



Simpler Government Services Reform

Service NSW



Agenda

What is customer service reform in Government?

Why is customer service reform being pursued?

How will we begin to implement it in NSW?

What will be different?

Simpler Government Services Plan

Establish a *Service NSW* entity to provide:

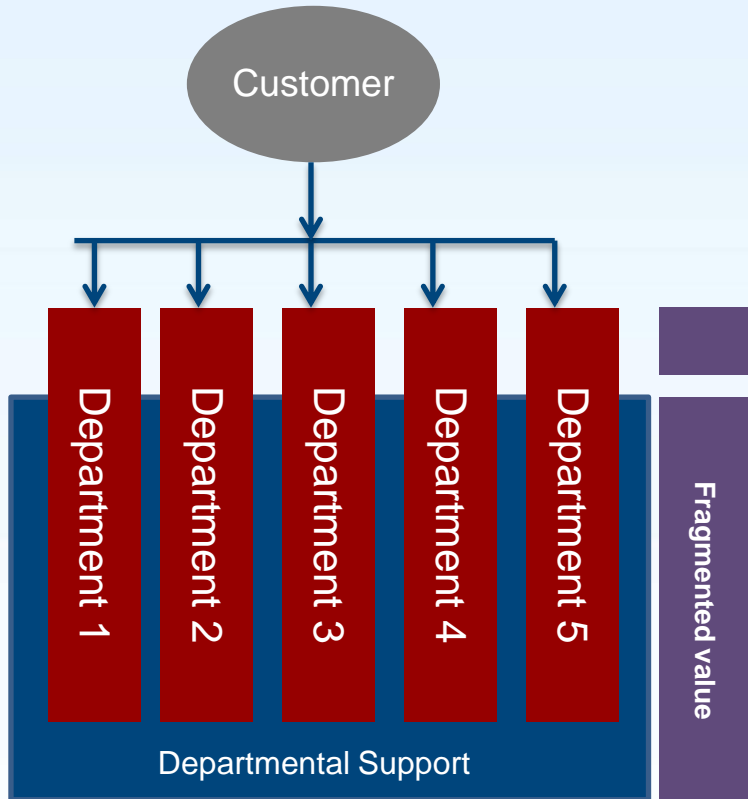
A single 24/7 NSW Government phone service

A customer friendly government web portal

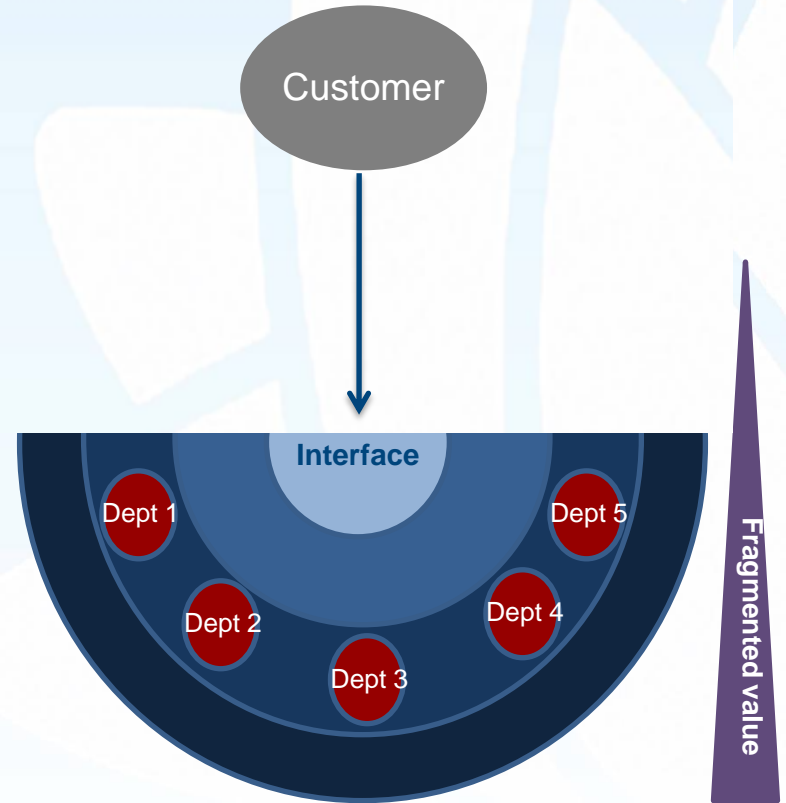
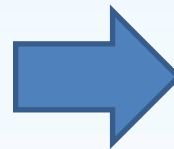
Service Centres where multiple transactions are carried out efficiently for customers

