



Ipsos Loyalty
The Customer and Employee Research Specialists

STATE CLOSER TO THE PEOPLE

THE MOST IMPORTANT MODERN
GOVERNMENT CHALLENGE

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Santiago, Chile



OUR THEME: PUTTING PEOPLE FIRST

“We intend to **put people first**
...and transform the way
citizens – the customers of state
government – can maximise their
own opportunities and choice”

--Barry O'Farrell

NSW Premier “Starting the Change – Transforming
Customer Service in NSW” Address to CEDA

12 November 2010

WORKSHOP SUMMARY

PURPOSE

- Stretch our thinking about citizen experience

PROCESS

- Past efforts (10%)
- Current practices (10%)
- Future opportunities (80%)

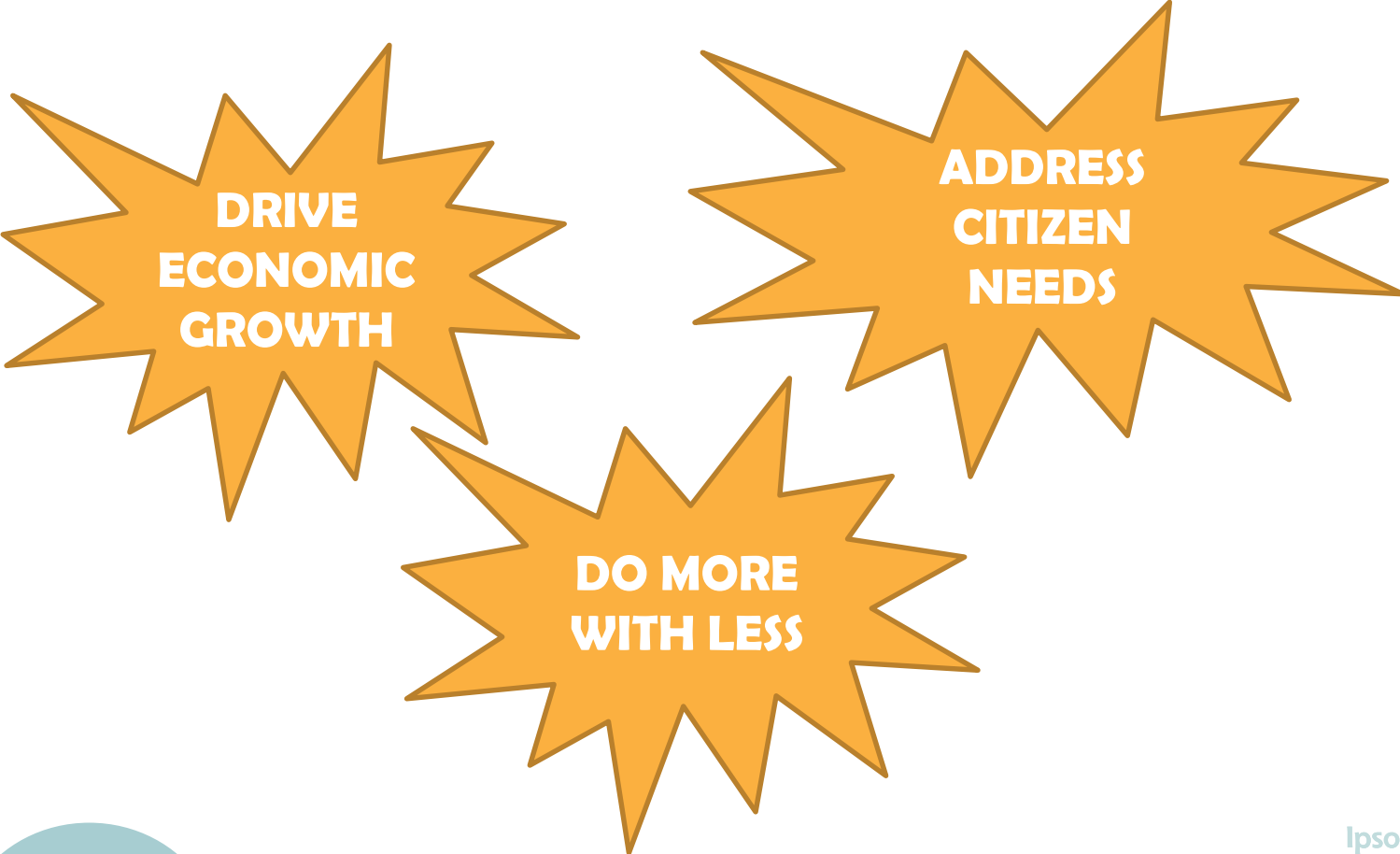
PAYOFF

- An energetic start to our event that drives us all to think big!

PAST EXPERIENCES IN CITIZEN SERVICES



GOVERNMENTS ARE ALWAYS UNDER PRESSURE



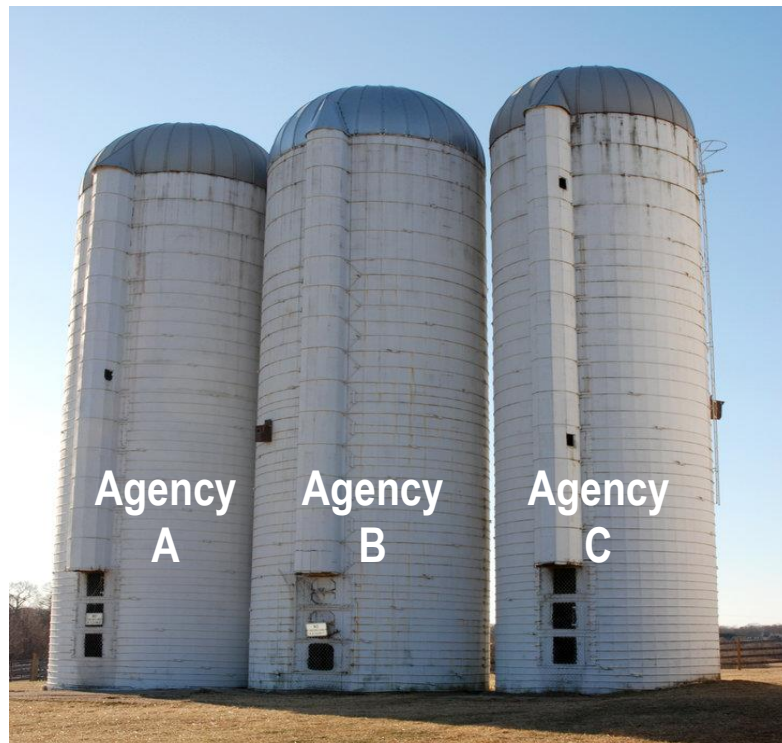
**DRIVE
ECONOMIC
GROWTH**

**ADDRESS
CITIZEN
NEEDS**

**DO MORE
WITH LESS**

MANY TOOK A DEPARTMENT CENTRIC APPROACH

- **For the citizen**
“Stuck between agency silos”
- **For the government**
“Territorial mentality”



