

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

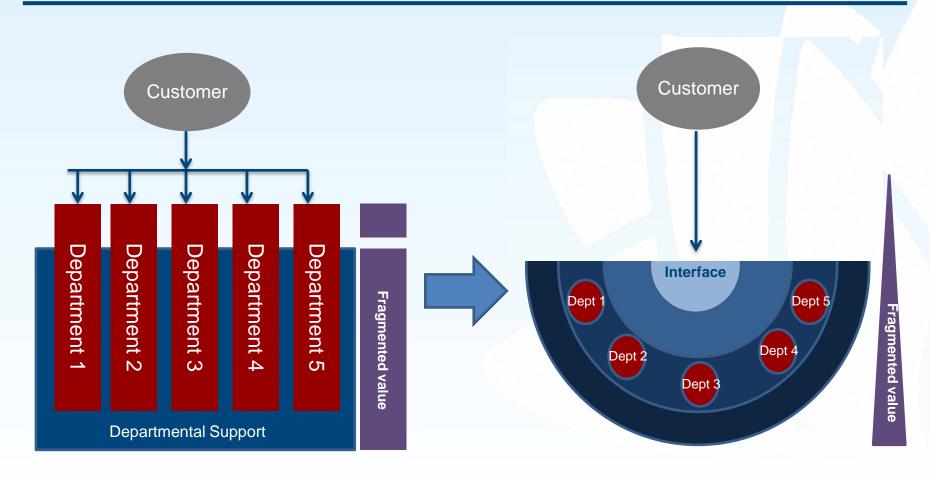
A customer friendly government web portal

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)



making it easier

(1998)

Singapore Government Integrity • Service • Excellence

(1999)



service sa (2001)



Service Canada (2001)



(2003)



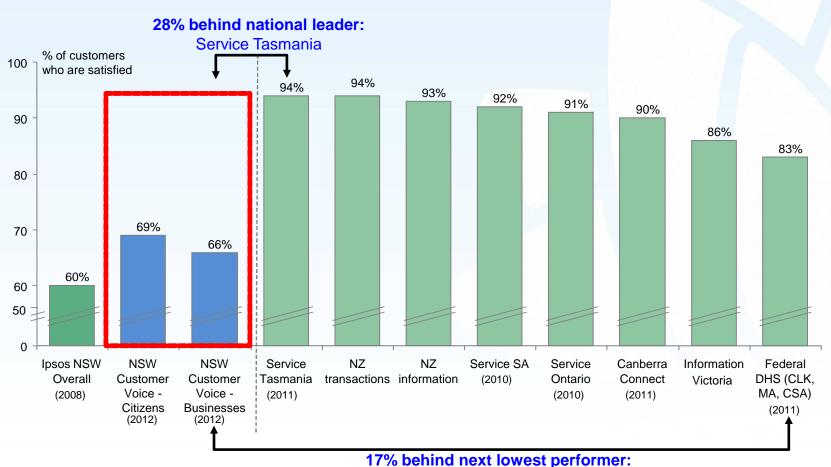
(2008)





Customer Satisfaction

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

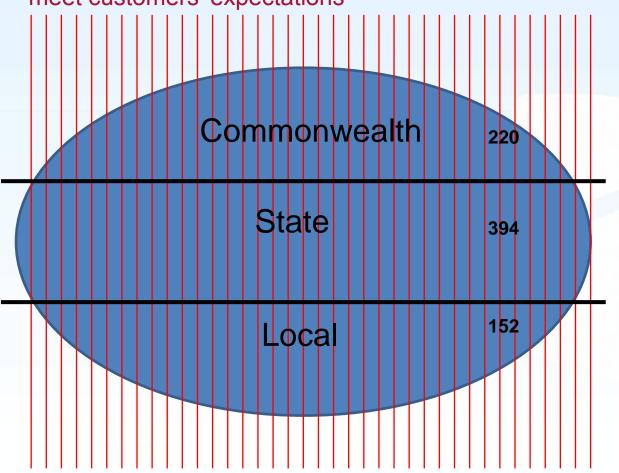


Commonwealth Department of Human Services



Current Service Delivery Model

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





Fragmented Service Provision

GOVERNMENT



Simpler Government Services Plan





Implementation of New Customer Service Model

Service NSW: Tranches



Web portal

services

210 transactional

"Transformation" Tranche 2

2013 - 2014

footprint

portal

level)

Consolidated

technology

architecture

Social media

themselves

Differentiated

(Business)

Increased services &

Single integrated web

presence to allow

customers to inform

Improved reporting &

analytics (Operation

customer experience

"Integration" Tranche 3

2016 – 2017

 Optimum number of One-Stop-Shops

"Optimisation"

Tranche 4

- Reduced cost to serve
- Superior customer experience & satisfaction
- Proactive crossservicing
- Single view of the customer
- Full transparency of all government service provision

End state

 3rd party provision of services in regional locations

2014 - 2015

- 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

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





18 Service Centres in initial offering

The location of the first Service Centres will be:

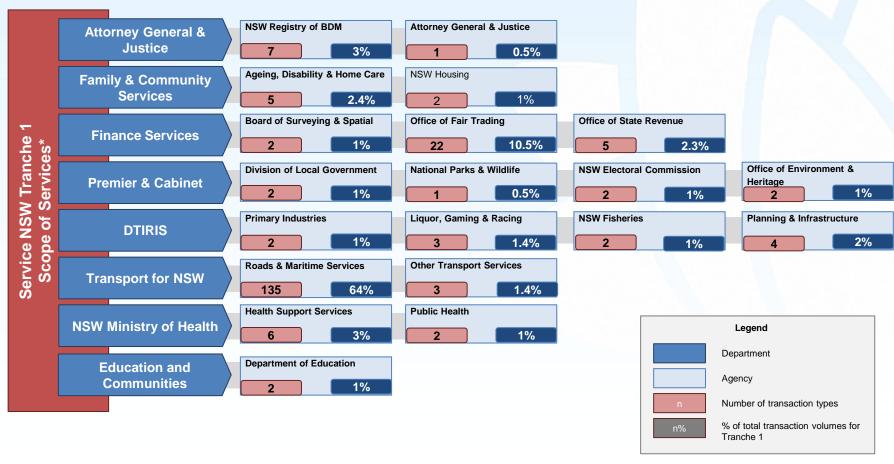
* Chatswood	* Newcastle	* Queanbeyan
* Sydney CBD South	* Lismore	* Orange
* Sydney CBD North	* Tweeds Heads	* Wagga Wagga
* Liverpool	* Tamworth	* Wollongong
* Parramatta	* Port Macquarie	* Kiama
* Penrith	* Gosford	* Dubbo

- 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.



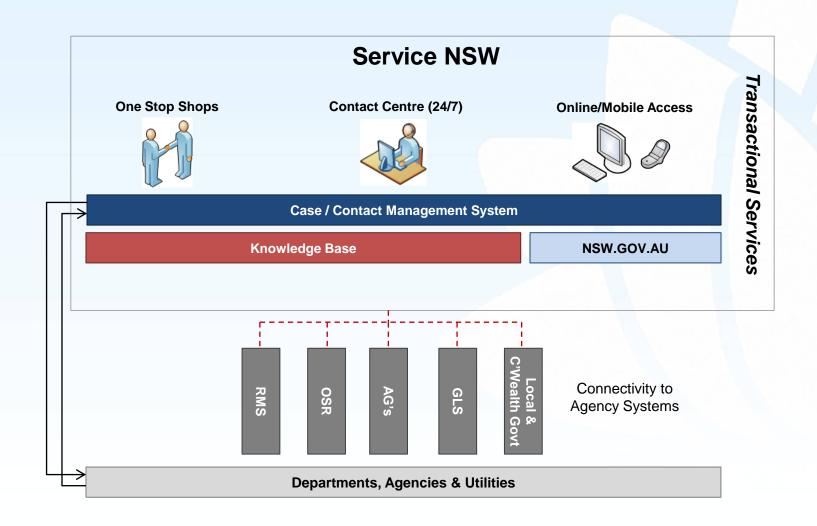
Tranche 1 Service Offering

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





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

6. Feedback

& Exit

5. Wrap-

Up

7. FEEDBACK

- Concierge thanks customer for visiting
- Intuitive and simple touch screen feedback for real time data capture

6. EDUCATION

· Education on self service and online options to raise customer awareness

5. RANGE OF TRANSACTIONS

- Friendly and knowledgeable staff able to complete a large suite of transactions
- Self service kiosks with floating personnel for assistance
- Assisted "Warm" transfer to Tier 2 agency if required (for complex transactions)
- Wide range of payment methods available

1. CONVENIENCE

2. Select

3. Wait

- Operating hours Mon-Fri 7am-7pm, Sat 9am-3pm
- Advance appointment booking for nonpeak hour service

2. CHOICE

- Concierge welcomes customer and determines purpose of their visit;
- Customer advised of choice of self service or assisted service options;
- Customer advised of wait times for assisted service
- Where wait times long customer is given a choice of coming back later or making an appointment to complete transactions.

4. BETTER STORE DESIGN

4. Serve

Customer

Journey

- · Dedicated waiting area with comfortable lounge seating
- LCD displays and brochures to educate customers on offered services

1. Attract & Welcome

- Ticketing announcements
- Free WiFi

3. BETTER QUEUING

- · Concierge checks customers papers to ensure time at counter is minimised
- Efficient queue management system places customer in queue appropriate to their transaction
- Wait time is indicated in ticket



The New Contact Centre Experience

1. Attract &

Welcome

2. Select

3. Wait

Customer

Journey

4. Serve

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

6. Feedback

& Exit

5. Wrap-

Up

6. FEEDBACK

- Customer thanked at completion of service
- Intuitive and simple feedback for real time data capture

5. EDUCATION

- · Informed of other service offerings
- Offer to complete other transactions while on the call

1. CONVENIENCE

- Single phone number to interact with government
- 24/7 availability enabling interaction based on customer preferences
- · Calls answered by agents within 30 seconds
- · Agent, not machine-led, routing

2. CHOICE

- Customer given choice of key pad (IVR) payment or agent assisted service
- Customer advised of wait time for assisted service and given a choice of a call back option (customer receives a call back at a time suitable to them to complete transaction(s)

4. RANGE OF TRANSACTIONS

- Friendly and knowledgeable staff able to complete a large suite of transactions (many not currently available over the phone)
- Simple and easy payment gateway
- Assisted "Warm" transfer to Tier 2 agency if required

3. BETTER QUEUING

- Whilst on hold customer informed of online services available and newly added services to ServiceNSW catalogue and other government announcements
- Update on wait time throughout with call back option repeated



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. Attract & Welcome 8. Exit Customer Journey 2. Select 4. Serve 3. Wait

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

1. CONVENIENCE

- Customers only needs 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



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: <u>www.servicensw.nsw.gov.au</u>
- A virtual tour of the new service centres can be found on the website.
- You can also email any questions to <u>servicensw@nsw.gov.au</u>
- 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.