Mobile applications that provide real-time information as customers need it

Customer Service Transformation



Department-Centric Approach



Customer-Centric Approach

The emergence of one-stop-government



(1998)



(1998)



(1999)



(2000)



(2001)



(2001)



(2001)



(2003)



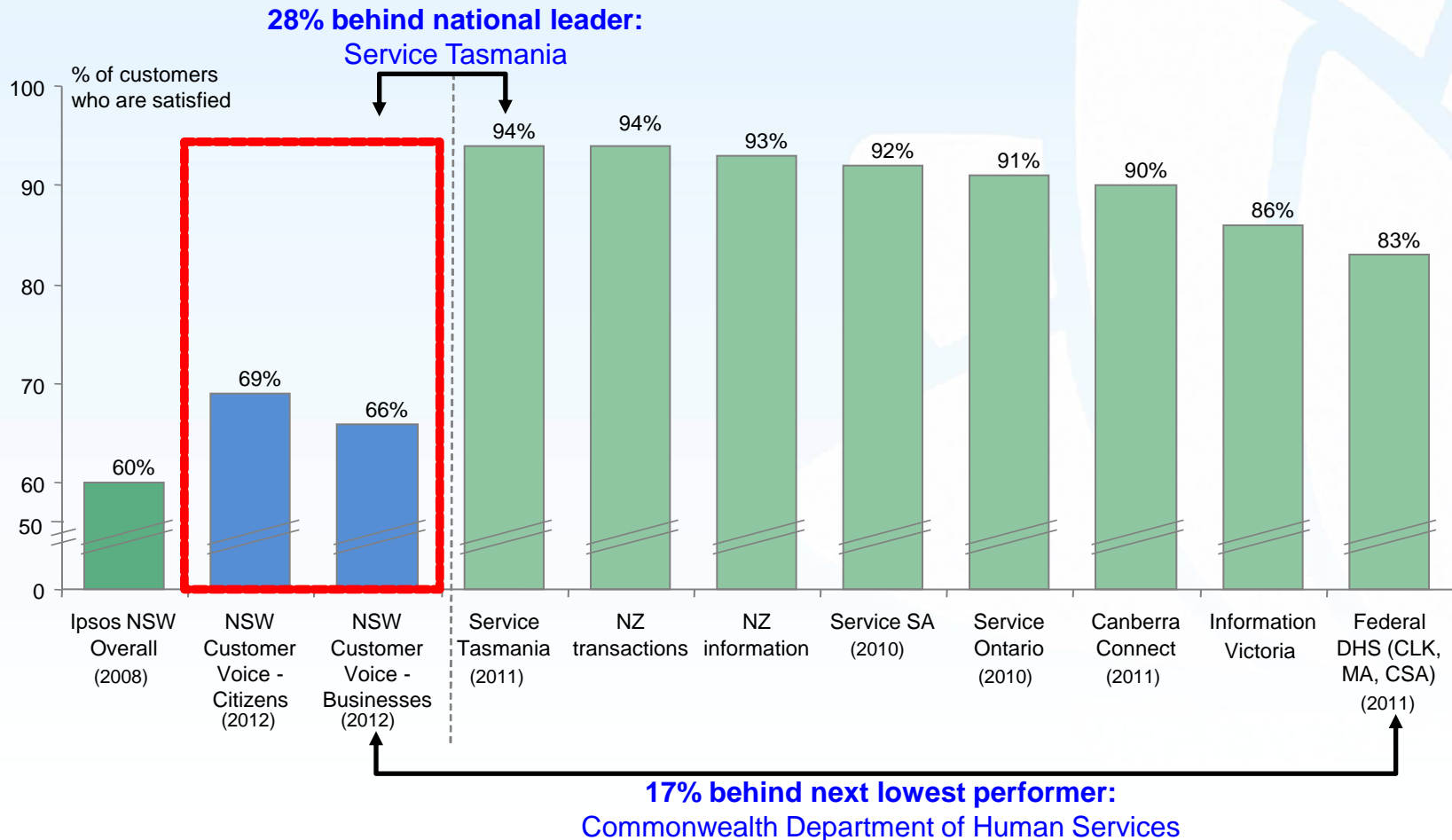
(2008)