AND HAVE APPLIED TECHNOLOGY WITH MIXED SUCCESS

e-Government



Duplicate IT

Wasted Resources

Lack of Users

**270,000+
U.S. Public
Sector
websites!**

CURRENT PRACTICES IN CITIZEN SERVICES



MANY ARE DEPLOYING ONE STOP SHOP AND MULTI-CHANNEL TECHNOLOGY ENABLED MODELS

Fix silo problems

- Integrated back office functions
- Citizen-focused, cross-agency view

Proper use of technology

- e-Enabling the front line
- Real time information

Return on investment

- Large scale value and savings
- Intelligent, nimble public organization

YOU KNOW YOU'VE ARRIVED WHEN THERE ARE CARTOONS!

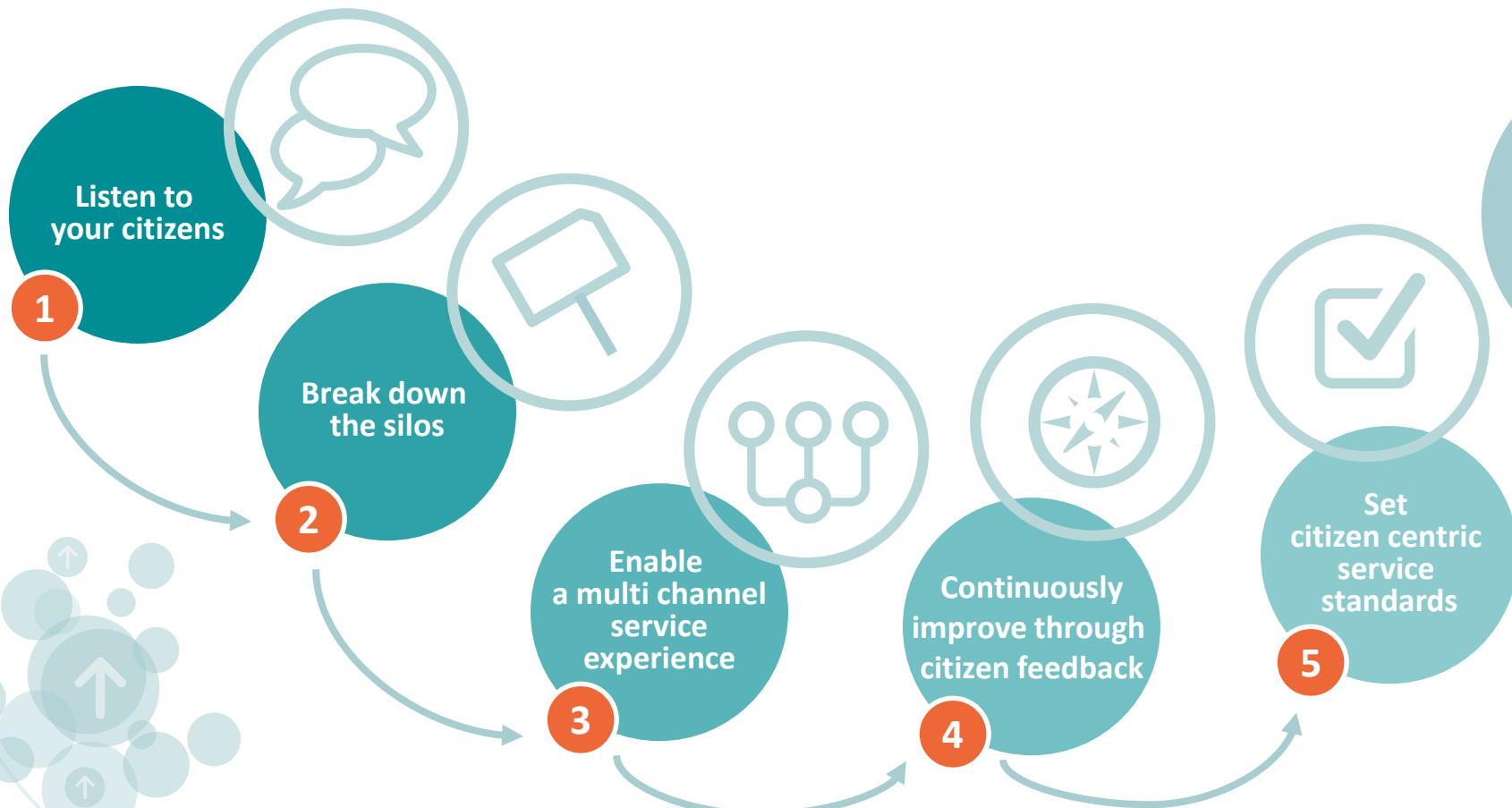


West Bank: Municipal One Stop Shops Improving Services for Citizens (Parts 1 and 2)

