

Result 10

Better Public Services - Digitally

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**Open Government Partnership
Introductory Briefing to Stakeholder Advisory Group**

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New Zealand Government

Open Government Partnership

OGP Grand Challenges and Principles

Grand Challenges:

- Improving public services*
- Increasing public integrity*
- More effectively managing public resources*
- Creating safer communities
- Increasing corporate accountability

*NZ has signed up to these three

Principles:

- Transparency
- Accountability
- Participation
- Technology and innovation

New Zealand's Action Plan - four key initiatives

- The Government's Better Public Service (BPS) Results programme – focus on Result 10
- The Government ICT Strategy and Action Plan to 2017
- The Government's response to the 2013 Transparency International New Zealand's National Integrity System Assessment Report, and
- The Kia Tūtahi Relationship Accord.

Better Public Services Result 10

Outcome and Measurement

The Result 10 **Outcome**:

- New Zealanders can complete their transactions with government easily in a digital environment

The Result 10 **Target Measurement**:

- By 2017 an average of 70% of New Zealanders' most common transactions with government will be completed in a digital environment

The Result 10 Programme

Result 10 is the all-of-government programme that guides State Sector agencies in making it easier for New Zealanders to complete their transactions with government easily in a digital environment.

Agencies are encouraged to deliver services that are:

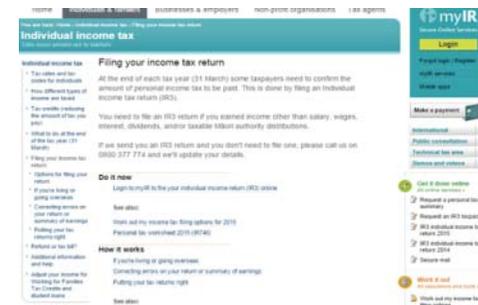
- Digital by default across government
- Digital by design and
- Easy for New Zealanders to use digitally.

Result 10 basket of measurements



Inland Revenue
Te Tari Taake

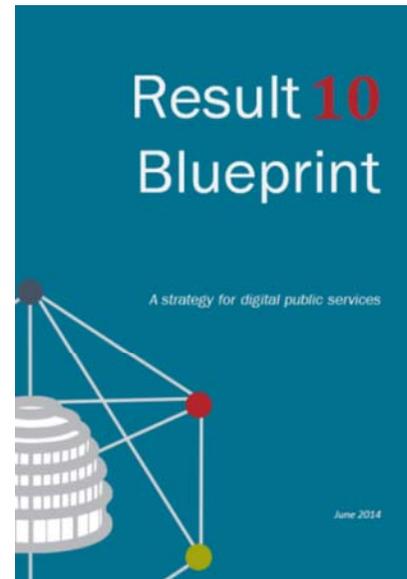
Apply for IRD Number
File Individual Tax Return
Pay individual tax



Result 10: an all-of-government strategy

A strategy for the future state of government digital services, including a set of actions for achieving that vision

Enables agencies to align their digital initiatives and take a joined-up, customer-centred approach to digital services.

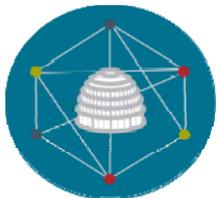


Result 10 Vision



Customer Vision: Digital by Choice

It will be **so easy** for New Zealanders to transact with government digitally **that they choose to do so**.



Service Vision: Digital by Design

Services will be **designed for digital: seamless, smart and secure**. The approach will be to optimise the role of digital channels in service delivery.



System Vision: Digital by Default

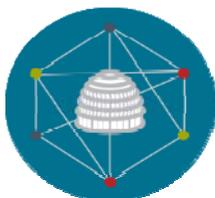
Integrated digital service delivery will be **'how we do things' in government**. Customers will be at the centre of service design and delivery, government will be connected and collaborative, and there will be a culture of digital innovation.

Result 10 Actions



Support New Zealanders through the digital transition:

1. Assist customers to transact digitally, and provide alternatives for those who can't



Redesign services around the customer, moving progressively from more digital services designed with integration in mind, to integrated service information and access points, to integrated identity and transaction account:

2. Make the transactions in the Result 10 'basket' more user-friendly
3. Provide more transactions in the digital environment
4. Consolidate & rationalise the govt web domain, rewrite service information to make transactions easier to find and use
5. Adopt RealMe and deliver integrated digital transactions



Increase system capability:

6. Identify and adopt digital service standards
7. Evolve contact centre capability to promote and complement digital service delivery
8. Measure service delivery cost and quality consistently across government
9. Remove legislative barriers
10. Strengthen digital service design and delivery capabilities

Result 10 Customer Research

Methodology - late 2013:

- Quantitative analysis: survey of 1,500 people living in NZ
- Qualitative analysis: workshop/interviews with 53 people living in NZ

Goals:

- Understand the frequency of use of government services
- Quantify frequency and impact of known pain points
- Identify behavioral and attitudinal customer segments
- Inform design of services that are easy to use

Result 10 Customer Research

Findings

Life is about events, not agencies. Customers contact government to achieve their goals – not those of a government agency

When customers interact with government around moments of big change in their lives, they are **frustrated by agency silos** or lack of information about entitlements and obligations

No demographic is more likely to have more pain points in dealing with government; instead it's about your number of interactions : **the more interactions, the more pain points**

Result 10 Customer Research

Drivers for change

Put **customers at the centre** of government service delivery by removing artificial limits imposed by agency structures

Enable customers to use channels and service providers of their **choice**

Allow customers to **access government services** around their **life events** without difficult navigation around agencies, repeatedly providing the same information