(2011)

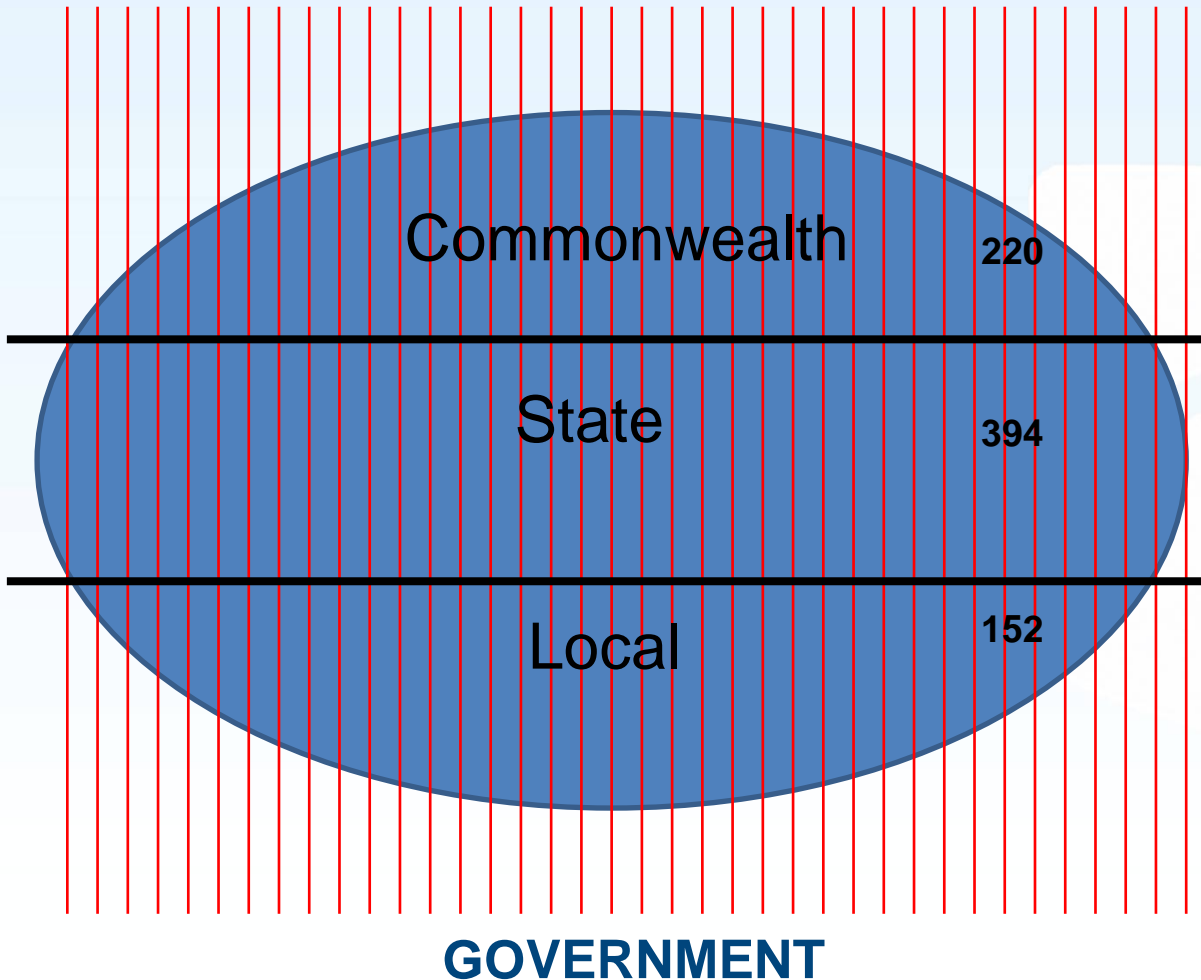
Customer Satisfaction

The level of citizen satisfaction in NSW is significantly lower than in other states and Commonwealth agencies