<http://www.youtube.com/watch?v=3o1p1NuMzY>

<http://www.youtube.com/watch?v=mA9FugMXbj8>

CORE PRINCIPLES FOR EXECUTING TODAY'S MODELS



PREPARE FOR THE MOST LIKELY CHALLENGES

ORGANIZATION CHALLENGES

- Resistance to changes
- Competition for funding
- Limited staff

EXPERTISE CHALLENGES

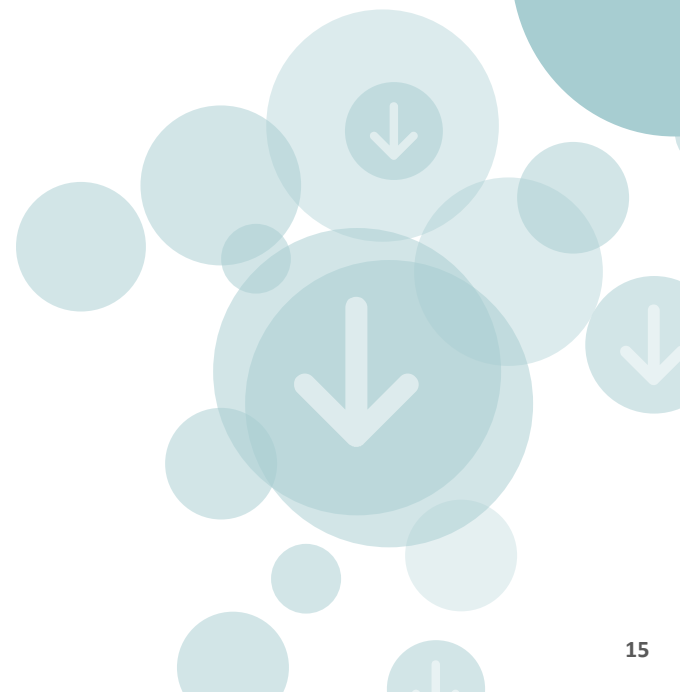
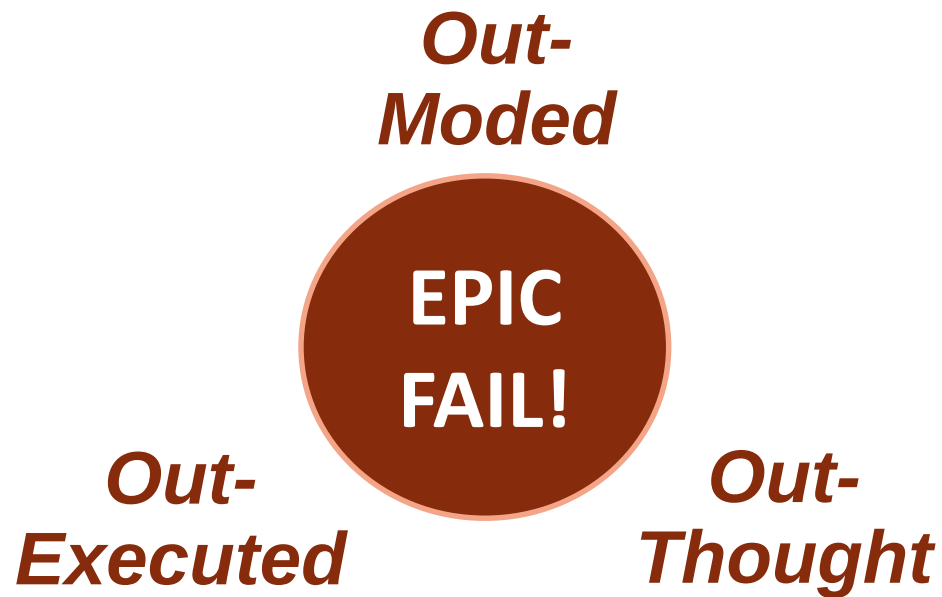
- Lack of technology skills
- Prior failures/inertia
- Disparate information

**IF IT DOESN'T CHALLENGE YOU,
IT DOESN'T CHANGE YOU**

THE FUTURE: CITIZEN EXPERIENCE MANAGEMENT



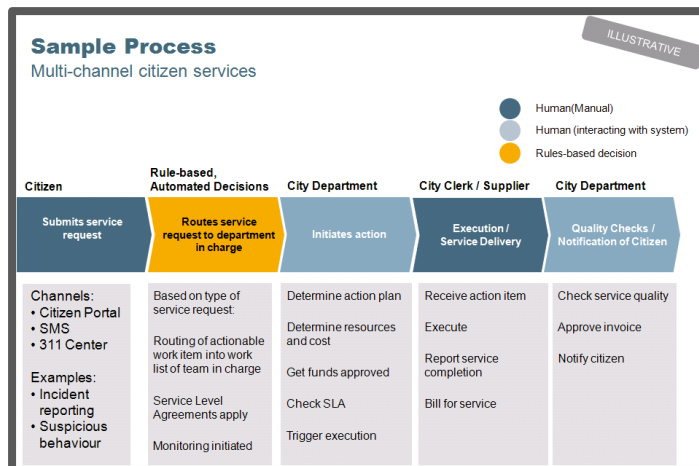
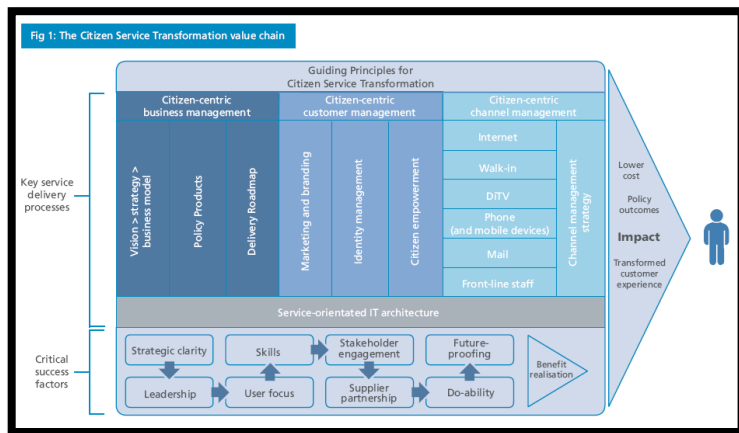
THREE WAYS TO FAIL CITIZENS IN THE FUTURE



OUT-EXECUTED: TOO SLOW TO CHANGE!



DON'T WORRY – NOT TOO MANY FRAMEWORKS!



THREE SOLUTIONS TO START ADOPTING NOW

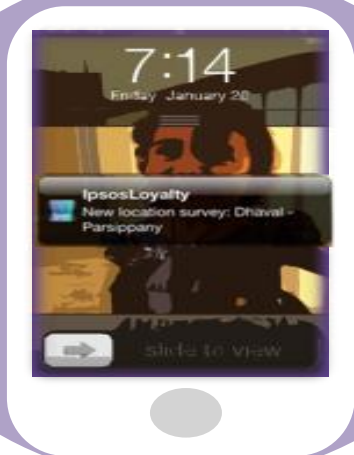
*Citizen
Mobile
Experience*

**Epic
Success!**

*Citizen
Feedback
Management*

*Citizen
Journey
Mapping*

CITIZEN MOBILE EXPERIENCE – ARE YOUR GOVERNMENT APPS AS EASY AS ANGRY BIRDS?





