



Draft – v8

## **PSSDC MEETING AGENDA**


**THURSDAY, SEPTEMBER 29, 2022**

**Radisson Blu Hotel-Toronto Harbourfront**


**9:00 A.M. – 4:00 P.M. – PSSDC Meeting**

**MEETING ROOM: Admiral Ballroom, 3<sup>rd</sup> floor**



***BREAKFAST: 8:00 A.M. – 8:55 A.M. EDT – View Room***

#	TIME	PSSDC PRIORITY/ TOPIC	OBJECTIVE	ACTION	LEADS
	9:00 – 9:05 a.m.	Welcome	<ul style="list-style-type: none"> <li>Land Acknowledgement</li> <li>Roundtable introduction of PSSDC Members and Observers</li> </ul>	PSSDC Co-Chairs: James Gilbert, ESDC Mark Burns, YT	
1	9:05 - 9:15 a.m.  (10 min)	Secretariat	<p><b>Objective:</b></p> <p>A) Approval of Record of Decision from Feb. 18, 2022, virtual meeting, (TAB 1A)</p> <p>B) Acceptance of September 29, 2022, Meeting Agenda (TAB 1B)</p> <p>C) PSSDC Action Items (TAB 1C)</p> <p>D) PSSDC Bring Forward Agenda (TAB 1D)</p>	<p><i>For approval</i></p> <p><i>For approval</i></p> <p><i>For information</i></p>	Lead: Mark Burns, YT
2	9:15 – 10:30 a.m.  (75 min)	<p>Client Centric Services</p> 	<p>Priority #6 - Artificial Intelligence &amp; RPA (TAB 2)</p> <p><b>Objective:</b></p> <p><b>Facilitated session:</b></p> <p>Results of the work done to unearth customer emotions and emotional engagement by using unstructured text data from the Business First 2022 (BF2022) survey. We will share with you the AI techniques used allowing us to dig</p>	Unearth the 'why' behind scores and identify 'what to do' to improve service delivery to business clients.	<p>Lead: Mark Burns, YT</p> <p><b>Presenter:</b> Sumair Sayani, Founder of Pathos AI</p> <p><a href="#">PathosAI   Emotional Engagement</a></p>




			<p>deeper and answer critical questions that can help service delivery leaders improve service delivery experience for their clients.</p> <p><b>Background</b></p> <p>BF2022 results show that perceptions of business users of government services have levelled off. We also noticed that recent service experience scores have declined from 60 in 2019 to 58 in 2022, whilst satisfaction with the service has declined significantly, from 70 in 2019 to 67 in 2022.</p> <p>While these are important findings and point towards the need for action, the challenges faced by service delivery leaders are:</p> <ul style="list-style-type: none"> <li>• Why are scores not improving and why, at least in some cases, are they declining?</li> <li>• What to action to improve scores?</li> <li>• What to action first?</li> </ul> <p>Presentation on the three outcomes from the analysis of the BF2022 data: Diagnostics, Diversity &amp; Inclusion, and Action Planning.</p>		
	<b>10:30 – 10:45 a.m.</b>		<b>BREAK – Admiral Foyer</b>		
3	<b>10:45 – 11:45 a.m.</b>  (60 min)	<b>Client Centric Services</b>  	<p><b>Priority #1 Modernization of Service Delivery Models</b></p> <p><u><b>Objective:</b></u> Integrated Response - Immigration and Refugee Support Program: Multiple levels of government have come together to support Ukrainians coming to British Columbia using new omni-channel processes. System to be replicated for future crisis.</p>		<p><b>Lead: James Gilbert, ESDC</b></p> <p><b>Sheila Robinson, Assistant Deputy Minister, Service BC</b></p> <p><b>Adriana Poveda Executive Director, Service Delivery, Service BC</b></p>



