

PSSDC Information-Sharing Template – February 2019

Information Sharing is collected for the purpose of the PSSDC Meeting of February 2019.

Information contained in this document cannot be shared without the approval of the member jurisdiction (author).

| JURISDICTION: British Columbia | Contact |
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| <p>1. Accomplishments: Briefly highlight major service delivery accomplishments, progress, and/or significant milestones achieved in your jurisdiction over the past 6-12 months.</p> | <p><i>Queue Management System (The Q):</i></p> <p>The Q is a customer flow management system that enables Service BC to effectively manage its operations (line-up management) and capture data such as wait times and transaction times, specific to each program and service that citizens request. This application was developed internally by Service BC using the Developer's Exchange, open source, agile methodology and a user centric design approach.</p> <ul style="list-style-type: none"> • The data is a critical source business intelligence that informs decision making and improves the citizen experience through occupancy levels and staffing models, citizen demand on government services, quality assurance and continuous improvement. • The Q was designed and built to be affordable, sustainable, dynamic and expandable. It can be integrated or interact with other applications and can onboard other client ministries and in-person services, at a low cost, and minimum customization. There is interest from other BC ministries to adopt the Q. • A pilot started with 4 Service BC centers adopting this queue management system and was successfully completed last year. • The Q is now implemented in all Service BC centres (2 months before the target implementation date of March 2019). <p>The Q is helping to better understand the customer journey regardless of where the citizen begins: a search on the web, talking to a Contact Centre agent, or an in-person centre. Further information about the business intelligence resulting from the analytics can be found under <i>Priorities</i>.</p> <p><i>Managing Comments, Complaints, Incidents and Issues</i></p> <p>Service BC views comments and complaints as opportunities to listen to, and learn from, the citizens and businesses we serve. Preparations are underway to implement a standardized approach to managing comments, complaints, incidents and issues across all service channels. The intent is to ensure that:</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>Sarah Francis Director, Practice and Policy Service Delivery Branch Service BC Division</p> |

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| | <ul style="list-style-type: none"> • information about how to provide comments and complaints is readily available to anyone interacting with Service BC; • citizens and businesses have a consistent experience no matter what channel of service they are using; • comments and complaints are managed fairly, efficiently and effectively; • incidents are managed, understood and addressed so that access to service is maintained; and • issues are managed to reduce distractions that can impact our ability to deliver services. <p>Policy and standards to guide employees have been developed; management and escalation processes have been mapped for each business area; and standardized comment and complaint “cards” are being designed for use across all service channels. The next phase of work will focus on designing a common platform for tracking, managing and escalating comments, complaints, incidents and issues. This will enable Service BC to consistently gather information on how citizens experience our services and derive business intelligence to prioritize continuous improvement efforts.</p> <p>OrgBook BC OrgBook BC is part of the Verifiable Organizations Network that was launched by Minister Jinny Sims at the Identity North Conference on January 22, 2019. Service BC in partnership with the OCIO’s office, developed a blockchain enabled verifiable digital identity for registered corporations that leveraged foundational data in the Corporate Registry; a beta version of OrgBook BC is available at OrgBook.gov.bc.ca</p> | Ministry of Citizens’ Services 778.584.0431 Sarah.Francis@gov.bc.ca |
| <p>2. Priorities: Briefly describe what your organization sees as its top service delivery priorities/initiatives over the next 12 to 36 months.</p> | <p><i>Analytics & Business Intelligence:</i></p> <p>Building on our development of an inhouse Customer Flow Management System (The Q), we focused on presenting close to “live” service data internally for now, and externally in the longer term, with the goal to improve front line service efficiency and the citizens’ service experience.</p> <p>This live data includes reporting out average wait times, informing business decisions such as resourcing needs, and cost recovery negotiations with partners. Working with Government Digital Experience (GDX – Min. of Finance) we utilized Snowplow,</p> | Perry Slump Director, Analytics & Business Intelligence Unit Strategic Services Branch Service BC Division |