Descubre
el nuevo portal ChileAtiende

Etapas de vida

Temas



Puntos de atención



Oficinas móviles



101

Contacto



Más de 2.220 servicios y beneficios a tu disposición

Buscar

Etapas

Selecciona una etapa de vida



Temas

Selecciona un tema de tu interés



Servicios y beneficios

Destacados

Nuevos

Más visitados



185 Puntos de atención

100%

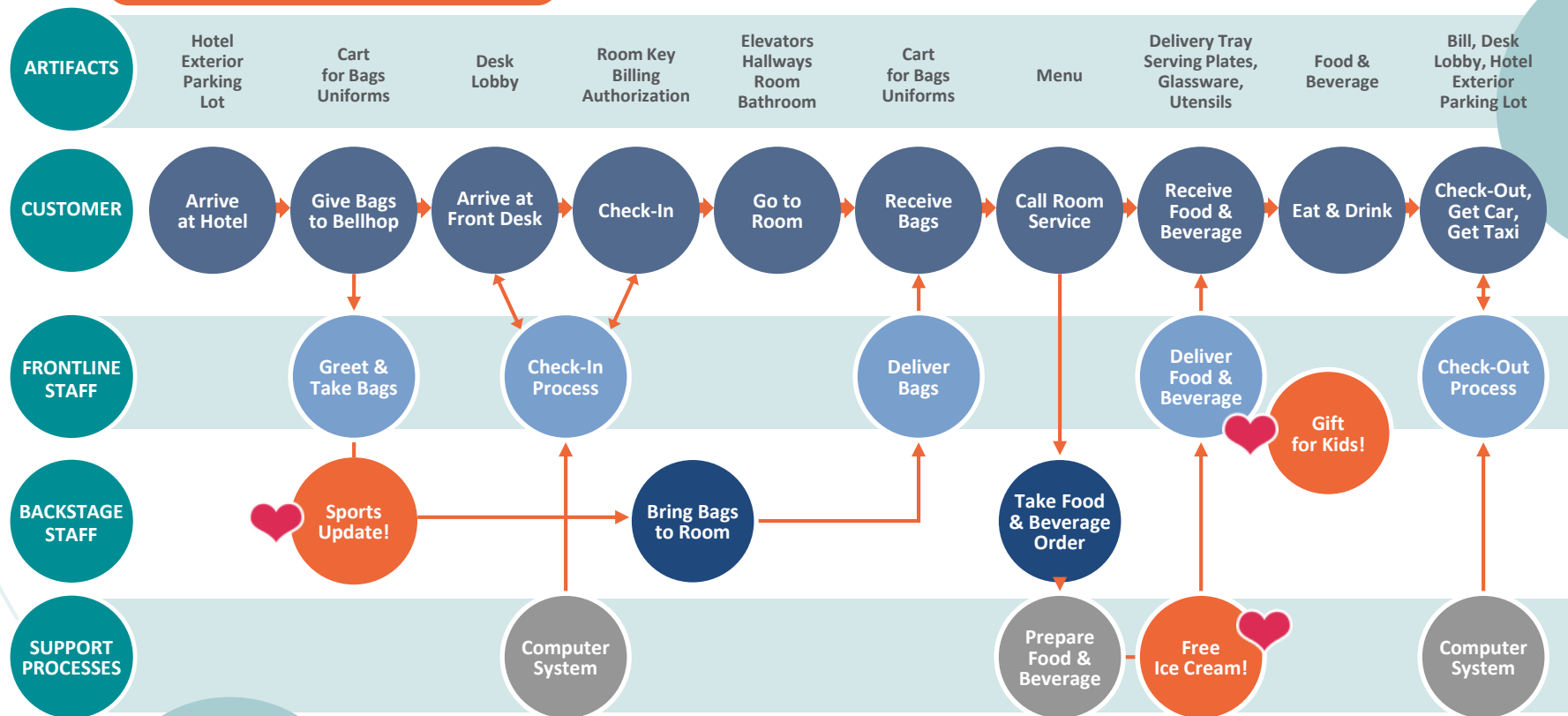
Aprende

100%

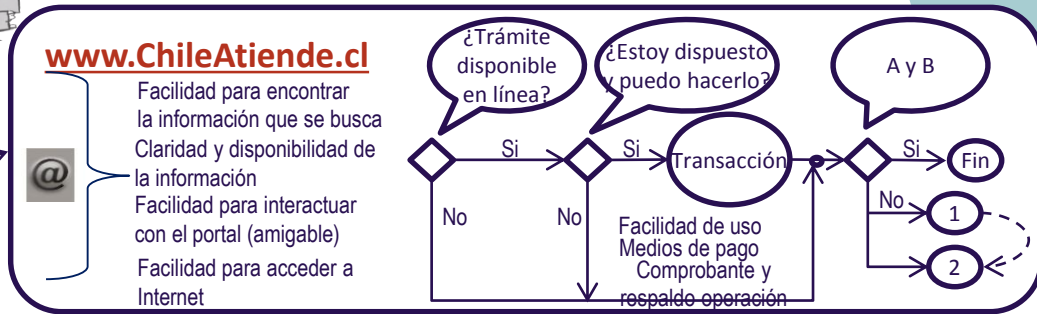
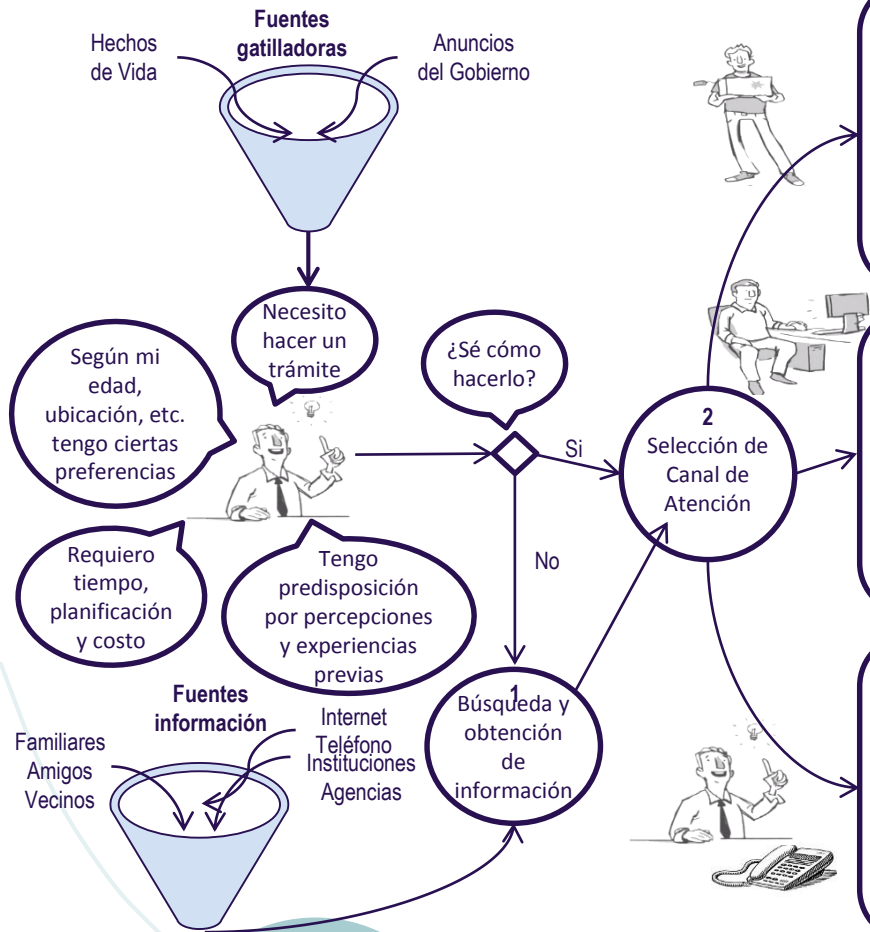
CITIZEN JOURNEY MAPPING – DO YOU KNOW YOUR EXACT MOMENTS OF TRUTH?

