

PSSDC Information-Sharing Template – September 2018

Information Sharing was prepared for the PSSDC Meeting of September 2018 and not to be shared outside of the Council

JURISDICTION: British Columbia		Contact
1. Accomplishments: Briefly highlight major service delivery accomplishments, progress, and/or significant milestones achieved in your jurisdiction over the past 6-12 months.	<p><i>Service Framework - Professionalizing the Practice of Service</i></p> <p>Our Service Framework articulates our approach to delivering Best in Class service to citizens and businesses. Comprised of practice principles (e.g. treat every individual with respect), values and commitments (e.g. act with Integrity), approaches (e.g. service with heart, helping relationships, service leadership) and beliefs (e.g. the importance of well-led, engaged employees) the Framework guides everything we do. Given the central importance of well-led and engaged employees to delivering Best in Class services (the Service Value Chain), year one of implementation has focused on tactics designed to professionalize the skills, knowledge and competencies of our workforce including:</p> <ul style="list-style-type: none"> • ensuring recruitment practices reflect the spirit and intent of the Service Framework (e.g. standardized language for job postings); • revising employee orientation to place equal weight on both the how and what of the work Service BC does; • developing standardized work goals for employee performance management that align with the Service Framework; and • mandating all staff to take the Institute for Citizen-Centred Service’s training for Service Professionals and Service Managers, with certification being compulsory for all management staff including the Executive. <p>Continued investments in our workforce has resulted in high employee engagement scores for the organization over successive Work Environment Surveys.</p>	<p>Ron Hinshaw Executive Director Service Delivery Branch Service BC Division Ministry of Citizens’ Services 250.356.2031 Ron.Hinshaw@gov.bc.ca</p>
	<p><i>Contact Centre</i></p> <p>In 2014, Service BC received direction to assess and, where supported by business cases, consolidate in-person and call centre services across government with the goal of creating a one-stop service model for citizens. This ongoing consolidation is intended to reduce citizens’ frustration and improve efficiency in government service delivery. Through continued consolidation, the Province has the opportunity to foster integration and bundling of related services for citizens, drive more service standardization and achieve economies of scale.</p> <p>Service BC’s Contact Centre vision is a consolidated and integrated service that is accessible, effective and responsive to the citizens of British Columbia. The vision involves a “whole-of-government” approach to service delivery. To help achieve this, the Contact Centre transitioned to a new vendor in June 2017, consolidating two</p>	<p>Jeannette Eason Director, Contact Centres Service Delivery Branch Service BC Division Ministry of Citizens’ Services 778.698.2045 Jeannette.Eason@gov.bc.ca</p>

	<ul style="list-style-type: none"> • assist the citizen by informing them of any documents or pre-requests to access the service they need • inform the citizens of services available online • personalize the experience by greeting citizens and welcoming them to Service BC • measure the overall improvement of the citizen experience by achieving the above <p>The pilot took place in 9 Service BC Centres over the course of 3.5 of months. During this pilot we tracked 51,000 interactions with citizens and surveyed citizens and staff alike about their experience. The business intelligence gathered through this project was overwhelmingly positive and demonstrates the value of triage. By implementing triage in Service BC Centres, we were able to:</p> <ul style="list-style-type: none"> • remove 11% of citizens from the queue (they were in the wrong office, didn't have the right document, or triage answered their question) • improve the experience for the remaining citizens who now face shorter line ups • improve the experience of the remaining citizens as they are prepared for the service (triage ensures they meet prerequisites) • positively impact staff as they face shorter line ups and serve citizens who are prepared for the service <p>The citizens survey data indicated:</p> <ul style="list-style-type: none"> • 87% of citizens identified that it is important to them to be greeted • 100% of them were satisfied with the service received • 100% of our customer service representatives and 86% of our Government Agents see the value in triage and would recommend that it is implemented in all Service BC Centres <p>As a result of the pilot, Service BC is planning to implement triage practices in its large and medium centres.</p>	<p>778.698.2090 Adriana.Poveda@gov.bc.ca</p>
<p>2. <u>Priorities:</u> Briefly describe what your organization sees as its top service delivery priorities/initiatives over the next 12 to 36 months.</p>	<p><i>Omnichannel Experience</i> Since the re-procurement of the contact centre, Service BC is evolving the citizen journey by complementing their experience through additional channels of service. Our dynamic and modern contact centre platform offers capabilities for citizens to interact with government not only through phone and email, but also through SMS/text, webchat, video chat, and co-browsing. These modern channels of service enable Service BC to</p>	<p>Adriana Poveda Executive Director, Strategic Services Branch Service BC Division Ministry of Citizens' Services 778.698.2090 Adriana.Poveda@gov.bc.ca</p>