Create **cross-agency initiatives** to deliver these goals

Result 10's new approach

Making it easier for New Zealanders to transact with government

Clustering information and service delivery around **life events**

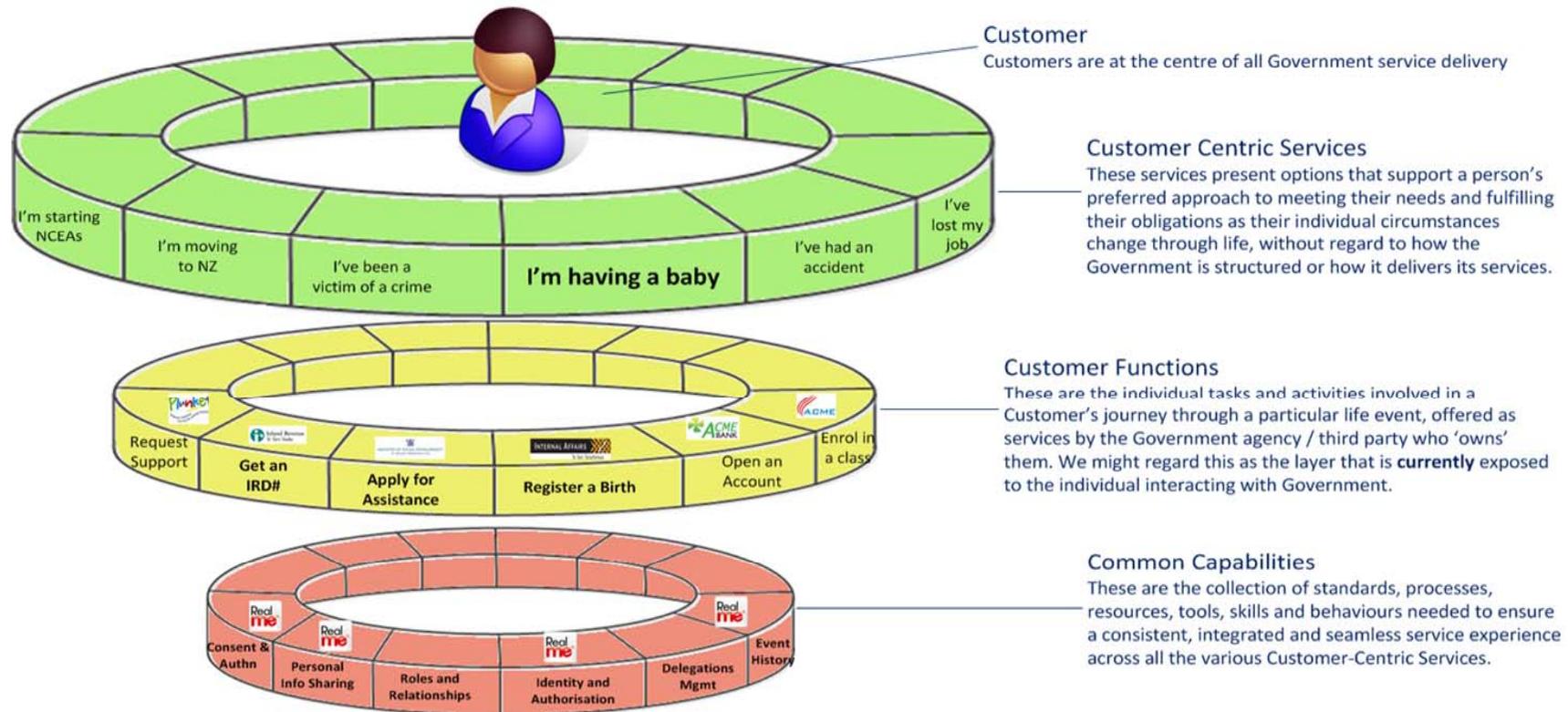
Designing services that are **integrated**, seamless and personalised

Enabling customers to complete their government activities digitally, in real time, without regard to agency boundaries, and

Making it easy for customers to **re-use information** so they don't need to submit or repeat the same task over and over.

Result 10's new approach

Components



Result 10's new approach

Current initiatives

Birth of a child ['BABII']

Getting a job: Integrated Police Vetting Service

Becoming a senior: Turning 65

Moving to NZ to stay

Result 10 and the Open Government Partnership

New Zealand's Commitment and Milestones		OGP Principles				OGP Grand Challenges		
Commitment	Milestones	Transparency	Accountability	Participation	Technology and Innovation	Improving Public Services	Increasing Public Integrity	More Effectively Managing Public Resources
1. Report on progress towards Better Public Services Results.	Ongoing six monthly reporting through existing progress reporting.	✓	✓	✓	✓	✓	✓	✓
Focus on Result 10 of the Better Public Service Results: New Zealanders can complete their transactions with government easily in a digital environment.	Ongoing six monthly reporting through existing progress reporting.	✓		✓	✓	✓	✓	✓
2. Government ICT Strategy and Action Plan to 2017.	ICT Action Plan to be refreshed by end of 2014.	✓	✓	✓	✓	✓	✓	✓
Focus on Action 13 of the Government ICT Strategy: Open by default.	To be implemented by June 2016.	✓	✓	✓	✓	✓	✓	✓
3. National Integrity System assessment report.	To be confirmed August 2014.	✓	✓	✓		✓	✓	✓
4. The Kia Tūtahi (Standing	Review progress of the			✓			✓	

Result 10 - looking forward

Under the Partnership Framework

To align with rapidly developing customer expectations around digital services, government agencies need to move toward delivering integrated digital services by default.

With leadership from the Service Innovation Working Group, DIA will use its role in all-of-government customer-centred service innovation to encourage government agencies to encourage:

- Collective delivery of joined-up services that focus on customers' life events
- Shared service components (such as customer identity verification)
- Streamlined service delivery channels