Simplified Experience Map: Hotel Stay

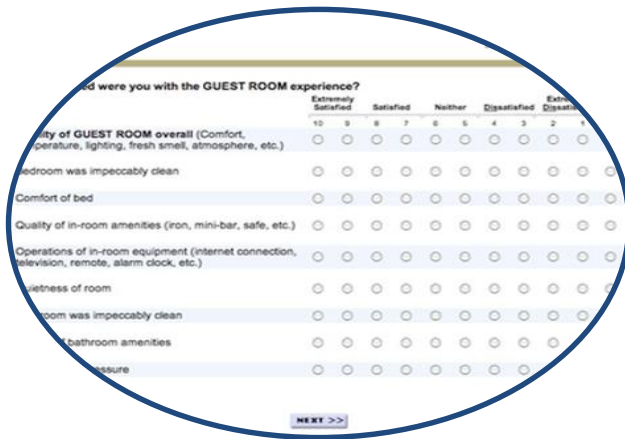
ILLUSTRATIVE



IT CAN BE DONE!



WHAT IS A MOMENT OF TRUTH?



How were you with the GUEST ROOM experience?

	Extremely Satisfied	Satisfied	Neither	Dissatisfied	Extremely Dissatisfied					
Quality of GUEST ROOM overall (Comfort, temperature, lighting, fresh smell, atmosphere, etc.)	10	9	8	7	6	5	4	3	2	1
Bedroom was impeccably clean	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Comfort of bed	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Quality of in-room amenities (iron, mini-bar, safe, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Operations of in-room equipment (internet connection, television, remote, alarm clock, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Quietness of room	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Room was impeccably clean	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Bathroom amenities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Security	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