Current Service Delivery Model

Currently there is a fragmented Service Delivery Model in place which does not meet customers' expectations



Fragmented Service Provision

Simpler Government Services Plan



Implementation of New Customer Service Model

Service NSW: Tranches

Key Outcomes

“Foundation” Tranche 1

2012 – 2013

- Transformational journey and roadmap developed
- Improved access to services and increased customer experience
- 18 Service Centres
- 24/7 Contact Centre
- Web portal
- 210 transactional services

“Transformation” Tranche 2

2013 – 2014

- Increased services & footprint
- Consolidated technology architecture
- Single integrated web portal
- Social media presence to allow customers to inform themselves
- Improved reporting & analytics (Operation level)
- Differentiated customer experience (Business)

“Integration” Tranche 3

2014 – 2015

- 3rd party provision of services in regional locations
- Differentiated customer experience (Citizen)
- Advanced reporting & analytics for resource allocation (Government level)
- Single integrated hosted platform across agencies
- 100% online availability of transactions
- Multichannel integration
- Catalogue based pricing

“Optimisation” Tranche 4

2016 – 2017

- Optimum number of One-Stop-Shops
- Reduced cost to serve
- Superior customer experience & satisfaction
- Proactive cross-servicing
- Single view of the customer
- Full transparency of all government service provision

End state

A customer centric public sector organisation that is delivering **superior customer experience (>95%)** through an **optimum channel mix**, with **lowest cost to serve**, offering **100%** of all NSW government **transactional services** and a broad suite of Commonwealth and Local Government transactions

Tranche 1 - 2013

**Initial bundle
of 210
services**

18 Service Centres

Open 7am to 7pm weekdays &
9am to 3pm Saturdays

24/7 Telephone Service

No IVR with call back option

**Web portal redesign of
nsw.gov.au**

18 Service Centres in initial offering

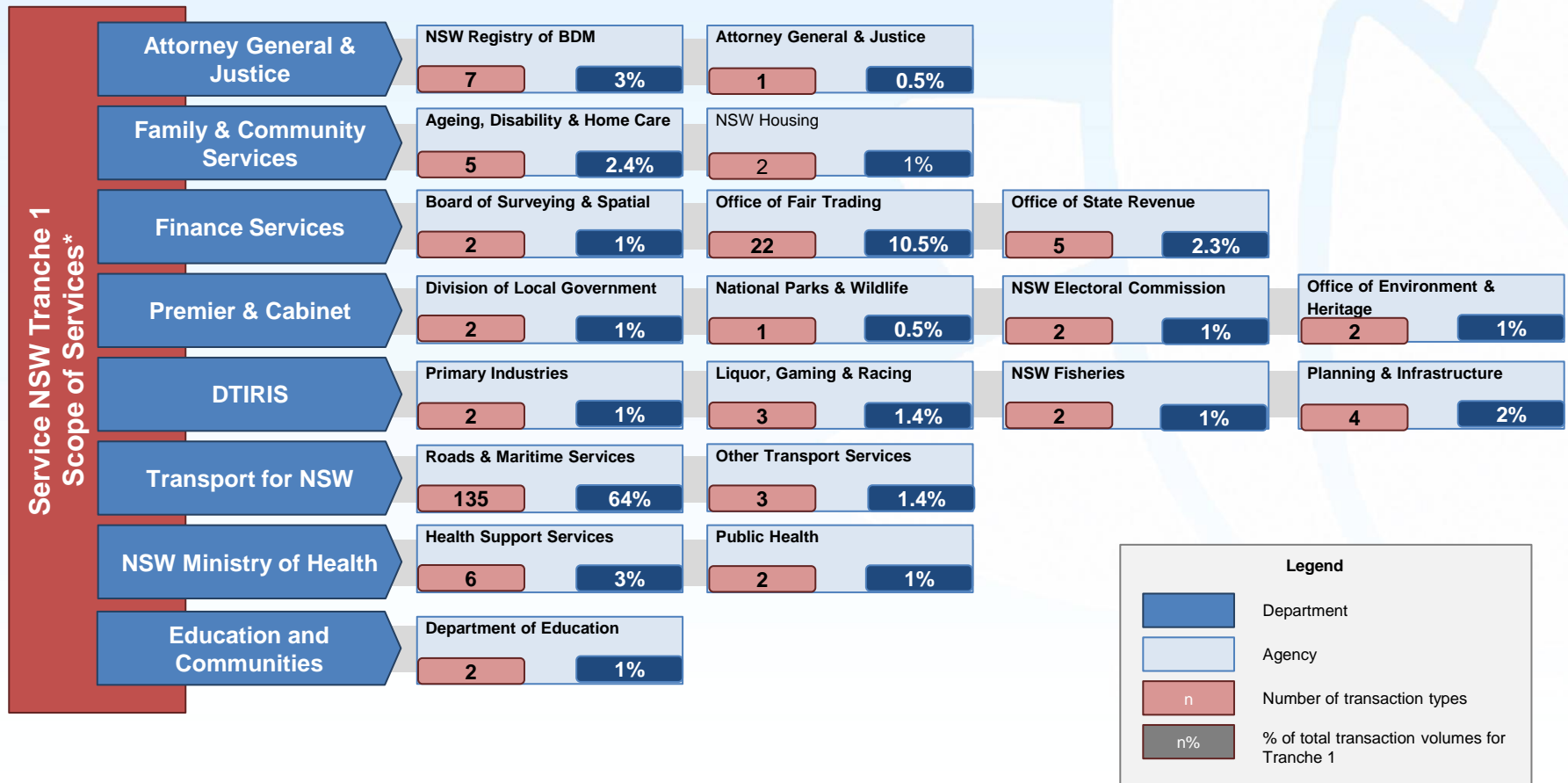
- The location of the first Service Centres will be:

