





PSSDC BRING FORWARD AGENDA (Feb 2022 v1)

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

	FEBRUARY 17, 2021	APRIL 5, 2022	MAY 3, 2022	JUNE 6, 2022
SECRETARIAT	<ul style="list-style-type: none"> • Action Items • Bring Forward Agenda 	<ul style="list-style-type: none"> • Action Items • Bring Forward Agenda • Feb meeting evaluation results 	<ul style="list-style-type: none"> • Action Items • Bring Forward Agenda 	<ul style="list-style-type: none"> • Action Items • Bring Forward Agenda
CLIENT CENTRIC SERVICES 	<u>Priority #1: Modernization of Service Delivery Models</u> <ul style="list-style-type: none"> • <u>Digital leadership</u> <p>Insights on effective, open, responsive, informed leadership for next generation of service delivery. How to lead in the digital age and leverage digital solutions to create better digital tools and services. How all levels of government can collaborate to provide a more integrated service navigation and support for clients. Successful digital adoption strategies and addressing gaps in digital access and digital literacy.</p>	<u>Priority #2 Client Experience Management</u> ALBERTA: BERNIE Digital Platform (tbc) A group of shared capabilities designed with the user and the government in mind, providing a digital platform for business capabilities to deliver quicker, more efficient services at lower cost. It is comprised of various powerful cloud-based components. This system works in alignment with GoA Contact Centre Program , which modernizes and digitizes the citizen experience by transforming government contact centres using the BERNIE digital platform.	<u>Priority #5 Data Strategy</u> <ul style="list-style-type: none"> • Presentation by John Houweling, Director, Data, Analytics and Visualization Services, York Region. He is making a positive difference by helping organizations "put their data to work". Resolving data-sharing bottlenecks has allowed York Region to apply advanced analytics to improve decision-making. His work helped put York Region (ON) on the forefront of governments deriving insight from their trusted data. <i>(John is former Co-Chair of the JC's DDI WG)</i> 	<u>Priority #8 Policy and Service Integrated and Agile Design</u> TBS: Service Management Improvement Initiative (SMII) (tbc) Introduced in June 2021 to an ADM-led Council of Service Officials from across the Government of Canada, the SMII aims to improve services with a focus on client feedback, service standards, and service reviews. TBS welcomes interjurisdictional feedback to leverage jurisdictional experience related to collecting client feedback to improve services in a way that aligns with frameworks used in other jurisdictions.

<p>CLIENT CENTRIC SERVICES</p> 	<p><u>Priority #2 Client Experience Management</u></p> <p>Modernizing Customer / Employee Experience - Interactive workshop led by Cody Dodd, Researcher and Innovator on Digitization & AI</p> <ul style="list-style-type: none"> ○ Strategic data management - introduction to Digital Literacy for Executives ○ Core Leadership Competencies: Building upon your strengths ○ Teams, Tools and use-cases: Accessible options and 'no-code' automation ○ Discussion 			
<p>EMERGING CLIENT SERVICE NEEDS OR TOPICS OF INTEREST</p> 			<p><u>Priority #3: Serving Marginalized and Underserved Population</u></p> <p>Discussion on how to reach and gain insights into the client experience of marginalized populations, what jurisdictions are doing in this space, and opportunities for collaboration across jurisdictions. (action item from Dec meeting)</p>	
<p>PSSDC INFORMATION SHARING & RESEARCH</p> 	<ul style="list-style-type: none"> • Jurisdictional Service Delivery Priorities, Initiatives & Challenges (PSSDC information sharing analysis) • PSSDC agenda planning 	<p><u>Priority #1: Modernization of Service Delivery Models</u></p> <p>ONTARIO: Online Newborn Registration refresh – launched September 2021: (tbc)</p> <p>A refreshed newborn registration bundle delivers a simplified, mobile-enabled user interface to help parents register a birth, order a birth certificate, apply for a SIN and Canada Child Benefits and seek a referral to an RESP provider. This refresh modernized birth registration in Ontario and better supports parents by providing a more user-friendly experience.</p>		

Members’ Feedback on future topics:

Fall 2021 Meeting - Members’ evaluation comments:

How to increase the impact and value of research (research committee). Client complaints and complaint management as we have seen a shift in the way clients interact with us during Covid.

Showcase Opportunities: PSSDC info sharing – fall 2021 – *some items may be showcased at Joint Councils (as per JC priorities)*

- **Ontario’s new Business Registry – launched October 19, 2021**

- A new online business registry provides easier, simpler and more affordable service to millions of Ontario businesses and not-for-profit corporations. Available online 24 hours a day, 365 days a year, the digital business registry replaces an outdated and inefficient process. Ontario could speak to the successes and challenges of the launch as other provinces consider similar systems.
 - **Ontario's Notify system – launched July 2021**
 - Ontario eliminated most paper renewal notices for service products like health cards, drivers' licences and photo identification, saving up to \$29 million and 80 million pieces of paper over 5 years in favour of a convenient reminder by email, phone call or text message. Ontario can speak to estimating cost savings of this move and challenges in ensuring that people are still able to get reminders.
 - **Ontario's online Newborn Registration refresh – launched September 2021**
 - A refreshed newborn registration bundle delivers a simplified, mobile-enabled user interface to help parents register a birth, order a birth certificate, apply for a SIN and Canada Child Benefits and seek a referral to an RESP provider. This refresh modernized birth registration in Ontario and better supports parents by providing a more user-friendly experience.
- **TBS: Information and Privacy Policy Division:** To facilitate the delivery of services, in collaboration with the federal Privacy community, the division has developed an information sharing arrangement template and updated its guidance. This template is designed for federal-to-federal sharing for administrative uses but could be adapted to other scenarios.
- **ESDC:** ESDC to do follow up presentation on CX Survey and Exit Survey (*action item from Dec meeting*)

Research & Strategic Intelligence: Areas of focus identified by members for future research executive reports:

- Best practices and lessons learned on **how to launch an app in multiple languages** in a most efficient and effective way.