

Joint Councils Priority Client-Centric Services

Joint Councils
October 4, 2017

Purpose

- ▶ Begin developing a common understanding of the Client-Centric Services priority.
- ▶ Present a proposed Client-Centric Services Maturity Model.
- ▶ Confirm next steps.

Background

- ▶ In February 2017, the Joint Councils approved a Logic Model and identified three priorities: **Client-Centric Services**, Digital Identity and Digital Strategy.
 - How to integrate these priorities into the Logic Model still needs to be determined.
- ▶ From the Framework Working Group consultations in Fall 2016, we heard that:
 - The client needs to be at the forefront of all we do.
 - Citizens and businesses want to be able to effectively interact with governments anywhere, anytime, on any device.
 - We need to focus on areas where we can have some moderate and immediate impacts, e.g. client experience.
 - We need to align services across jurisdictions so that users have the same experience with government in each jurisdiction.

As a result, Joint Councils asked that Client-Centric Services be one of its 3 priorities.

Framing the Client-Centric Services Priority

- ▶ The Client-Centric Services priority Co-Chairs (BC and ESDC) were asked to:
 - Scope out what the priority means for Joints Councils.
 - Develop a roadmap (Statement of Work).
- ▶ As first step, a **Maturity Model** has been developed to provide a client perspective on the type of integrated service experience they would expect governments would be working towards (see Annex A).
- ▶ It aims to enhance our understanding of client experience and facilitate Joints Councils' collaboration on initiatives.
- ▶ It is aspirational, consensus-based, and a guiding document.
- ▶ It can be used to establish a baseline of where a Joint Councils/PSSDC initiative is on the continuum of client satisfaction and what to strive for.

Maturity Model Approach

- ▶ Articulates the vision, results, and attributes for the Client-Centric Services Priority.
- ▶ The vision for Client-Centric Services: **The citizen is at the centre of everything.** This aligns with the Joint Councils logic model (Annex B).

Results for Services



Attributes

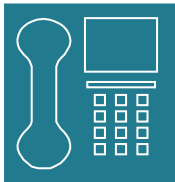


The Service Lifecycle

The Maturity Model's results and attributes would apply throughout the lifecycle of a Joint Councils' service initiative.



... And apply to all channels



Advancing the Priority

In the short term:

- ▶ Test Maturity Model with an existing Joint Councils initiative, e.g. Death Notification.
 - Confirm the Maturity Model works and is evidence based.
 - Assess the client-centric maturity of an existing initiative and identify opportunities for continuous improvement.
- ▶ Share lessons learned and success stories from engaging clients in the co-creation of services.
- ▶ Develop tools and approaches, such as a Playbook, to inform client-centric development and delivery of Joint Councils initiatives.

In the longer term:

- ▶ Apply the Maturity Model to other Joint Councils and PSSDC initiatives.

A Client-Centric Services Playbook would provide tools to Joint Councils Members for following a client-first approach when developing initiatives.

Our Ask of You

- A signal check on whether the scoping of the **Client-Centric Services** priority through the **Maturity Model** and proposed **activities** is in line with the Joint Councils intent for this priority.

Next Steps

- ▶ Report back to Joint Councils in February 2018 with a:
 - Validated Maturity Model.
 - Proposed Statement of Work.
 - Articulation of Playbook Components.

Intergovernmental Client-Centric Services Maturity Model - DRAFT

"The citizen is at the centre of everything"

RESULTS

My expectations on how I access services across governments are considered.

My needs are anticipated across levels of government.

My service needs that cross governments are simple and straightforward.

My needs are resolved at first contact no matter the level of government.

I can access services seamlessly across jurisdictions and channels.

ATTRIBUTES

SERVICES ARE MEETING SOME OF MY EXPECTATIONS

I AM SATISFIED

I AM IMPRESSED BY THE QUALITY OF SERVICE I AM RECEIVING

 **EASY ACCESS AND ACCESSIBLE**

- My in-person services are conveniently located in one location where possible.
- I can choose the channel that suits me the best (e.g. online, in-person, over the phone).
- I can receive accessible services when I ask for them.

- My services are bundled and connected across departments and jurisdictions (e.g. birth bundle, death bundle).
- Accessible services are readily available before I ask.
- I can access a service via one channel and seamlessly finish it via another.

- I can interact with my service providers anywhere, anytime, on any device.
- My service needs are met at the first point of contact.
- All of my issues are resolved at the first point of contact.
- I receive accessible services following universal design standards from all the jurisdictions and channels.

