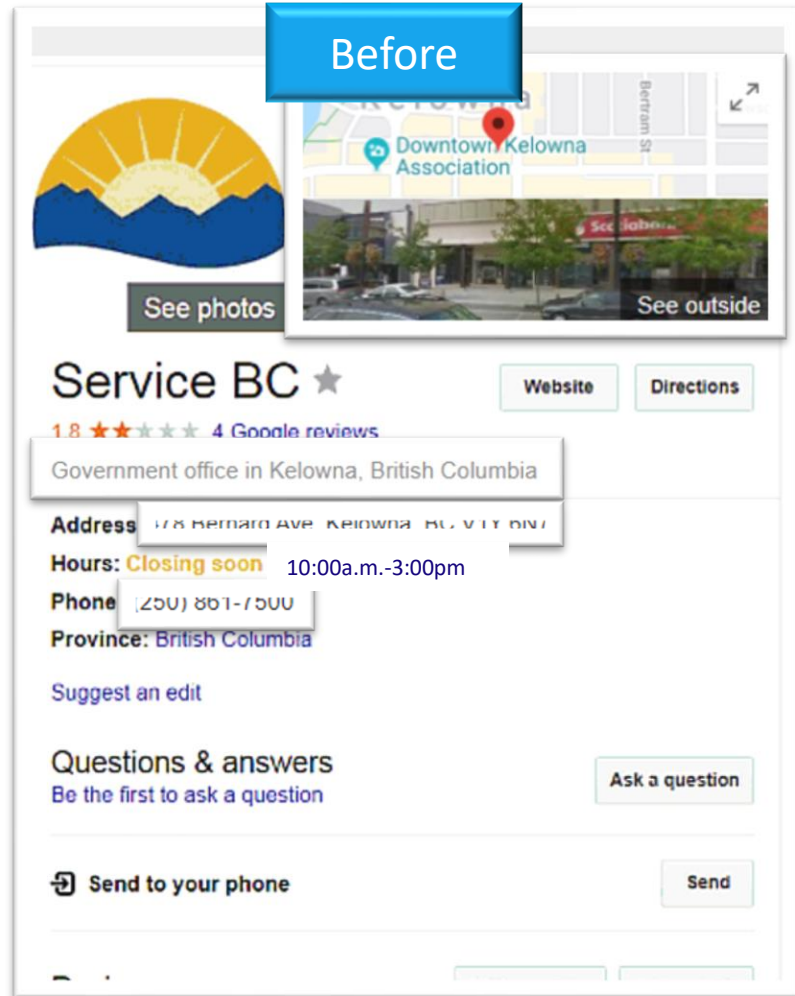
Send

Reviews ?

Get more reviews Add a photo

"The reception desk staff (I noticed his name tag "Richard") was very helpful."

Service BC's Story



• Pathfinding photos

• Correct Business Name

• Correct Website

• Better citizen engagement

• Managed Business Profile

• Correct Address

• Correct Hours

Service BC Centre Kelowna

Website Directions Saved

4.4 ★★★★★ 8 Google reviews

Government office in Kelowna, British Columbia

✓ You manage this Business Profile

Address: 305-478 Bernard Ave, Kelowna, BC V1Y 6N7

Hours: Open · Closes 4:30 p.m.

