If the two poles of the system are equal, the system is critically damped and $\zeta=1$. For a unit-step, $R(s)=\frac{1}{s}$ and we can write:

$$Y(s) = \frac{\omega_n^2}{(s + \omega_n)^2 s}.$$

The inverse Laplace transform gives us:

$$y(t) = 1 - e^{-\omega_n t} (1 + \omega_n t)$$
 for $t \ge 0$.