

Playbook for Channel Shifting using Behavioural Insights

Progress Update for PSSDC Channel Shifting Working Group

The Behavioural Insights Playbook will serve as a user-friendly guide to promote citizen adoption of digital channels

Project overview

Project approach

Proposed research plan

Proposed table of contents for Playbook

Feature case study

Project purpose

The purpose of this project is to ***develop a Behavioural Insights Playbook to share knowledge, tools, and approaches which will benefit all jurisdictions looking at digital government***. The Playbook will include:

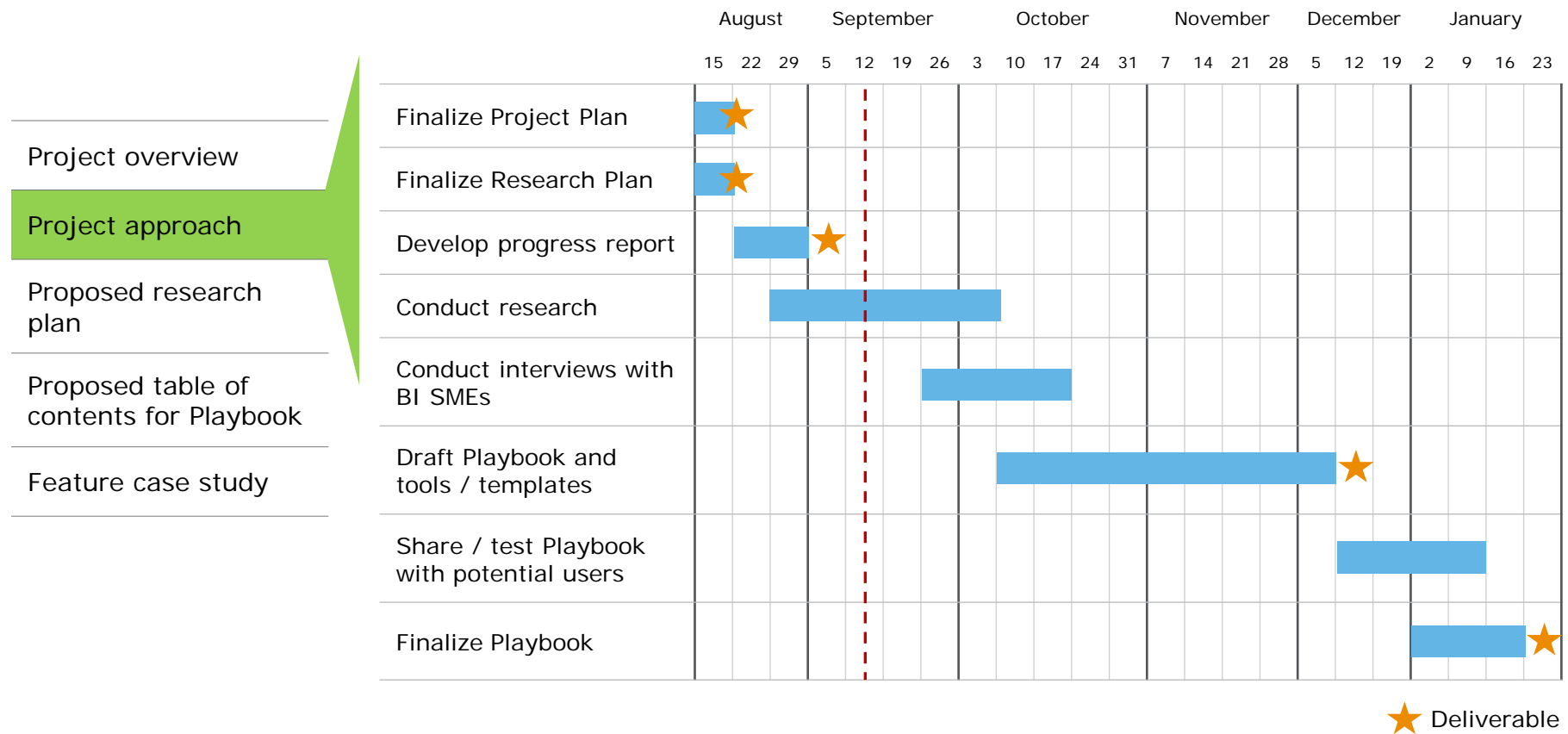
- An overview of what Behavioural Insights is and how it can be applied by government service providers, specifically in a digital service delivery context;
- Key Behavioural Insights tools that may be leveraged to support shifting citizens online;
- Behavioural Insights best practices and strategies to support digital service delivery;
- Behavioural Insights lessons learned that may be applicable to digital service delivery; and,
- An easy-to-follow, step-by-step guide to applying behavioural insights for channel shift.

