



Service Canada

Implementing the One-stop Shop Experience



Ross MacLeod
Director General
Operations and Processing
Service Canada



Budget 2005 ... The Service Canada Initiative

- **Service Canada Initiative** announced in Budget 2005 as one of the “biggest federal reforms ever in federal operations.”
- “When completed, over a three-year period, it will:
 1. Deliver seamless service that is integrated, easy to access, simple to use, and tailored for the individual circumstance...
 2. Enhance the integrity of programs by building public trust and confidence and ensuring that the right client receives the right service or benefit at the right time and for the intended purpose.
 3. Bring together the many services and benefits offered to Canadians by creating a common, integrated service delivery capability.
 4. Make government more accountable—to citizens and to Parliament—for delivering better service and more effective use of hard-earned tax dollars.”
- **Key messages and commitments** indicate that Service Canada will:
 - Reform how government works by becoming citizen-centred and achieving better outcomes
 - Strengthen access to federal points of service and relevance in regions and communities
 - Realize significant savings in both operations and program spending (\$3.05B in total savings, \$0.5B in investment, \$2.55 in net savings)



The Focus of the Service Transformation Plan

The 3-year implementation plan has been developed to achieve four goals:

1. Deliver seamless citizen-centred service...

...that is integrated, easy to access, simple to use, tailored for the individual circumstance, efficient and sustainable

2. Enhance the integrity of programs...

...building public trust and confidence and ensuring that the right client receives the right service or benefit at the right time and for the intended purpose

3. Work together as a collaborative, networked government...

...developing new models for information sharing and building common and interoperable service delivery

4. Demonstrate accountable and responsible government...

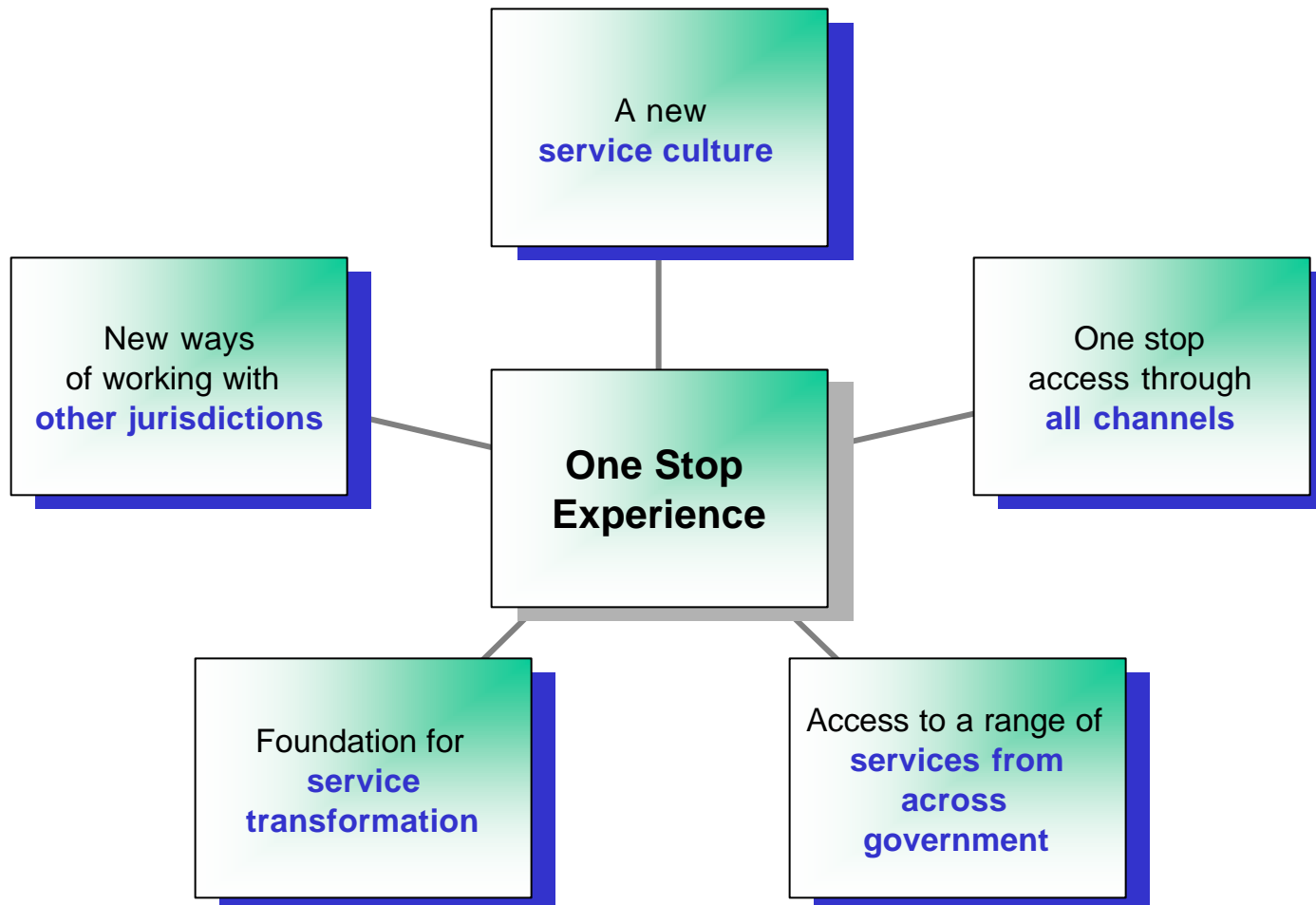
...delivering results for Canadians, savings for government and greater transparency and visibility to Parliament





Developing the One Stop “Experience” ...