NEXT >>

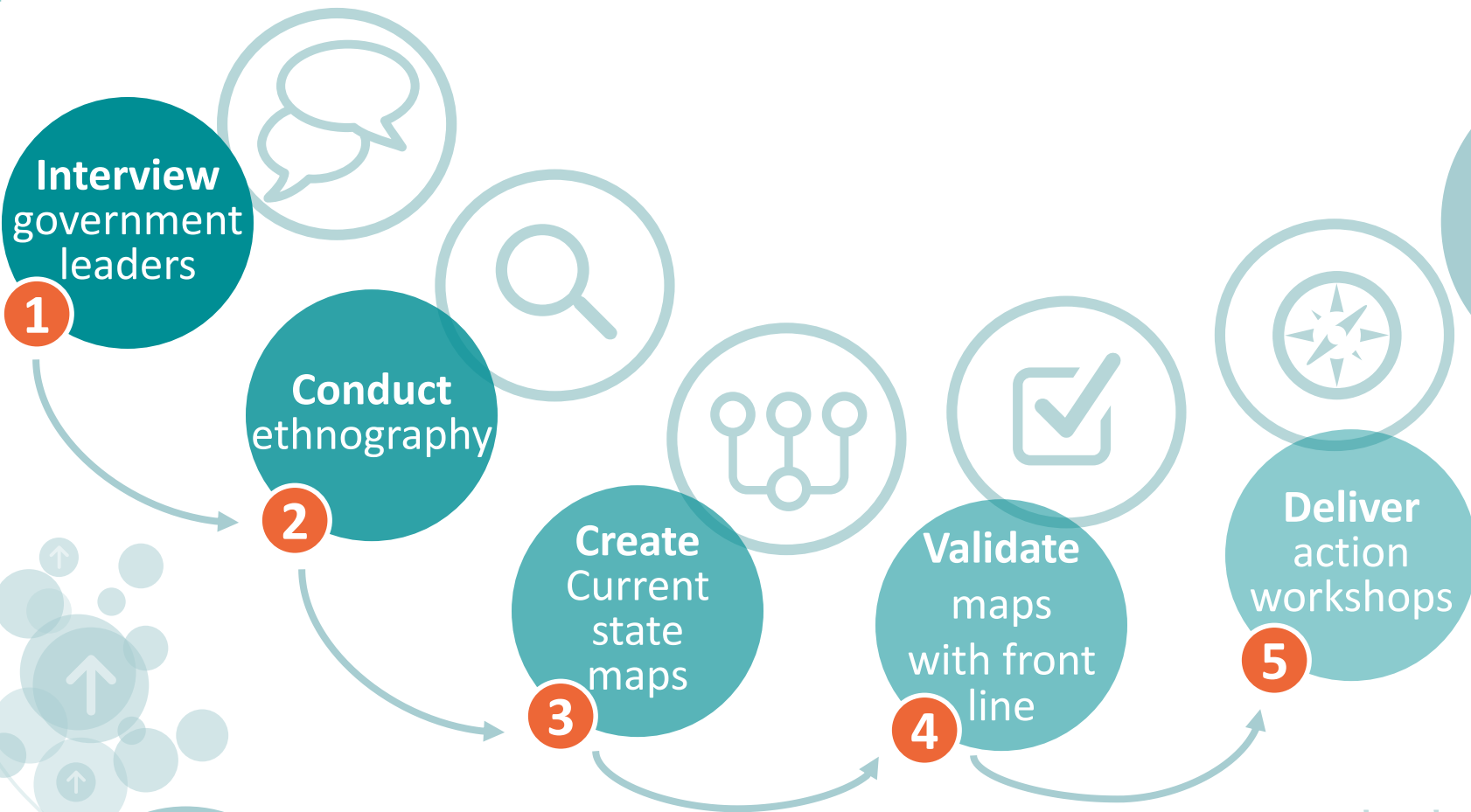
VS



- A survey measures performance on key attributes such as **Cleanliness**

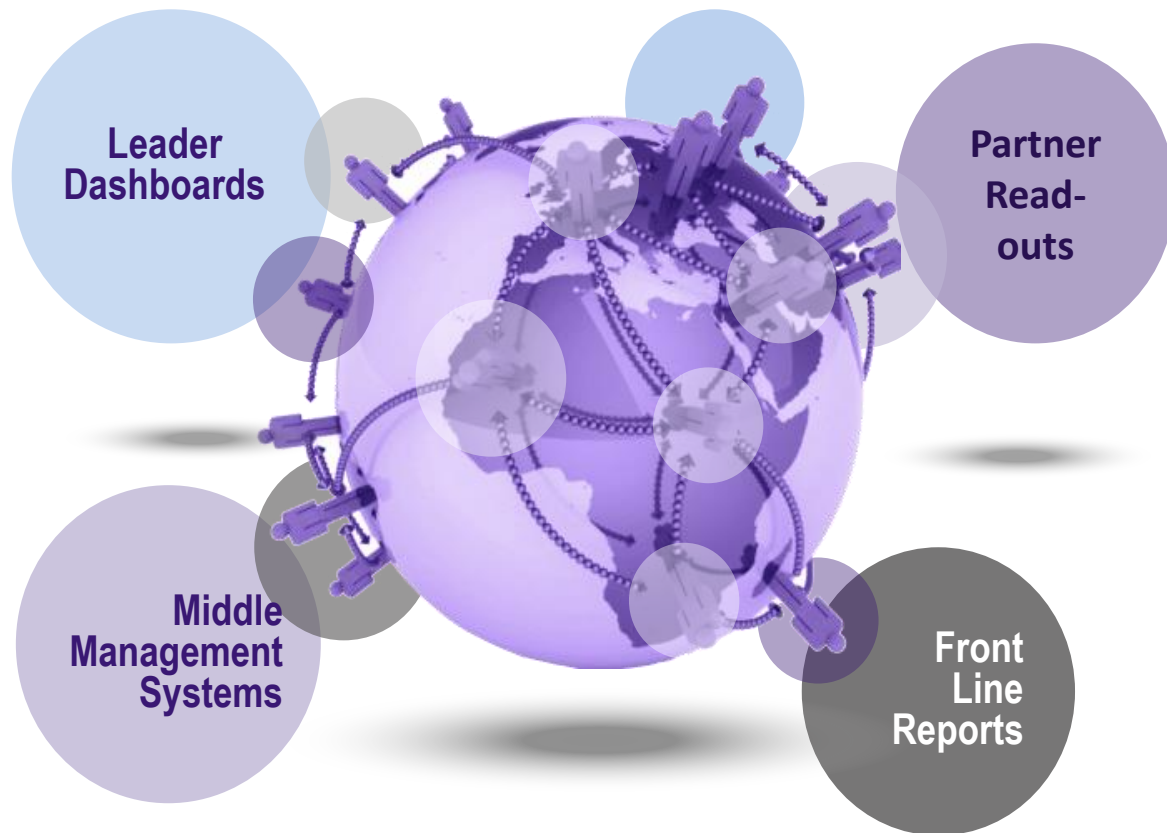
- A journey maps highlights the moment of truth for cleanliness in time and place: **First entry to the hotel room**

HOW DO WE CREATE CITIZEN JOURNEY MAPS?

