



Service Excellence: Service Canada's Story

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Outline

- **The Service Canada Experience**
- **Citizens' Expectations**
- **Our Business Model**
- **Federal-Provincial-Territorial Collaboration**
- **Examples of Inter-jurisdictional Opportunities**
- **Future Directions**



The Service Canada Experience

Service Canada has gained significant experience in “joining-up” Government of Canada programs since 2005...

- **Single window**
- **Click, Call or Visit**
- **Partnerships**
- **Cost effectiveness**

... and we are starting to export this experience into the inter-jurisdictional environment.



Citizens' Expectations

Citizens' expectations drive our business model...

- **Personalized service**
- **Simple as possible**
- **Accessible and convenient**
- **Fair and equitable**

... and transcend jurisdictional boundaries.

Our Business Model

By focusing on the citizen we have transformed a traditionally vertical “program” culture into a horizontal, service-oriented organizational culture.

- **Understanding our clients’ needs and engaging them in dialogue**
- **Roles-based organization of work to deliver on our priorities**
- **Workforce defined by professionalism and service competencies**
- **Reaching clients through effective marketing and various service channels**
- **Using client feedback to inform internal procedures, policy design, program development and service delivery**

... and we want to link up with other orders of government where it makes sense

Operating Environment

Moving forward, the following are key considerations informing Service Canada's strategies and service improvement initiatives for Canadians.

- **Changing demographic trends influencing service priorities, demands and approaches**
- **Rising citizen service delivery expectations**
- **New and emerging technologies creating unprecedented opportunities for service improvement, collaboration and efficiencies**
- **Requirement for organizational efficiency, effectiveness and fiscal restraint**

Our goal is continuous improvement of our service delivery to citizens

Federal-Provincial-Territorial Collaboration

Service Canada is engaged in key FPT structures that promote collaboration...

- **FPT Deputy Ministers' Table on Service Delivery Collaboration**
- **Cabinet Secretaries**
- **Joint Councils**
 - **Public Sector Service Delivery Council**
 - **Public Sector Chief Information Officer Council**
- **We share a mutual interest in identifying opportunities for collaboration around complementary programming**

... and we are implementing initiatives across jurisdictional boundaries.



Examples of Inter-jurisdictional Opportunities

Clustering government services in a logical, sequential and value added packages responds to the way citizens and clients think...

- **Vital Events Agreements**
- **Service Bundling to Citizens**
- **Awareness and Access to Programs for Vulnerable Seniors**
- **Service to Business – Business Number**

... although we have made significant progress in modernizing and improving services there is more that can be done.

Future Directions

Governments in Canada continue to invest in service delivery transformation in an effort to simplify the business of government and to improve the service experience for citizens...

- **Simplify client and government interactions**
- **Strategic service delivery collaboration among jurisdictions**
- **Client self management**
- **Aggressive migration to the Web**

... managing our bottom line is increasingly important and moving citizens on-line is critical to success.