

Client-Centric Services Working Group

Applying the Intergovernmental Client-Centric Services Maturity Model



Joint Councils

February, 27, 2019

Session Objectives

1

Project Update – Applying the Intergovernmental Client-Centric Services Maturity Model

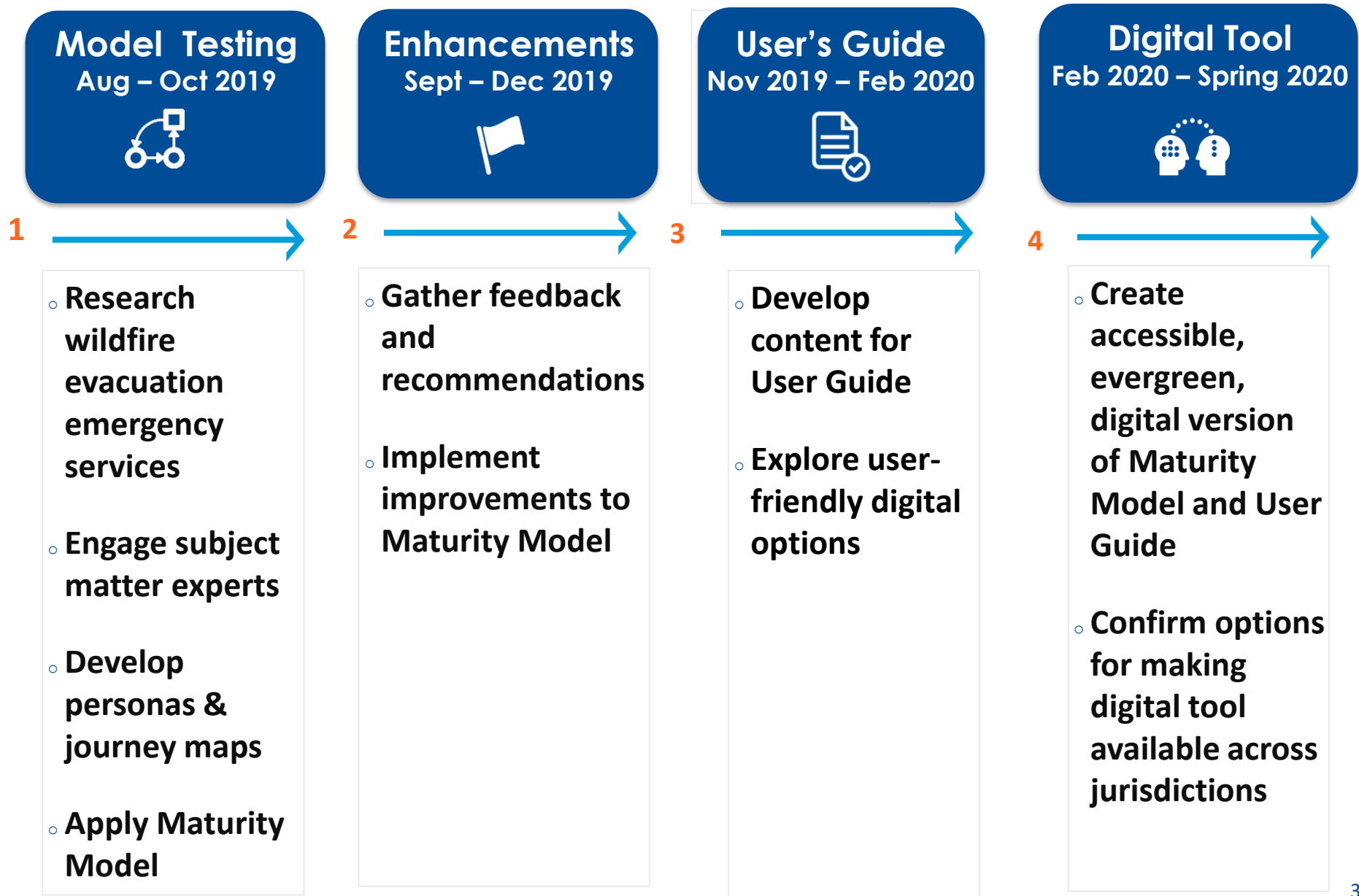
- Model assesses client experience in receiving a service involving more than one jurisdiction.
- Test looked at experiences of senior citizens accessing recovery services during in the wake of a wildfire.

2

Next Steps

- Creating an accessible, user-friendly tool.

Project Activities



Maturity Model Attributes

**Easy Access &
Accessible**

Consistent

Efficient

Responsive

Integrity

Secure & Safe

Simple

Continuum of Maturity

**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**

Persona Development



Name: Fai

Age: 75

Employment: Retired

Family: Wife, adult children

Health: Poor

Location: Renter, urban



Name: Genevieve

Age: 67

Employment: Part-time cashier

Family: Deceased partner, adult children

Health: Moderate

Location: Own home, semi-urban



Name: Roger

Age: 88

Employment: Retired

Family: Wife, adult children

Health: Moderate

Location: Own home, rural

Persona Characteristics

Need to find work

Government
assistance

Lost pet

No home insurance

Pensions
CPP, OAS/GIS

Does not
understand English

Existing health
conditions

Destroyed
documents (birth
certificate, driver's
license, permanent
residence card)

Rural and remote
location

Introverted

Tech savvy and
independent

Journey Map Development

A. INCIDENT / DISASTER

1. Communicate about the disaster

2. Evacuee interactions with first responders

B. EVACUATION PLAN

3. Help evacuee relocate

C. EVACUEE REGISTRATION

4. Support evacuee to complete registration

5. Communicate with evacuee to provide update

D. NEEDS ASSESSMENT & REFERRAL

6. Complete evacuee needs assessment

7. Develop plan to meet evacuee and family needs

8. Communicate with evacuee to provide update

E. SERVICE PROVISION

9. Support process for evacuee to receive services

10. Evacuee to receive appropriate services

F. EVACUEE RELOCATED BACK

11. Volunteer to follow-up with evacuee on needs or requests for future assistance

12. Communicate with evacuee to provide update

13. Help evacuee relocate to home

G. FOLLOW-UP

14. Volunteer to check-in on evacuee post-disaster

15. Close evacuee file

Applying the Maturity Model

**PERSONAS + JOURNEY MAPS + MATURITY MODEL ATTRIBUTES
= CLIENT EXPERIENCE**



**Maturity
Model –
Current State
Assessment**



**Maturity
Model –
Desired
Future State**



**Service
Improvement -
Future State
Journey
Mapping**

What we Learned

- Maturity Model, used in conjunction with user requirements gathering methodology (e.g. journey mapping), demonstrates the need for a holistic view of client experience.
- Focusing on vulnerable client segment requiring broad range of government services during a challenging situation amplifies pain points in the service experience. This helped identify weaknesses in the Maturity Model (i.e. overlaps in some statements, need for clarification in others).
- Complexity of seamless intergovernmental service delivery reinforced.
- Adjustments to the language of the Maturity Model suggest it could be used more broadly with any service delivery component, not just an intergovernmental service.
- Maturity Model should be considered an evergreen product.

Next Steps

Completion Target

- | | | |
|---|---|---------------|
| 1 | Develop digital version of Maturity Model & User Guide using open source software | April 2020 |
| 2 | Work with ICCS to build awareness and broader distribution of digital tool | May/June 2020 |