ServiceOntario

creating value for today...and tomorrow

overview & orientation

Presentation by: Mr. Richard Steele
Assistant Deputy Minister
Service Delivery Strategy Division

CONFIDENTIAL
About ServiceOntario

- Operating since **2006** (mandated by government) to improve and transform government service delivery
- More than **80 services** across **11 lines** of business
-Processes **48 million** transactions per year
- **Driver & vehicle services** account for **40%** of all transactions
- Access through **4 channels** via in-person offices, website, kiosks and contact centres
Our Service Footprint...
Access to government through many channels

With over **46 million transactions** annually, accounting for **$2.5B in revenue**, we are connecting Ontarians through...

<table>
<thead>
<tr>
<th>In-Person</th>
<th>Online</th>
<th>Kiosks</th>
<th>Contact Centres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nearly 300 Locations</td>
<td>16 Online Service Categories</td>
<td>71 Kiosks</td>
<td>8 Contact Centre Locations</td>
</tr>
</tbody>
</table>

- Transactional services
- Access to information
- Government publications
- Applications and assistance with forms
- Interjurisdictional co-locations and outreach sites
- Access to multiple online services (some with service guarantees)
- Cross-government services (such as Newborn Registration Service)
- Service Enhancements (such as online appointment bookings for Enhanced Driver’s Licences and Health Card renewals)
- One of the largest networks in North America
- Available 7 days a week (many located at family-friendly locations – e.g. shopping malls)
- Single 1-888 Business Info Line (covers over 160 existing numbers)
- Average wait time of less than a minute (to reach a customer service agent)
- Multilingual services are available upon request

With over 46 million transactions annually, accounting for $2.5B in revenue, we are connecting Ontarians through...

- Nearly 300 Locations
- 16 Online Service Categories
- 71 Kiosks
- 8 Contact Centre Locations

Available 7 days a week (many located at family-friendly locations – e.g. shopping malls)
Summary of Progress to Date

ServiceOntario has delivered on its commitments, becoming a recognized leader in service delivery with multiple award-winning initiatives and transformative results.

- From isolated ministry services... to one-stop shopping service solutions
- From inconsistent access... to streamlined access through improved service channels
- From service delays... to timely service and guarantees
- From low customer satisfaction... to increased satisfaction and recognition
Did you know?

Five years ago, getting a birth certificate took 20 weeks. Parents today wait only 5 business days, guaranteed!

Transforming the face of in-person government service: Taking the Lead Initiative

95% of Ontarians within 10Km of a ServiceOntario Centre

Historically, separate visits to different offices were required. For example, customers seeking to renew health cards needed to make their way to one of 27 OHIP offices. Today, nearly 300 in-person locations are now in place providing Ontarians with multiple and integrated services under one roof.

Did you know?

$630M

Amount Ontario’s businesses are estimated to save once ONe-Source for Business is fully implemented and utilized at ‘mature uptake rate’ (March 2012).
Service integration/Channel migration

*Service Integration* as a driver of channel migration;
- Need for collaboration and partnership on citizen and business portal experience, including concept of fully integrated Provincial/Municipal business portal. Need to be thinking beyond links to truly integrated portals.
- Significant success in online integration has supported channel migration efforts to encourage customers to go online

*Channel migration* as a driver of service integration
- Ongoing efforts to enhance the online channel has provided the groundwork for service integration

Online services remain the key focus in driving down service delivery costs.

As we increasingly interact with citizens online, we will collectively run into pressure to maintain government presence in communities

Integration of “in person” networks is an obvious answer
Today’s Service Delivery Models

ServiceOntario functions using a successful mix of service delivery models.

Publicly Delivered
Delivers services directly to the public on behalf of the Ontario Government (e.g. driver & vehicle services, health cards, vital stats) – 87 public in-person locations

Private Partnerships

TERANET: Modernize the way customers conduct electronic transaction (e.g. real property, title and write searches and registrations)

SERCO: Mainly responsible for driver testing and administering the graduated licensing program

(3 companies) - Cyberbahn Inc, Oncorp Direct Inc., ESC Corp Service Ltd. conduct electronic transactions for business registrations (ONBIS)

Inter-Jurisdictional Partnerships
Delivers in collaboration with other levels of government (e.g. BizPal services for business, integrated newborn registration bundle, etc.)

Privately Delivered
Operates a successful hybrid public-private in-person network (e.g. 2/3 of delivery through private-sector partners – 206 private in-person locations)
Inter-jurisdictional Partnerships

We currently work collaboratively with other orders of government to deliver integrated, seamless and timely solutions for our customers.