Province: British Columbia

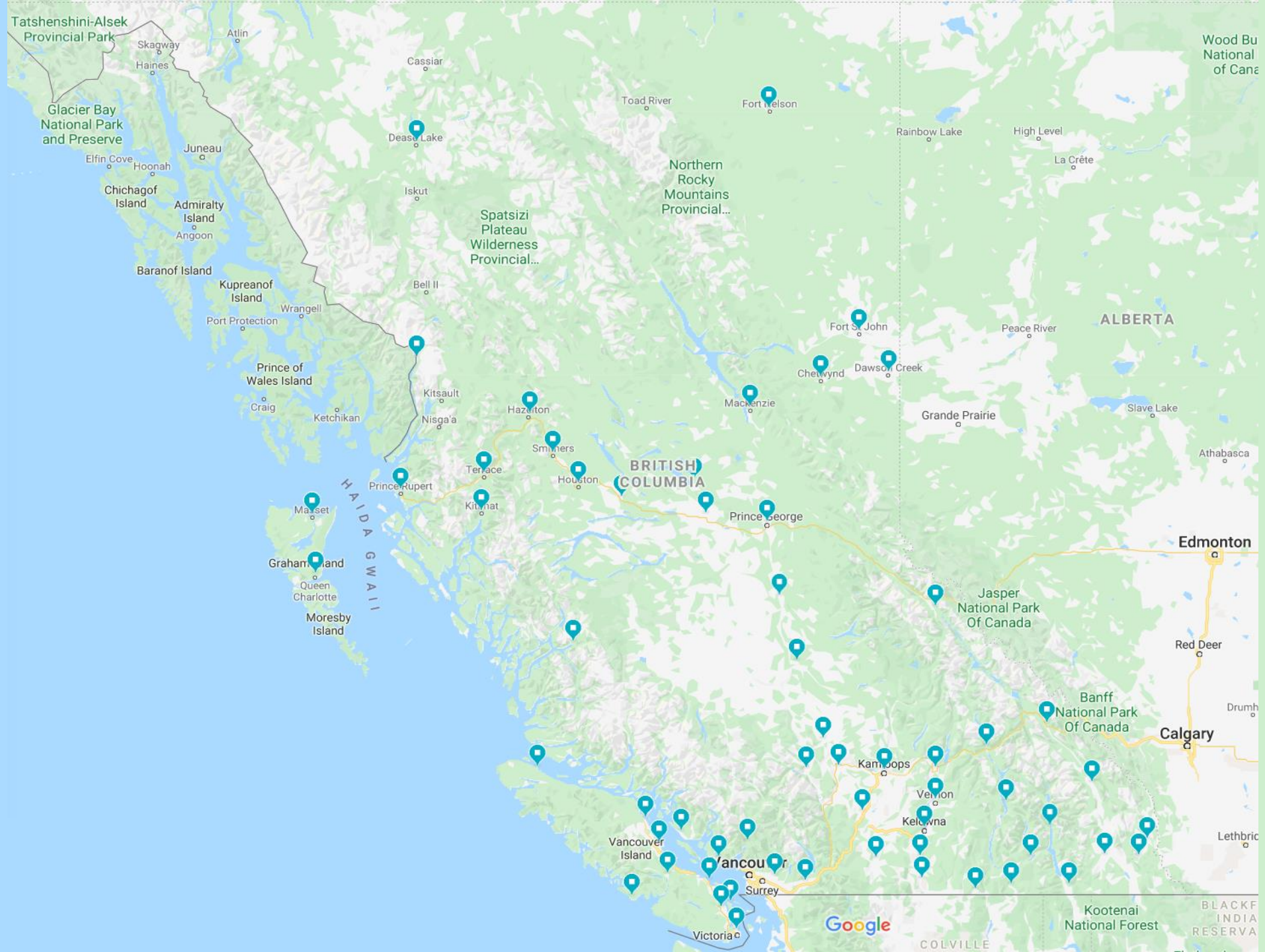
Phone: (250) 861-7500

Edit your business information

Know this place? Answer quick questions

What We Did

- Claimed 65 Service BC Centres
- Updated all business information
- Removed inappropriate photos (ongoing)
- Merged duplicate locations (ongoing)
- Started to work on optimization



Online Presence Improvements



- SEO



- Web Optimization



- Google My Business Optimization

The screenshot shows a Google My Business profile for 'Service BC Centre Williams Lake'. At the top is a header image of a city skyline with a building icon. Below the header, the business name 'Service BC Centre Williams Lake' is displayed with an edit icon. Underneath, the business type 'Government office' is listed, including 'Driving test centre' and 'Driver's Licence Office', also with an edit icon. The address '540 Borland Street Williams Lake, British Columbia V2G 1R8' is shown with a location pin icon and an edit icon. There is an option to 'Add service area' with a location pin icon and an edit icon. The hours of operation are listed by day: Sunday (Closed), Monday through Friday (8:30 am–4:30 pm), and Saturday (Closed), with an edit icon. A calendar view shows specific dates: 12/24/18 (8:30 am–4:30 pm), 12/25/18 (Closed), 12/26/18 (Closed), 12/31/18 (8:30 am–4:30 pm), and 1/1/19 (Closed), with an edit icon. At the bottom, the phone number '(250) 398-4211' is displayed with an edit icon.

