

PSSDC Information-Sharing Template – October 2017

JURISDICTION: Immigration, Refugees and Citizenship Canada		Contact
<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>IRCC completed the following initiatives:</p> <ul style="list-style-type: none"> • Client Support Centre (CSC) Phone Hug <ul style="list-style-type: none"> ○ Driven by insights gathered through human-centred design, IRCC made small changes at its call centre in January 2017 that reduced same day repeat calls by 30%, proving that clearer, more positive language, more detailed case status updates, and keeping better track of client contacts makes sense for business as well as clients. • Improvements to application processes for Family Class (FC) spousal clients <ul style="list-style-type: none"> ○ The FC Tiger Team worked horizontally within the Department to review forms, guides, websites, tools and processes in order to improve the client experience and achieve faster processing times for most applicants. Changes came into effect in December 2016 and January 2017. Following a review of client and stakeholder feedback, additional updates were made to the application forms and kits in June 2017 to further increase usability and improve client service. • Text message pilot (see showcase for details) <ul style="list-style-type: none"> ○ Pilot implemented to have clients enrol to receive a text message as soon as their application package arrived in the IRCC mailroom. The mobile solution is sole sourced through the third party provider Ulula. The service is scalable to any paper-based process in IRCC and across the GoC. The pilot was launched January 2017. • Plain Language Letters Project <ul style="list-style-type: none"> ○ The objective of the project is to review IRCC template letters sent to clients, editing for content, accuracy, consistency, tone and plain language. Spousal sponsorship under family class immigration, and temporary residents' letters were completed. • Electronic Travel Authorization (eTA) Expansion <ul style="list-style-type: none"> ○ eTA Expansion officially launched on May 1st to allow nationals of Brazil, Romania and Bulgaria who have held a Canadian visa in the past 10 years or who currently hold a valid United States visa to apply for an eTA. Most eTA applications are finalized within minutes of receipt through the electronic processing system. For applicants that require manual processing, an email with instructions will be sent within 72hours of submitting an application 	<p>Michelle Lattimore Director General, Client Experience Immigration, Refugees and Citizenship Canada / Government of Canada Michelle.Lattimore@cic.gc.ca Tel: 613-437-9389</p>
<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>Our top priorities for the next 12 to 36 months include:</p> <p>1. Improving Existing Services <i>Initiatives designed to improve existing services by making them faster and easier:</i></p> <ul style="list-style-type: none"> a) Clarifying processing times and application status information for <u>resettled refugees and sponsors</u> by streamlining forms, guides and website content as well as (pending internal funding decisions) launching a problem resolution unit and online resettlement portal b) Improving <u>spousal sponsorship</u> service delivery by updating application tools and adhering to the 12-month service standard 	<p>Michelle Lattimore Director General, Client Experience Immigration, Refugees and Citizenship Canada / Government of Canada Michelle.Lattimore@cic.gc.ca Tel: 613-437-9389</p>

	<p>c) Improving <u>live-in caregiver</u> service delivery by implementing a backlog reduction plan and providing better clarity on processing times</p> <p>2. Testing New and Innovative Approaches <i>Testing new and innovative approaches to build the Canadian economy through immigration:</i></p> <p>a) Implementing the Global Skills Strategy by launching a dedicated service channel and implementing two-week processing</p> <p>b) Implementing the Atlantic Immigration Pilot by launching intermediate-skilled, high-skilled and international graduate programs</p> <p>3. Better Engagement with Clients <i>Acknowledging that the services we provide touch on some of the most important decisions and milestones in the lives of our clients, and engaging with them to improve the client experience</i></p> <p>a) Identifying client pain points in order to develop insights by launching a Settlement Design Challenge, new Client Experience Advisory Committee, and (pending internal funding decision) a public-facing website to engage clients in tool development</p> <p>b) Prototyping and experimenting to test new ways of doing business by piloting Citizenship Design Challenge ideas, expanding the 'text from the mailroom' pilot, and testing new interventions in settlement programming</p> <p>c) Delivering personalized and meaningful support to clients by improving website readability and online payment functionality, improving online case status information in My Account, making it easier for clients to access call centre agents, and developing a transformational vision for the front-end service experience.</p>	
<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? <i>(This information will help in agenda planning for future meetings.)</i></p>	<p>IRCC had identified a client pain points where there was a significant gap (1 month) between the reception of a sponsorship application and the acknowledgment of receipt by the department. The acknowledgement of receipt included a completeness check. To reduce the client's anxiety, IRCC launched a pilot using text messages whereby clients enrolled to receive a text message as soon as their application package arrived in the IRCC mailroom. IRCC is conducting a satisfaction survey in parallel to the pilot. It is envisioned that such a service could be scalable to any paper-based process across the GoC including when additional information is sought.</p>	<p>Michelle Lattimore Director General, Client Experience Immigration, Refugees and Citizenship Canada / Government of Canada Michelle.Lattimore@cic.gc.ca Tel: 613-437-9389</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>TBD</p>	<p>Michelle Lattimore Director General, Client Experience Immigration, Refugees and Citizenship Canada / Government of Canada Michelle.Lattimore@cic.gc.ca Tel: 613-437-9389</p>
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