- | | | |
|--------------------|------------------|---------------|
| * Chatswood | * Newcastle | * Queanbeyan |
| * Sydney CBD South | * Lismore | * Orange |
| * Sydney CBD North | * Tweeds Heads | * Wagga Wagga |
| * Liverpool | * Tamworth | * Wollongong |
| * Parramatta | * Port Macquarie | * Kiama |
| * Penrith | * Gosford | * Dubbo |

- Future phases of Service NSW will increase the number of service centres; increase the range of services provided; and enhance services offered to customers in regional and remote areas.
- Service NSW will re-use existing shop fronts, call centre hubs and assets, as well as embrace new, efficient technologies.

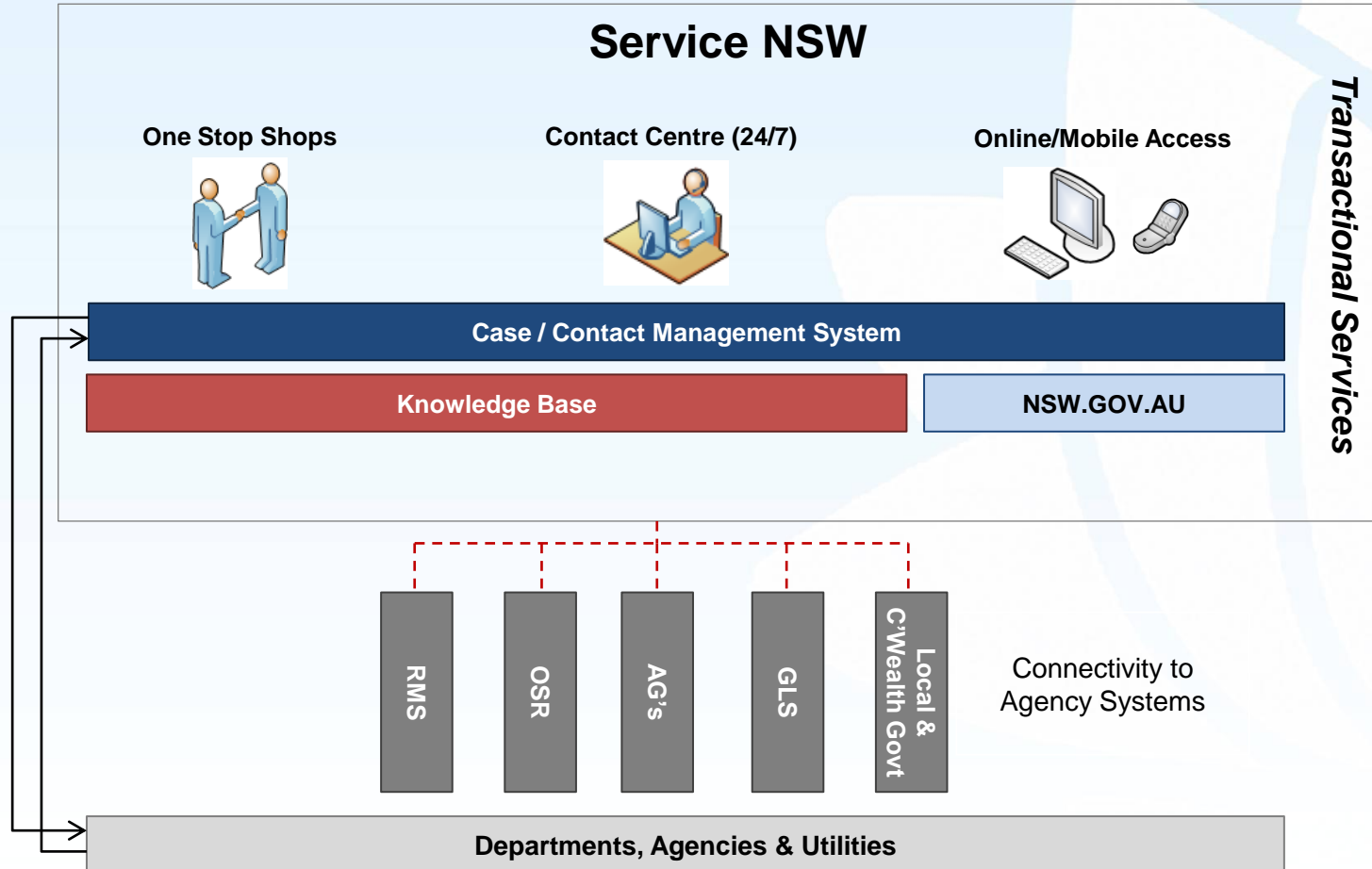
Tranche 1 Service Offering

Service NSW will act as a single point of contact and provide 210 transactional services



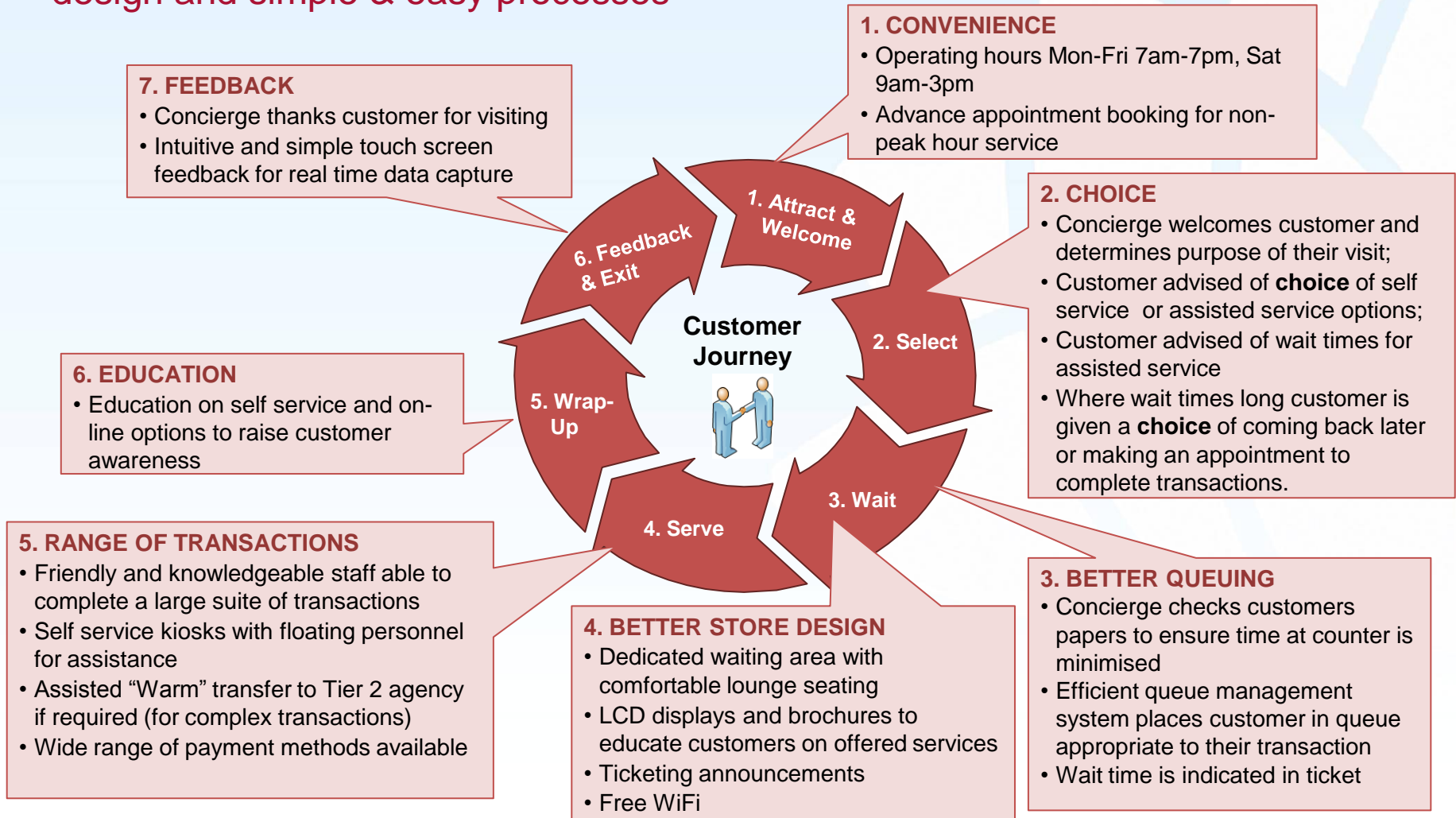
*Individual Tranche 1 transactions to be finalised with agencies during Implementation Phase