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| | <p>Looker, CMSLite, which are digital analytics corporate enabler software, to build an open data platform for the whole organization, via three current levels of operational dashboards: (Manager, Director, Executive).</p> <p>Effective Jan 20, 2019 all of our in-person service points are utilizing The Q and by the end of March all stakeholders will have access to the appropriate Service Analytics – Dashboards.</p> <p>Our future priorities will be to roll out this analytic package across the Division, to also include data from channels such as: live Webchat, Contact Centre and Social media, to further understand service demands. Another priority is to experiment the power of data mining and business intelligence. We will apply more advanced mathematics and statistics models to generate predictive insights to improve operational efficiency, service quality, and ultimately citizen satisfaction.</p> <p>We expect to facilitate the provision of our entire Analytics package, to interested partners and government jurisdictions as the process matures.</p> <p><i>Omnichannel Experience:</i></p> <p>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. And launching this Spring, webchat, video chat, and co-browse (a support tool). These modern channels of service enable Service BC to 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: This Spring, Service BC is targeted to launch Mobile Video Chat, in partnership with the Provincial Identity Management Information Program (IDIM) and the Service BC Contact Centre. The solution will enable a citizen, using an iOS or Android mobile device, to verify their identity for the BC Services Card mobile card via video chat with a Service BC Contact Centre agent. The citizen will have the option of verifying their identity for the BC Services mobile card via video chat, instead of physically attending a Service BC office. This new feature will increase the convenience and accessibility for individuals to verify their identity, a security requirement for use of the BC Services mobile card, and access online services securely using their mobile devices. | <p>Adriana Poveda Executive Director, Strategic Services Branch Service BC Division Ministry of Citizens' Services 778.698.2090 Adriana.Poveda@gov.bc.ca</p> |
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| | <ul style="list-style-type: none"> • 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. Service BC will be piloting this capability along with web chat in Spring 2019. • Webchat: this functionality will enable contact centre agents to provide immediate service to citizens using chat embedded on any government website, supporting the adoption of government digital services. • SMS/Text: Service BC is currently piloting with the Ministry of Education, SMS/Text support for the Student Transcripts Branch. Students are able to ask questions about the Student Transcript Service via SMS/Text such as how to request their Personal Education Number (a requirement for ordering a transcript online), process instructions and resources they need to complete a request. <p>The project will be completed this fiscal in collaboration with MAXIMUS Canada. Channel expansion will allow citizens to communicate in their channel of choice, making service more accessible across the Province.</p> | |
| <p>3. Showcase/Sharing: 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>Social Media:</p> <p>Citizens have come to expect to interact with government through social media channels to obtain information & referral services and provide feedback. Social media is widely used and accepted by connected citizens.</p> <p>Service BC has started work in this space by utilizing Google Locations as a pilot, to understand how citizens are finding and using web information about our physical presence and the services we render through the Service BC Centres across the province.</p> <p>Google Locations is a hybrid social media/search platform that allows citizens to find and review businesses, add them to lists such as “favourite” or “want to visit”, ask questions, and interact with a business online. Service BC has claimed all physical locations through Google in order to present accurate, current, and meaningful information to improve the experience for citizens using this search engine. In addition, Service BC has gained access to insights as described below.</p> <p>Claiming Google Locations</p> <ul style="list-style-type: none"> • Service BC has recently claimed all 66 Google locations. • We have gained control over the information that is visible to citizens on Google such as the address, hours, phone number, and other relevant business information pertaining to our centres, ensuring accuracy and relevance of published information. | <p>Adriana Poveda Executive Director, Strategic Services Branch Service BC Division Ministry of Citizens' Services 778.698.2090 Adriana.Poveda@gov.bc.ca</p> |

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| | <ul style="list-style-type: none"> • Insights available include number of views (250,000 unique views per month), phone calls, direction requests, and website visits, which keywords citizens use to search and find our locations and provided feedback on their service experience. • Data consumed by Service BC does not contain any personal or private information. <p>Resulting Improvements</p> <ul style="list-style-type: none"> • We have explored and applied Search Engine Optimization (SEO) best practices (metadata keywords, backlinks on yellowpages, and Google business title accuracy) improving our ranking on relevant searches. • We have created custom local messaging through Google Posts to send targeted communication to communities, improving access to services. • We have developed a process for addressing feedback provided, which will launch before fiscal year end. • We continue to work with our partner organization (ICBC) to improve findability of driver licensing services in rural communities, which is one of our top searches. <p>Future Steps</p> <ul style="list-style-type: none"> • Evaluate the pilot and determine the scalability, feasibility, and sustainability to other used search engines. • Analyse and evaluate other social media channels as appropriate to Service BC. | |
| <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> | Nothing | |