

PSSDC BRING FORWARD AGENDA (Feb 2023 v1)

PSSDC MANDATE: As a coalition of Canadian public sector service leaders dedicated to client centred services, the PSSDC will be a catalyst for: sharing information; identifying common challenges; initiating research and gaining insight into client needs; developing practical solutions; and, linking government services wherever possible; to ensure that Canadian public services are at the forefront of providing modern excellent services where the customer experience meets or exceeds the Canadian public and business community's expectations.

<p>Priority #1 Modernization of service delivery models</p> <ul style="list-style-type: none"> ❖ <i>Objective: Deliver improved client experience for benefits delivery through modern technology platforms, new digital services, and enhanced service management capabilities.</i> ❖ <i>Outcomes: Service improvement / excellence</i> 	<p>Priority #2 Client Experience Management</p> <ul style="list-style-type: none"> ❖ <i>Objective: Making client/recipient experience core to the services we deliver.</i> ❖ <i>Outcomes: Reduction of service barriers by addressing client "pain points "; Employees empowered to apply client experience (CX) insights and tools; Systematic application of a CX lens to decision-making on strategic priorities and investments</i> 	<p>Priority #3 Serving Marginalized and Underserved Populations</p> <ul style="list-style-type: none"> ❖ <i>Objective: Optimizing access for the marginalized and underserved populations through service design</i> ❖ <i>Outcomes: Improved access to government benefits programs by all Canadians, including most marginalized segments of the population resulting in increased uptake of benefit programs by marginalized population</i>
<p>Priority #4 Integrated Channel Management</p> <ul style="list-style-type: none"> ❖ <i>Objective: Building a seamless and integrated experience for Canadians</i> ❖ <i>Outcomes: Deliver an efficient, personalized and connected client experience across all channels</i> 	<p>Priority #5 Data Strategy</p> <ul style="list-style-type: none"> ❖ <i>Objective: Strengthening organizations' ability to position for data maturity</i> ❖ <i>Outcomes: Enable horizontal insights, evidence-based decisions, and proactive improvements across the policy to service continuum.</i> 	<p>Priority #6 Artificial Intelligence & Robotic Process Automation</p> <ul style="list-style-type: none"> ❖ <i>Objective: Automating internal processes and best use of artificial intelligence, where it makes sense</i> ❖ <i>Outcomes: Increased productivity and quality; reduction in processing times and errors.</i>
<p>Priority #7 Creating Accessible Services for Persons with Disabilities</p> <ul style="list-style-type: none"> ❖ <i>Objective: Improve service access for all clients and recipients; develop partnerships and proactively include all communities</i> ❖ <i>Outcomes: Developing new relationships with communities and partners to support persons with disabilities / Expanding service delivery partnerships with other jurisdictions</i> 	<p>Priority #8 Policy and Service Integrated and Agile Design</p> <ul style="list-style-type: none"> ❖ <i>Objective: Responsive and adaptive policy and service design processes.</i> ❖ <i>Outcomes: Identify issues, challenges, and potential opportunities to strengthen service design and delivery and increase capacity for agility and responsiveness to change</i> 	<p>Priority #9 Digital Tools for Employee Enablement</p> <ul style="list-style-type: none"> ❖ <i>Objective: Re-thinking our culture, processes and tools for employee enablement (e.g., remote/hybrid workplace) with the goal of improving end-user experience</i> ❖ <i>Outcomes: Enabled and inclusive workforce in a new digital culture; and improved processes and workflows</i>