 **CONSISTENT**

- My services are reliable across channels.
- My services adequately meet my expectations regardless of channels.

- I receive consistent information about the services I need across governments and jurisdictions.
- Changes I make at one level of government are reflected across levels of government (e.g. address change).

- The quality of services I receive consistently exceeds my expectations.
- I receive the same high level of service across jurisdictions.
- I receive service that has been tested with important stakeholders to ensure it surpasses service standards.

 **EFFICIENT**

- My information is used within a jurisdiction to make it easier for me to receive related services.
- When I engage in a service, I know how long it will take, what documents I will need, and when I will receive a service.
- My services are timely and affordable.

- My service providers anticipate my needs based on my life events and suggest appropriate interjurisdictional services (e.g. high school graduate receives nudge to access student loans, bursaries, labour market information, skills training opportunities, etc.).
- My information is shared as appropriate between different levels of government to reduce the need for me to tell it more than once.

- My governments anticipate the services I need and recommend other related services to improve my life.
- Jurisdictions are delivering services together to improve client experiences in an efficient manner.

 **RESPONSIVE**

- My feedback is actively sought.
- The information and feedback I give is used to improve the services I receive.

- My service providers provide opportunities for people like me to co-design the services I need.
- My service providers actively engage people like me to test services before launching to ensure it meets our needs.
- My governments inform me how my feedback improved services I received.

- My service providers use sophisticated methods to continually evaluate and explore better ways of delivering services to me (e.g. advanced data analytics).
- I co-design services with my governments.

 **INTEGRITY**

- I am confident that my governments are delivering services that Canadians need while reducing fraud.

- My governments are working together to ensure benefits are targeting only those who need them.
- My governments are ensuring everyone who should be receiving benefits is targeted.

- My taxes are well spent; jurisdictions are working together to improve services, sharing information to identify fraud, and removing opportunities to commit fraud, thereby improving Canadian confidence in government.

 **SECURE**

- Jurisdictions consistently save and protect my information in all channels.

- I can give my consent to allow jurisdictions to share my information to further improve my services.
- Jurisdictions are using a secure systematic approach to enable me to access services across channels and jurisdictions.

- I have access to secure and seamless online service across service organizations.
- I have a single secure login for all of my online services and I am able to check the status online for all services.

 **SIMPLE**

- My services are delivered in easy to understand, plain language.
- My services are easy to use and process is easy to determine.

- Information I provide is pro-actively used for related services.
- Data entry fields are pre-populated with data that could reside in other jurisdictions.

- My services are simplified using a common look and feel across governments.
- My experience is personalized using my information to meet my unique needs.

Organizational capacity and integration between partners need to mature to meet client expectations

JOINT COUNCILS - LOGIC MODEL

VISION Enabling World Class Public Services Through Co-creation and Collaboration

CALL TO ACTION Focus & Acceleration to Enable Digital Government for Canadians

OBJECTIVE Focused Collaboration to Exceed Client Expectations

JOINT COUNCILS PRINCIPLES

Client-Centric
Ensuring the customer is at the center of everything government does through co-creation.

Trusted and Secure
Ensuring services are designed to be privacy respecting and citizens are able to trust their information is secure.

Digital by Design
Building for digital first, so that all channels can leverage the digital solution.

Collaboration
Fostering an environment across levels of government and jurisdictions to enable multidisciplinary teams to deliver client centered services and benefit from the collective experience and knowledge.

Measurable & Managed
Defining outcomes early and using research and measurement to create the right solutions and enable process improvement.

JOINT COUNCILS LONG TERM GOALS

Enabling Government Without Borders



Providing simple, seamless and convenient access to government information and services to Canadians regardless of where someone lives or does business.

Enabling Digital Society



Providing Canadians with the public sector services, supports and data that they need to live and do business in today's society.

Enabling a Modern & Innovative Government



Leveraging data and research to inform policy development, service design and service delivery while being open, transparent and efficient.

JOINT COUNCILS SHORT TERM GOALS

Governance & Service Delivery Model

Modernized Policies, Regulations & Legislation

Transformed Client Centered Services

Digital Culture / Capacity

Improved Results (Measurement & Reporting)

Foundational Digital Enablers

Empowerment Through Open Government

Joint Councils Priorities

Activities to be developed as part of next steps

Digital Identity

Digital Strategy

Client-Centric Services