Project scope

The scope of this project is to:

- Prepare a progress report for the PSSDC meeting in September 2016;
- Document a case study based on the Service Ontario pilot initiative (documentation to be provided by PSSDC);
- Develop a Behavioural Insights Playbook; and,
- Prepare the final presentation for the PSSDC meeting in February 2017.

The Playbook will be developed over 6 months and finalized for presentation for the February 2017 Council meeting



Targeted research and input from subject matter experts will inform the content of the Playbook

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Proposed Documentation For Review

Deloitte will leverage published content from credible websites, journals, and articles to inform the Playbook. This may include content from:

- Behavioural Insights Team (UK)
- Behavioural Insights Unit (ON) – including a close examination of the ServiceOntario case study (which focused on channel shift for the renewal of license plate tags)
- White House Social and Behavioural Sciences Team
- Behavioural Economics in Action at Rotman (BEAR)
- inudgeyou
- *Journal of Behavioral Decision Making, Judgment and Decision Making*
- *Journal of Behavioral and Experimental Economics*

Proposed Consultations with Subject Matter Experts

Deloitte will conduct a series of subject matter expert (SME) interviews to inform the Playbook. Interviewees may include:

- Shrupti Shah, Deloitte
- Jim Guszczka, Deloitte
- Julian House, Government of Ontario
- Elizabeth Hardy, Government of Canada
- Dilip Soman, Rotman
- Katy Davis, ideas42
- Elizabeth Linos, Behavioural Insights Team

* All interviewees will need to be confirmed.

The Playbook will provide a step-by-step guide to applying behavioural insights and will feature a case study from ServiceOntario

	Section	Brief Description of Contents
Project overview	1	<i>Executive Summary</i>
Project approach	2	<i>Behavioural Insights for Channel Shift</i>
Proposed research plan	3	<i>Step-by-Step Guide to Applying Behavioural Insights for Channel Shift:</i> <ul style="list-style-type: none">a. Diagnosing potential roadblocksb. Generating potential interventionsc. Refining and prioritizing interventionsd. Designing and executing a triale. Analyzing results and scaling up
Proposed table of contents for Playbook	4	<i>Feature Case Study: ServiceOntario License Plate Sticker Renewal</i>
Feature case study	5	<i>Appendix A: Tools, Templates and Other Resources</i>
	6	<i>Appendix B: Works Cited and Further Reading</i>

* Table of contents will be confirmed once the research phase is complete.

The Playbook will feature a case study from ServiceOntario where behavioural insights were used to shift people online

2014 ServiceOntario Pilot – Vehicle Renewal Notification Letter

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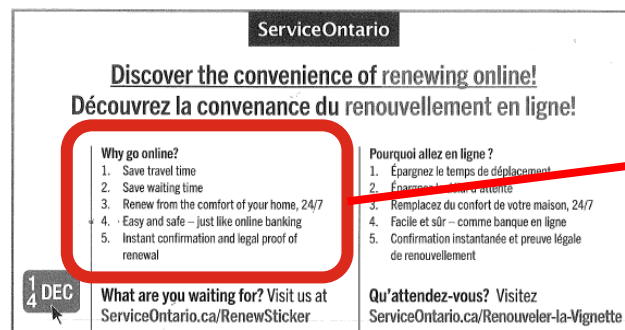
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Behavioural Intervention #1: Salience

- Focus on attracting attention of the reader (i.e. highlighting the online renewal option in blue)



Behavioural Intervention #2: Gain Framing

- Focus on the benefits to help ease people into an unfamiliar process

The combination of these two interventions was the most successful. The relative increase of shifting people online was 42% (increasing online renewals from 10.3% to 14.7%).



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