	Priority #1 Modernization of service delivery models	Priority #2 Client Experience Management	Priority #3 Serving Marginalized and Underserved Populations	Priority #4 Integrated Channel Management	Priority #5 Data Strategy	Priority #6 Artificial Intelligence & Robotic Process Automation	Priority #7 Creating Accessible Services for Persons with Disabilities	Priority #8 Policy and Service Integrated and Agile Design	Priority #9 Digital Tools for Employee Enablement	Emerging trend/topic service delivery improvement / challenge	Info Sharing / Research / Action Item	Secretariat / Administrative Items
February 22, 2023							CRA: Showcase: CRA's Disability Tax Credit (DTC) Navigators				TRC's CTA #17: Lori Doran, ISC, follow up from Sept meeting on ISC's jurisdictional scan results and proposed scope for the creation of a working group to address TRC's CTA #17.	Bring Forward Agenda Action Items PSSDC Financial Report Alignment between PSSDC and the FPT DMS' Table on Service Delivery Collaboration on common priorities Discussion on three new priorities: <ul style="list-style-type: none"> • Unclaimed Benefits • Service Design • Staffing and Retention
	NOTE:											

	The Bring Forward Agenda will be updated after the strategic discussion at the February meeting on PSSDC’s Forward Plan											
April 18, 2023	<p><u>Nova Scotia:</u> Implemented ability to make appointments at our in-person centres or online driver’s licence renewals.</p> <p><u>Innovation, Science and Economic Development:</u></p> <p>Canada Digital Adoption Program – Journey to Date</p>			<p><u>Ontario:</u> Renewal and redesign - ServiceOntario is rethinking the renewal process of licence plate stickers and developing a customer centred redesign of how renewals for multiple government products could be done. Customer research and design considerations will be shared.</p>					<p><u>ESDC:</u> Agile Governance Pilot. Presentation to highlight what ESDC is doing to create enabling conditions for teams to succeed</p>			<p>Bring Forward Agenda</p> <p>Action Items</p>
May 17, 2023								<p>Presentation / discussion on Change Management & Implementation of Service. How to advance the performance measurement that go from service to service. What is considered “good”? <i>(check with Ontario & BC)</i></p>		<p><u>Ontario:</u> ServiceOntario is piloting the use of video chat to virtually authenticate customers and enable essential transactions. The use of video chat will enable some customers who might have accessibility barriers to accessing in-person services (e.g., persons with physical disabilities).</p>		<p>Bring Forward Agenda</p> <p>Action Items</p>
June 15, 2023											<p>Action Item: Pathos AI to be invited to a future meeting to showcase their progress related to measuring citizens’ emotional engagement.</p>	<p>Bring Forward Agenda</p> <p>Action Items</p>
August 22, 2023		<p><u>ESDC:</u> Putting Client Experience first: opportunities, challenges and lessons learned (panel discussion).</p>										<p>Bring Forward Agenda</p> <p>Action Items</p> <p>September meeting agendas</p>
September 21, 2023 (Quebec City)								<p><u>Québec:</u> La zone entreprise is a secure space where businesses can access online services offered by QC departments and</p>				<p>Bring Forward Agenda</p> <p>Action Items</p> <p>PSSDC Financial Report</p>

								agencies, and complete and follow up on requests in one place.				
--	--	--	--	--	--	--	--	--	--	--	--	--

Members’ Feedback on future topics:

Members’ suggestions:

- IRCC Showcase presentation: IRCC to provide further information related to challenges from a delivery and design perspective on chatbot
- Discussion on undertaking research on Australia’s Digital Transformation Strategy. Learning from other jurisdictions on how they advance in terms of the client experience and how it overlaps with technology. Research on other countries is also valuable.
- Fostering innovation and literacy: Be active advocates – how are you promoting and leveraging data and analytics innovation in your organization? Adopt a common digital maturity assessment method. Foster sharing of materials between digital academies.
- Championing Data Sharing: PSSDC can influence legislative barriers to data sharing. Digital Identity is important to successful data sharing and municipalities need to be partners.
- **Action item:** Discussion on shared service delivery across jurisdictions; themes to consider related to invisible visibility and a proactive way to look at accessibility
- ESDC: Agile Governance Pilot. Presentation to highlight what ESDC is doing to create enabling conditions for teams to succeed