

DEVELOPING A CUSTOMER-CENTRED AND SERVICE-LED GOVERNMENT

The Service Innovation Work Programme

New Zealanders thriving in a digital world is one of the key government priorities.

We are seizing the opportunity digital delivery offers our customer and agencies by getting more of our services out to those who need them in a way that makes it easy for them to use.

Why service innovation?

We will provide a customer-centric approach to government service design and delivery.

The Better Public Service Result 10 research, conducted in 2013, provided an evidence base for a shared understanding of customer experience.

The more customers have to integrate government services for themselves

... the more PAIN POINTS they experience.



The Digital Government Transformation Agenda and the Digital Strategy are our strategic anchors

as we set out to radically transform public services, by exploiting digital enabled opportunities.

Digital Strategy

The Service Innovation work programme operates within a strategic context of:

- The Government Digital Strategy
- The Digital Government Partnership, consisting of 60+ senior public servants committed to a single, coherent digital ecosystem to support radically transformed public services.
- The Service Innovation Working Group, providing strategic oversight, leadership and coordination.

OUR VISION

To develop a more customer-centred ecosystem of public services, available digitally, which allows customers to access automated, intuitive services with less effort than now.

The work programme is ambitious and requires agencies to collaborate and be agile, innovative, open to change and actively involved.

It will be an integrated work programme with CLEAR ACTIVITIES AND DELIVERABLES

WORK IS WELL UNDERWAY

The work programme will apply SHARED PRINCIPLES:

- Customer centric
- Joined up where it makes sense
- Innovative
- Design-led
- Reuse and share
- Leverage data
- Secure and private
- Effective governance
- Collaboration and partnership

Activities and deliverables are planned IN ROLLING 18 MONTH PERIODS AND IN 90 DAY SPRINTS THROUGH TO 2025

There are FIVE FOCUS AREAS supported by FOUNDATIONAL ELEMENTS

1. Integrated services

Delivering joined-up government services (agencies, NGOs, private sector) where it makes sense.

2. Digital transactions

Maintaining the momentum of moving to digital channels and supporting life event initiatives.

3. Proactive delivery

Delivering entitlements to customers without them having to apply.

Supporting elements

4. Information sharing

Allowing consent-based personal information sharing.

5. Digital identity

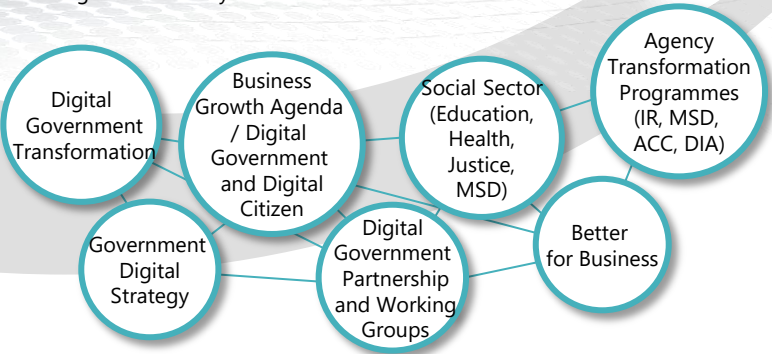
Supporting customer online identity.

Foundational elements

Delivering a foundation of common standards and approaches, knowledge, strategies, research and collaboration to create an environment where the customer, agencies and the government benefits.

- Setting standards for consistency, confidence and capability
- Creating the environment for success
- Programme oversight and delivery.

The work programme CONNECTS WITH AND ALIGNS ACROSS the public sector



AGENCIES

will be able to work better together, with reduced cost-to-serve and increased efficiency.

The Work Programme is a mechanism for the participating agencies and other clusters (business and social) to align and connect their work.

The benefits for government

Efficiencies gained through a reduced cost-to-serve and service delivery infrastructure

Agencies need:

- Lower cost-to-serve
- Less duplication of customer information
- To leverage and capture benefits from each other.

CUSTOMERS

will be at the centre of government service design and delivery.

Work programme deliverables will result in positive impacts to customers' experiences with agency services.

The benefits for customers

Greater uptake of entitlements, meeting compliance obligations and the experiencing a more 'joined-up' government

Customers need:

- Fewer interactions with government
- Easy to complete transactions
- Digital access to more services.

The work programme will be ACCOUNTABLE

Developing an outcomes framework, targets and measures for success, and an effective governance mechanism.