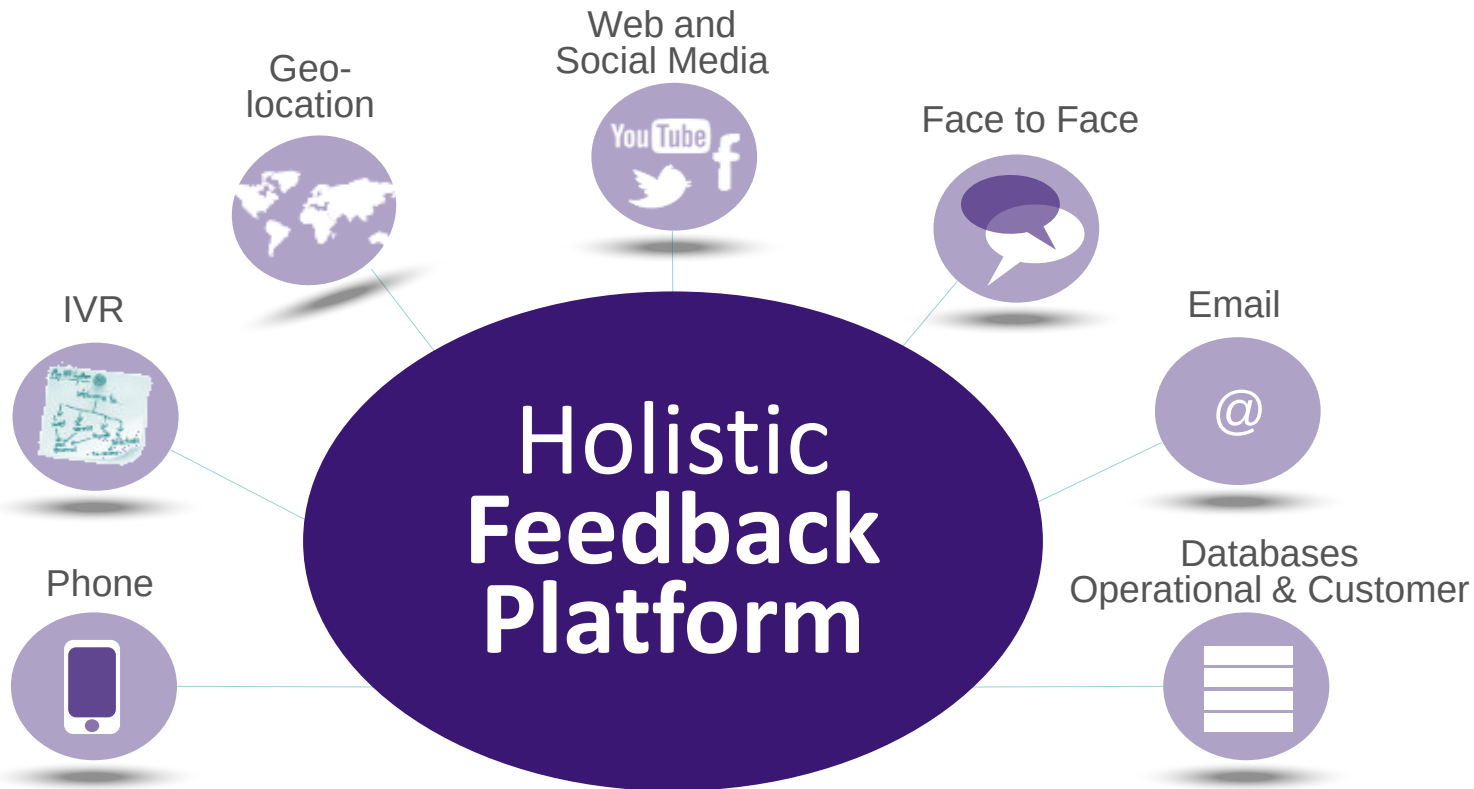


CITIZEN FEEDBACK MANAGEMENT

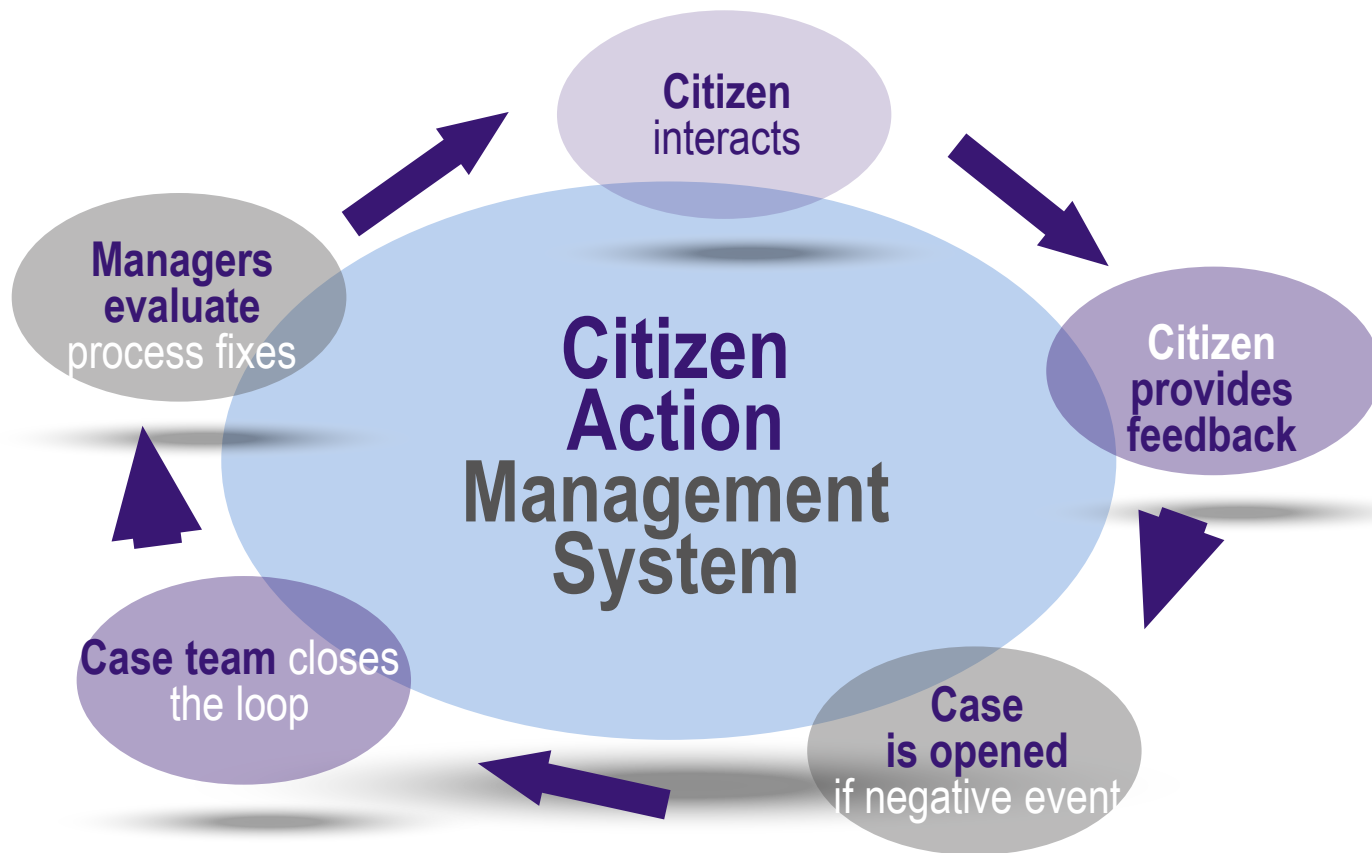
ARE YOU REPORTING OUT TO EVERYONE?



ARE YOU COMBINING ALL CITIZEN FEEDBACK?



ARE YOU TAKING CITIZEN ACTION IN REAL TIME?





IT CAN BE DONE!

Citizen Survey

Please rate your recent experience with your local government office

- ☐ Very Satisfied
- ☐ Somewhat Satisfied
- ☐ Neutral
- ☐ Somewhat Dissatisfied
- ☐ Very Dissatisfied

Please rank the following government services in order of importance to you:

- Waste collection
- Law enforcement
- Parks and recreation
- Public utilities
- Education

How satisfied are you with your local government's usage of tax revenues?