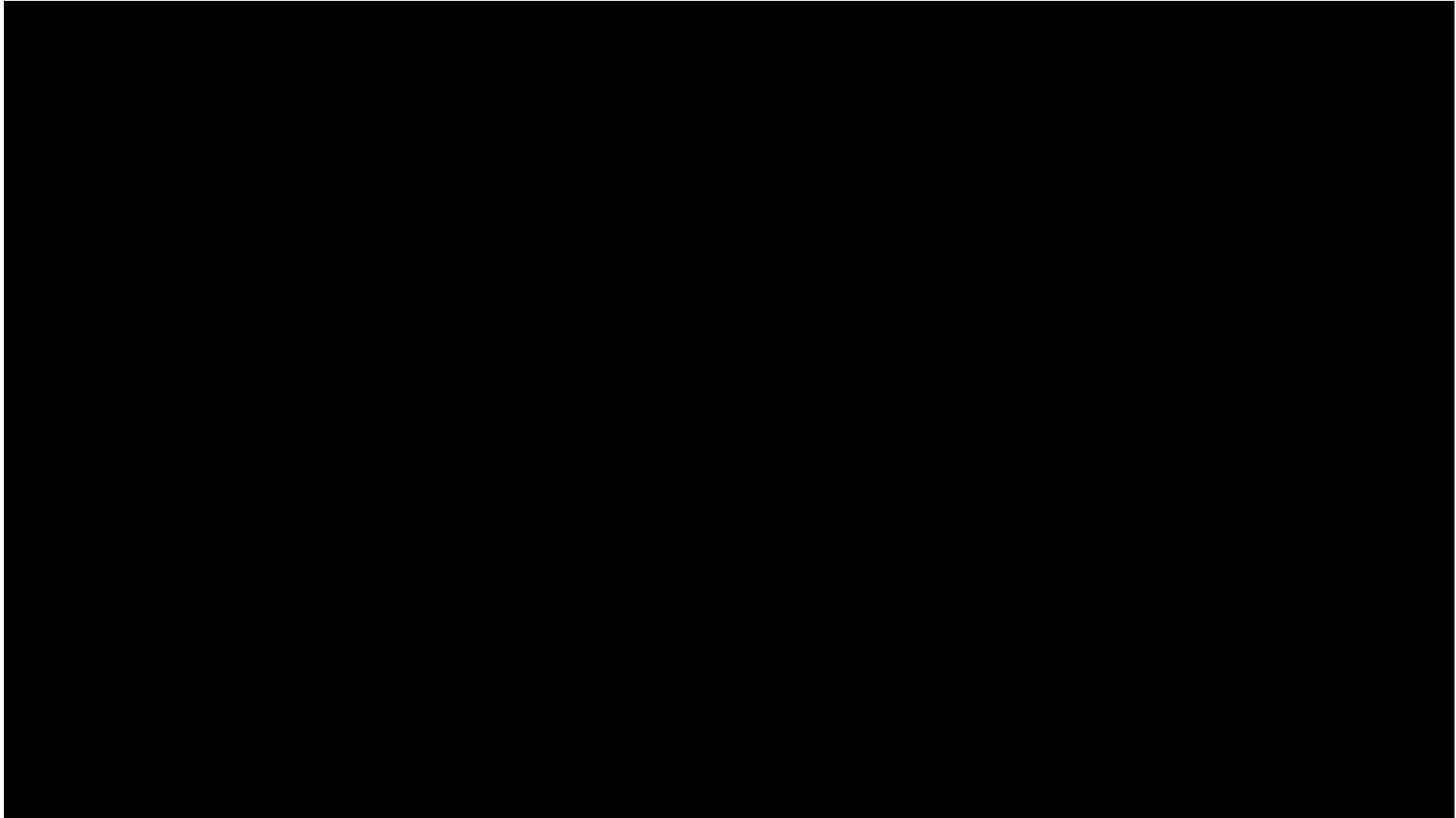
| Day | Hours |
|-----------|-----------------|
| Sunday | Closed |
| Monday | 8:30 am–4:30 pm |
| Tuesday | 8:30 am–4:30 pm |
| Wednesday | 8:30 am–4:30 pm |
| Thursday | 8:30 am–4:30 pm |
| Friday | 8:30 am–4:30 pm |
| Saturday | Closed |

| Date | Hours |
|----------|-----------------|
| 12/24/18 | 8:30 am–4:30 pm |
| 12/25/18 | Closed |
| 12/26/18 | Closed |
| 12/31/18 | 8:30 am–4:30 pm |
| 1/1/19 | Closed |

Results

- Citizen wayfinding is improved
- Actively managing online presence outside of .gov.bc.ca website
- Views have doubled
- 65 in-person centres claimed
 - Consistent presence on the web

Demo



Current Opportunities

- Still learning
- Resources
- Privacy – risk and duty of public-facing channels
- Value – keeping people on the online channel
- Potential
- Other platforms – Bing, Yellowpages, Yelp

Future (the art of the possible)

- Citizen satisfaction and trust and confidence in government
- Voice search improvements, internet of things
- Handling enquiries through the same channel
- Making appointments online
- Predictive analytics on wait times
- Maximization of telephone functionality (phone, chat)
- Continuous Improvement
- Further optimizations (professional photos)
- Wikipedia page for Service BC (improve SEO)



Questions?