Tranche 1 Service Delivery Model



The New Customer Experience

The new Service Centre customer experience will be driven by intuitive store design and simple & easy processes



The New Contact Centre Experience

Contact Centre customer experience will be driven by simplified access to services, shaped by customer preferences



The New Online Experience

Online customer experience will be driven by logically grouped content and value adding services

4. FEEDBACK

Intuitive and simple feedback for real time data capture

1. CONVENIENCE

- Customers only need to access a single government website to initiate service transactions
- Social media presence to broadcast messaging



2. CHOICE

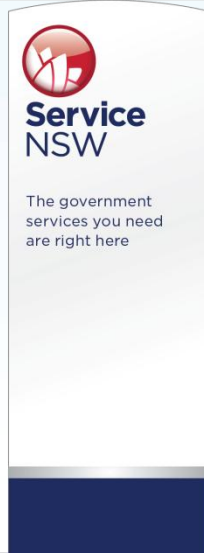
- Simple and logical interface
- Government transactions organised around (a) life events, (b) A-Z and (c) most popular services
- **“Click to Chat”** facility available **24/7**, to assist customers with transaction queries and service provision
- All government apps centrally available
- Foreign Language and accessibility options in line with leading practice standards
- Viewable on a range of handheld devices

3. RANGE OF TRANSACTIONS

- (Tranche 1) Simplified redirection to agency portals to complete transaction or obtain information;
- (Tranche 2 -3) All transactions can be completed within the portal (i.e customer will not have to leave the site)
- Store locator provided where customer needs to carry out face-to-face transactions

Service NSW: Branding Overview

The NSW Government 'Waratah' brand will be extended to establish *Service NSW* as a differentiated but linked entity- which is modern, trusted, consistent and safe



Benefits of the new integrated service model



Customers receive bundled services in line with their expectations



Allows for a singular focus to be applied to improving and enhancing front-line customer service provision



Economies of scale and scope and movement of customers to less costly service channels will reduce transaction costs



Model allows agencies to focus on their core business



Further Information

- You can go to the website at: www.servicensw.nsw.gov.au
- A virtual tour of the new service centres can be found on the website.
- You can also email any questions to servicensw@nsw.gov.au
- Road show presentations to staff are planned for September 2012 to provide more detail on implementation of the reforms.
- A phone number will be available soon for staff to ring in to find out more information.