4	11:45 – 12:00 p.m.  (15 min)	<b>PSSDC Treasurer's Report</b>	<b><u>Objective:</u></b>  <b>PSSDC Treasurer's Report</b> <ul style="list-style-type: none"> <li>Financial Report (<b>TAB 4A</b>)</li> <li>PSSDC Members' contributions for 2023/2024 (<b>TAB 4B</b>)</li> </ul>	<i>For information</i>	<b>Lead: Mark Burns, YT</b>  <b>Linda Maljan, PSSDC Treasurer</b>
	12:00 – 1:00 p.m.		<b>LUNCH – View Room (5<sup>th</sup> floor)</b>		
5	1:00 – 1:30 p.m.  (30 min)	<b>Client Centric Services</b>    <a href="#">INAN - Truth and Reconciliation: Call to Action 17 and other Immigration, Refugees and Citizenship Canada initiatives - Jan 28, 2021 - Canada.ca</a>	<b>Priority #8 Policy and Service Integrated and Agile Design - (TAB 5)</b>  <b><u>Objective:</u></b> <ul style="list-style-type: none"> <li>Discussion on what is the shared commitment to the Truth and Reconciliation CTA#17 on reclaiming traditional / Indigenous names (and diacritical marks (not roman numerals)).</li> </ul> <p>This requires coordination with P/T vital statistics and those in the business of issuing ID documents (status cards, passports, licenses, other.)</p>	<b>Opportunity for PSSDC to discuss and identify next steps and/or opportunity for collaboration.</b>	<b>Lead: Mark Burns, YT</b>  <b>Indigenous Services Canada</b>  <b>Lori Doran, Director General</b>  <b>Denis Poirier, Director, Operations</b>  <b>Krista Dewey, Director, Deputy Registrar General, VSC</b>
6	1:30 – 2:30 p.m.  (20 min)  (40 min)	<b>PSSDC Information Sharing &amp; Strategic Research</b>  	<b>Strategic Research &amp; PSSDC Information Sharing Analysis - (TAB 6)</b>  <b><u>Objective:</u></b> <p><b>A)</b> Results of PSSDC Jurisdictional Information Sharing Analysis: Overview of key service delivery accomplishments across the country, and overview of service delivery issues identified by members for possible discussion and potential interjurisdictional collaboration.</p> <p><b>B)</b> ESDC to present their current research agenda and how this may help to advance the priorities of the PSSDC and opportunity for inter-jurisdictional collaboration.</p>	<b>Overview of main client centric priorities/ issues / accomplishments across the country to align with PSSDC priorities.</b>  <b>Opportunity to collaborate with ESDC on research to advance PSSDC priorities</b>	<b>Lead: James Gilbert, ESDC</b>  <b><u>Research Committee Co-Chairs:</u></b> <b>Tareq Al-Shumari, ON &amp; Michael Kalin, IRCC</b>  <b>Pavel Chernousov, Research Analyst</b>  <b>Ginette Gervais, Director, Service Research, ESDC</b>





	<b>2:30 – 2:45 p.m.</b>		<b>BREAK – Admiral Foyer</b>		
7		<b>Client Centric Services</b>  	<b>Priority #2 Client Experience Management – (TAB 7)</b>  <b>Client Complaint Management</b>  <u><b>Objective:</b></u>  Complaining has never been easier due to the rising use of digital tools. Equipping public sector organisations to deal with client complaints is important, not only to hold government to account, but to use these complaints as a valuable tool for service improvement, which in turn will help enhance the overall user-experience to citizens.  <b>A) Presentation by MSDO:</b>  Client complaint management in the public sector - a shift in the way clients interact with government.  Presentation on current approaches or tools to manage client complaints and what is next for complaint management.  <b>B) Presentation by ESDC:</b>  <i>Presentation on current approaches or tools to manage client complaints and what is next for complaint management.</i>	<b>Insights on current and next generation client complaint management in public sector service delivery – this is an ask of the Council</b>	<b>Lead: Mark Burns, ESDC</b>  <b>Presenters:</b>   <b>MSDO:</b> Felix Da Silva, Advisor, Analytics Service Excellence & Innovation, Peel Region  <b>ESDC:</b> Catherine Francis, Director Service Canada Client Feedback Centre of Expertise and Office for Client Satisfaction  Dominic Laverdiere, Manager, Service Canada Office for Client Satisfaction  Erika Graffunder,
	<b>2:45 – 3:15 p.m.</b>  (30 min)				
	<b>3:15 – 3:50 p.m.</b>  (35 min)				



					<b>Manager, Service Canada Client Feedback Centre of Expertise</b>
8	<b>3:50 – 4:00 p.m.</b>  (10 min)	<b>Other Business</b>	<b><u>Objective:</u></b>  <b>A) Update report: Contact Centre CoP (TAB 8)</b>  <b>B) Welcome of new PSSDC PT Co- Chair. Thanks to outgoing PT Co- Chair</b>  <b>C) PSSDC EVALUATION FORM – (TAB 9)</b>  <b>Next PSSDC in-person meeting: February 23, 2023</b>	<b>To be completed at the meeting</b>	<b>Lead: James Gilbert, ESDC</b>  <b>ICCS Secretariat</b>
	<b>4:00 p.m.</b>		<b>Adjournment of PSSDC Meeting</b>		