- ☐ Very Satisfied
- ☐ Somewhat Satisfied
- ☐ Neutral
- ☐ Somewhat Dissatisfied
- ☐ Very Dissatisfied

Finish

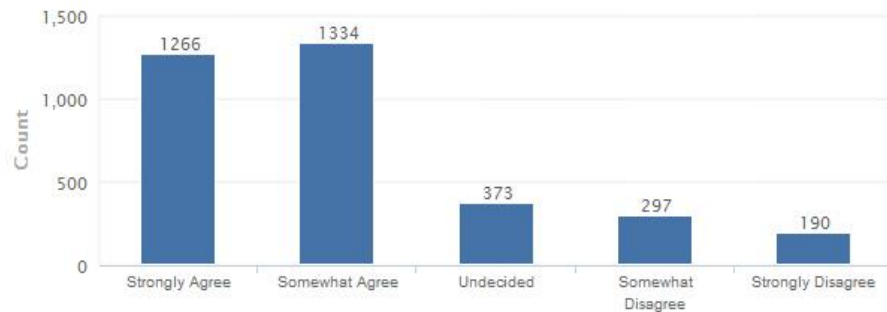


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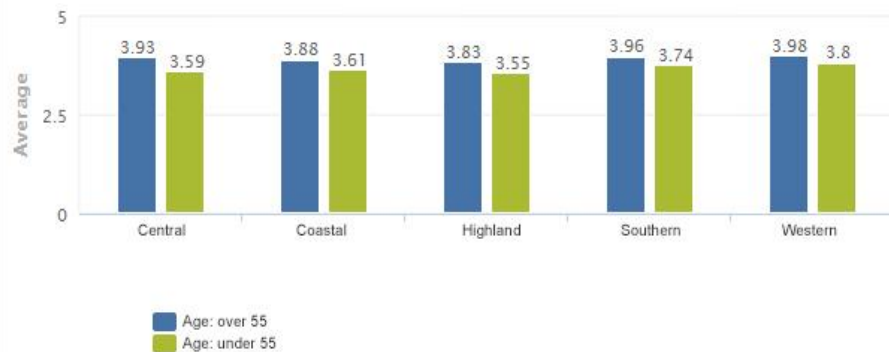
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01/01/2009 - 12/30/2009

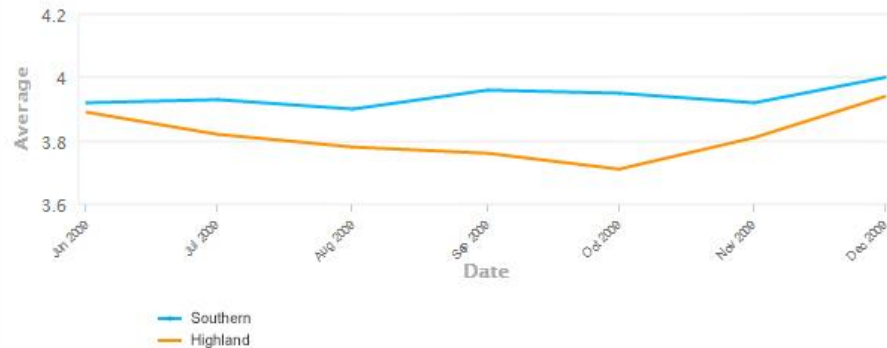
Please rate your recent experience with your local government office



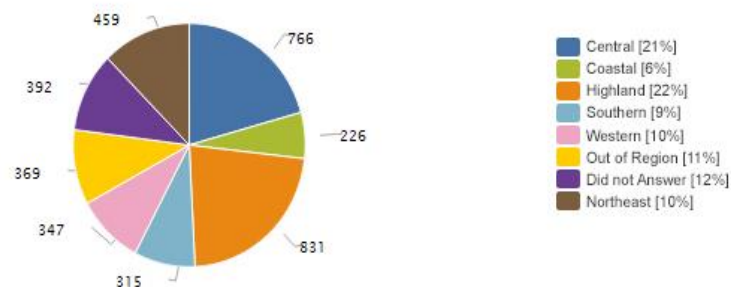
How satisfied are you with your local government's usage of tax revenues?



Citizen Satisfaction Rate



Respondents



THREE SOLUTIONS

*Citizen
Mobile
Experience*

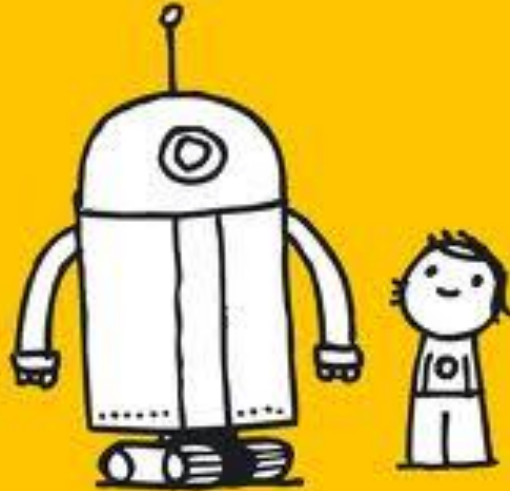
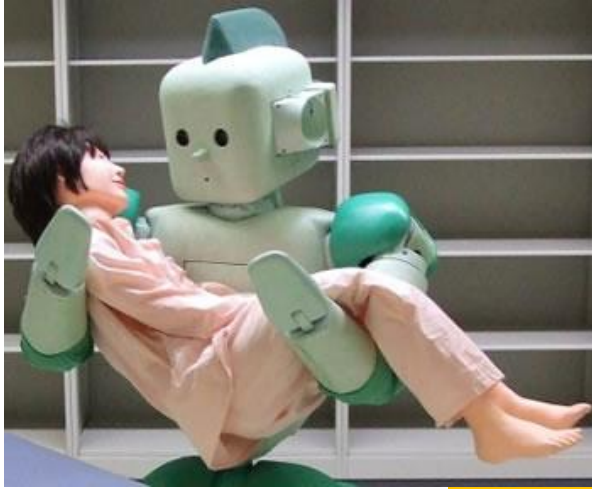
**Epic
Success!**

*Citizen
Feedback
Management*

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Mapping*



LAST WORD – CITIZENS ARE HUMANS!





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THANK YOU!



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