Partnering with Ontario Municipalities

- Information referrals and limited transactions for the municipalities of Halton, Chatham, Simcoe and Smith Falls
- 127 Ontario municipalities partner through BizPaL (permits & licences – covering 78% of Ontario’s population)
- Co-location with City of Windsor; tri-level co-location with City of Ottawa and Service Canada
- MOUs in place to ensure commitment to discussions on integration opportunities. To date, six municipalities have signed agreements: Region of Halton, City of Hamilton, City of London, Region of Peel, City of Thunder Bay and City of Windsor

Partnering with the Federal Government

Service Canada

- Aboriginal Birth Registration
- Birth Certificate Validation Pilot
- Newborn Registration Service
- Four shared co-locations and outreach activities

Industry Canada

- BizPaL
- Corporations Canada
- Single 1-888 number for Business
- Canada/Ontario Business Service Centres

Canada Revenue Agency

- Corporate tax administration redesign (single, harmonized T2 Corporation Income Tax Return)
- Canada Child Tax Benefits and Newborn Registration Service
Our Strategic Direction - Beyond 2011

To offer a **simple**, **seamless** and **personalized** service experience that reduces the complexity of government by putting the **needs** of **individuals** and **businesses** first.

**simple.**
Add more **convenience** to Ontario families and businesses' interactions with **multiple levels of government** by offering a **truly integrated suite** of service offerings.

- **Initiatives may include...**
  - Senior mail-in health card renewal and new e-renewals
  - Single photo for health card and driver’s licence
  - More business services through **One-Source for Business**

**seamless.**
Meet the **evolving needs** of our customers and partners through **innovative technological solutions** which leverage and optimize the robust infrastructure platform that ServiceOntario has invested in since 2006.

- **Initiatives may include...**
  - New mobile phone services (e.g. smartphone location finder)
  - Platform-sharing with other jurisdictions
  - Expansion of the **National Business Number** across governments

**personalized for you.**
Enhance our routine transactions by providing **customized, complementary information** and **service**, saving Ontario families and businesses **time and money**.

- **Initiatives may include...**
  - “May We Recommend” service, offering complementary information during routine transactions
  - Additional **service bundles** (e.g. New to Ontario; Persons with Disabilities)
  - User specific **business bundles** based on service requests

**Integrated Interjurisdictional Partners**

+ **An Engaged ServiceOntario Workforce**
Partnering Value Proposition

The following is the expected value that can be achieved through ServiceOntario partnering with other jurisdictions to integrate services:

**Value Proposition**

- **Improved service experience through**
  - integration into a modern, multi-channel delivery infrastructure
  - integration into single portal, process model & customer view
- **Reduced cost / time to deliver service improvements (investments)**
- **Reduced cost to operate**
- **Enable partner to increase program compliance**
- **Enable partner to focus on core business**

**How?**

- Leverage economies of scale to reduce average costs
- Shift to electronic channels & automation to reduce marginal costs
- Reduce duplication in infrastructure & maintenance costs/ investment
- Commercialization opportunities through collaboration

**Where to Explore?**

**Engaging municipal and federal partners**

- **Start with Alignment** – potential fit with ServiceOntario’s line of business and core competencies such as online services, contact centre management, licensing & registration, permit processing and fulfilment
- **Leverage ongoing investments** in ServiceOntario capacity or develop scalability for investment in service delivery infrastructure
- **ROI potential** essentially programs that could attract investment because of net revenue streams or the potential to develop value-added services with commercial appeal
**Challenges** faced within & things to **pay attention** to:

- **Legislative challenges**
  - to meet “**One Client One View**” Strategic Initiative

- **Program Development**
  - Building on Program Evaluation, guiding principles and corresponding test questions to support the rationale new programs
  - Is the program aligned with government priorities?
  - What public interest is served?
  - What is the justification of the role of government

- **Relevance**
  - Is there any overlap/duplication?
  - Which level of government is most appropriate?
  - What role can other sectors play?
  - What evidence will be used to demonstrate achievement of intended outcomes?

- **Best Delivery Method**
  - How will performance be tracked?
  - How will customer satisfaction be established?

- **Effectiveness**
  - consideration around delivering services on behalf of ministries

- **Privacy and Fraud**
  - In offering service delivery on behalf of Ontario government ministries and private sector partners from a data integrity, personal information confidentiality perspective

- **Information Technology Architecture**

- **Streamline Processes**
  - Service Integration
  - Harmonizing expiry cycle