	<p>promote and inform the adoption of digital programs by supporting and serving citizens through the channel they choose or need.</p> <ul style="list-style-type: none"> • Video chat: Service BC completed a proof of concept using the authentication process for the BC Services Card. Through this video chat service and a mobile application, the Contact Centre agent can now complete the identity proofing requirement and enable the card for use to access online government services. The configuration of the video chat platform is expected to be complete by March 2019 and will enable Service BC to offer this service to other client ministries. • Co-browsing: this functionality will enable the Contact Centre agents to view the page where a citizen requires support or troubleshooting while accessing an online service. This capability and web chat will be available concurrently with video chat. • SMS/Text: Service BC is currently setting up two pilots with different program areas to provide citizens with the information and resources they need when accessing a government service. Users will be able to access information such as status of an application, process instructions and resources they need to complete a request. <p>The project will be completed this fiscal in collaboration with MAXIMUS Canada and the BC Services Card team. Channel expansion will allow citizens to communicate in their channel of choice, making service more accessible across the Province.</p> <p><i>Managing Feedback, Complaints, Incidents and Issues</i> Service BC views feedback and complaints as opportunities to listen to, and learn from, the citizens and businesses we serve. Standardized policy and procedures, including escalations, are being implemented across all services and channels to ensure that:</p> <ul style="list-style-type: none"> • feedback and complaints are managed fairly, efficiently and effectively; • incidents are managed, understood and addressed so that access to service is maintained; • issues are managed to reduce distractions that can impact our ability to deliver services. <p>A common management platform that will make it possible to use the information gathered from feedback, complaints, incidents and issues to continuously improve services is being explored.</p>	<p>Sarah Francis Director, Practice and Policy Service Delivery Branch Service BC Division Ministry of Citizens' Services 778.584.0431 Sarah.Francis@gov.bc.ca</p>
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<p>3. <u>Showcase/Sharing:</u> Are there any resources in your jurisdiction such as applications, processes etc. that other jurisdictions may have an interest in applying or implementing in their own jurisdiction? (This information will help in agenda planning for future meetings.)</p>	<p><i>Service Modernization and Service Integration with Social Development and Poverty Reduction</i></p> <p>Service BC, in conjunction with the Ministry of Social Development and Poverty Reduction (SDPR), continued to modernize and integrate Service BC offices throughout the Province to increase accessibility to government services for some of our most vulnerable citizens. Through this partnership over forty offices now provide SDPR services to citizens.</p> <p>After extensive training and support, Service BC staff can now access the Integrated Case Management system which allows them to serve SDPR clients in a more efficient and effective manner. This initiative also ensures citizens are better served by eliminating the requirement for clients in some communities to travel to another community to obtain this service. Service BC has assumed front counter reception, allowing a concentrated focus on SDPR workload and increases their capacity to deliver services remotely across the province.</p> <p>Service BC leverages their Best in Class service excellence to ensure SDPR client receive the same level of service as any other citizen looking for government services provided by Service BC. For the citizen, the service integration will establish consistency for the delivery of SDPR services whether they are in Nakusp or in Dawson Creek or in Victoria! These projects represent highly collaborative cross ministry cooperation to expand citizen access and represent a huge achievement for both organizations in the pursuit of higher levels of satisfaction and a better overall service experience.</p> <p>Testimonial from a citizen: ‘I am beyond overjoyed that you took over Income Assistance. I’ve been waiting in the line and watching the staff. I truly appreciate that they treat everyone exactly the same.’</p>	<p>Peggy Duncan Director, Service Design and Integration Service Delivery Branch Service BC Division Ministry of Citizens’ Services 778.698.2060 Peggy.Duncan@gov.bc.ca</p>
<p>4. <u>Issues and Needs:</u> Briefly describe any service delivery issues you would like to share with the Council and what assistance you might be seeking from PSSDC.</p>	<p><i>Social Media Channels</i></p> <p>Social media is another channel for citizens to access provincial government information & referral, provide feedback, and to escalate their complaints. There is a growing trend in people using social media as a source of truth, engagement, and news. Social media is widely used and accepted by a generation of connected citizens. Citizens can interact with private sector social media accounts, and expect that this channel is available to them from their government service organizations.</p> <p>Service BC has encountered some challenges in managing social media sites, with respect to ensuring accurate information and being responsive to feedback and complaints. Currently there is a small team working on updating information under</p>	<p>Adriana Poveda Executive Director, Strategic Services Branch Service BC Division Ministry of Citizens’ Services 778.698.2090 Adriana.Poveda@gov.bc.ca</p>

	<p>Service BC Google Locations, refreshing and updating Service BC's Facebook page and monitoring Twitter mentions. Concerns raised are as follows:</p> <p>Public Forum</p> <ul style="list-style-type: none"> • How do we take a complaint from a public place to a private interaction in order to escalate/deal with their concerns while protecting their privacy? • Citizens talk about our organization on other platforms where we have no presence (twitter). How do we manage our brand, reputation, complaints etc.? • How do we interact with the public on social media vs. on the phone vs. in-person? What presence do we have? <p>Privacy/Security/Compliance</p> <ul style="list-style-type: none"> • Citizens may post their private information (full name, phone number, address, identity card number). • How are we ensuring that we are compliant – FOI requests can be done on social media posts/comments etc. <p>Resources</p> <ul style="list-style-type: none"> • specialized skillsets are required to effectively manage social media accounts. <p>Service BC is looking to developing a strategy for social media and would like to request sharing of knowledge from other jurisdictions on this topic.</p>	
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