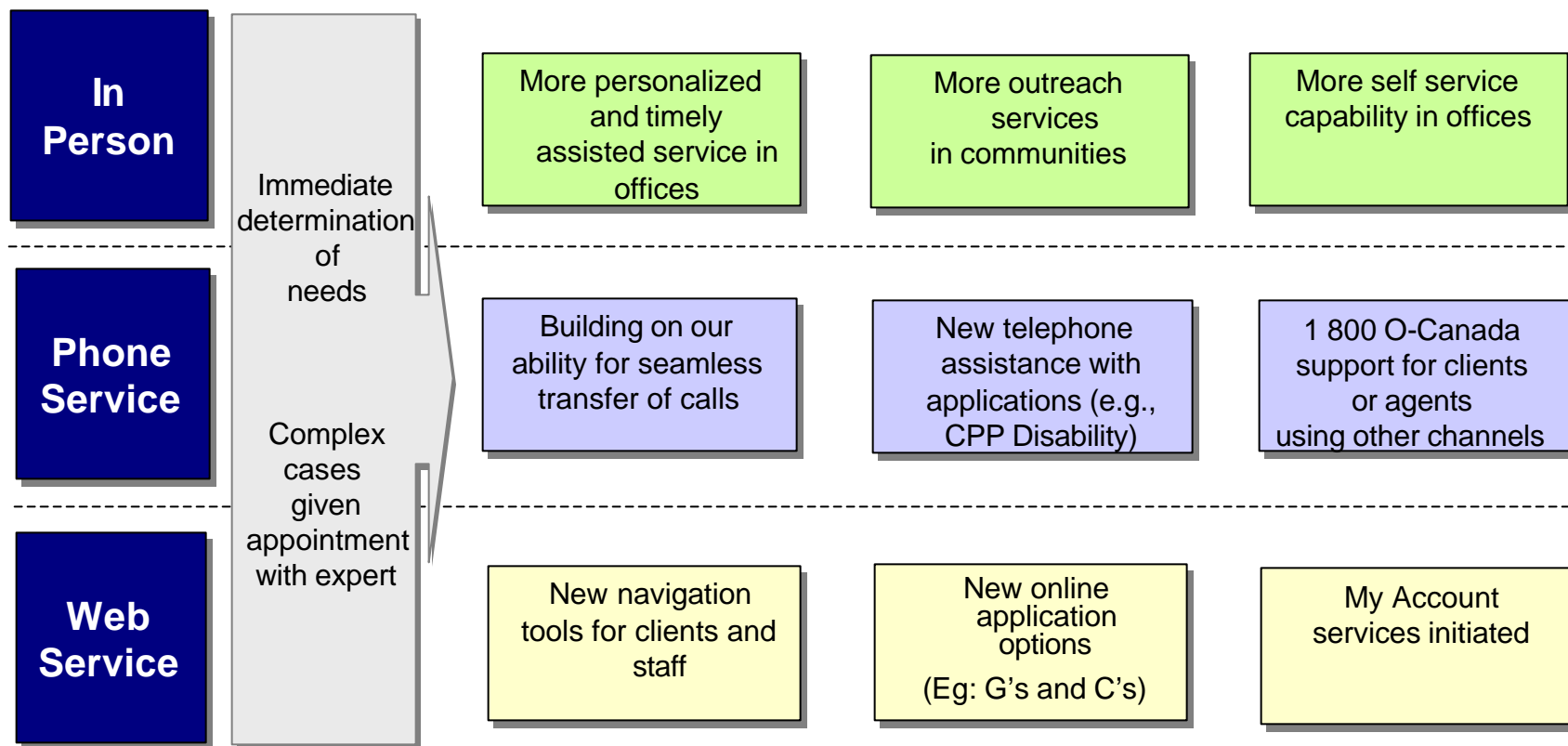
Our focus is on **creating a One Stop “Experience” for Government of Canada service** from the outset





... With Service Improvements in all Channels

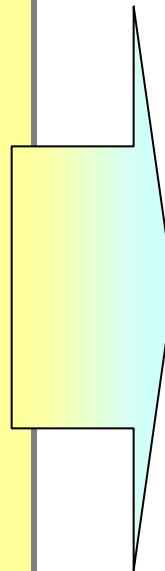
Early in its mandate, Service Canada will markedly improve **access to service and choice** through key channels





Bringing Together Initial “Core” Services

- ▶ **From Public Works and Government Services Canada (PWGSC)**
- ▶ **From Human Resources and Skills Development Canada (HRSDC)**
- ▶ **From Social Development Canada (SDC)**
- ▶ **From Canadian Heritage (PCH)**

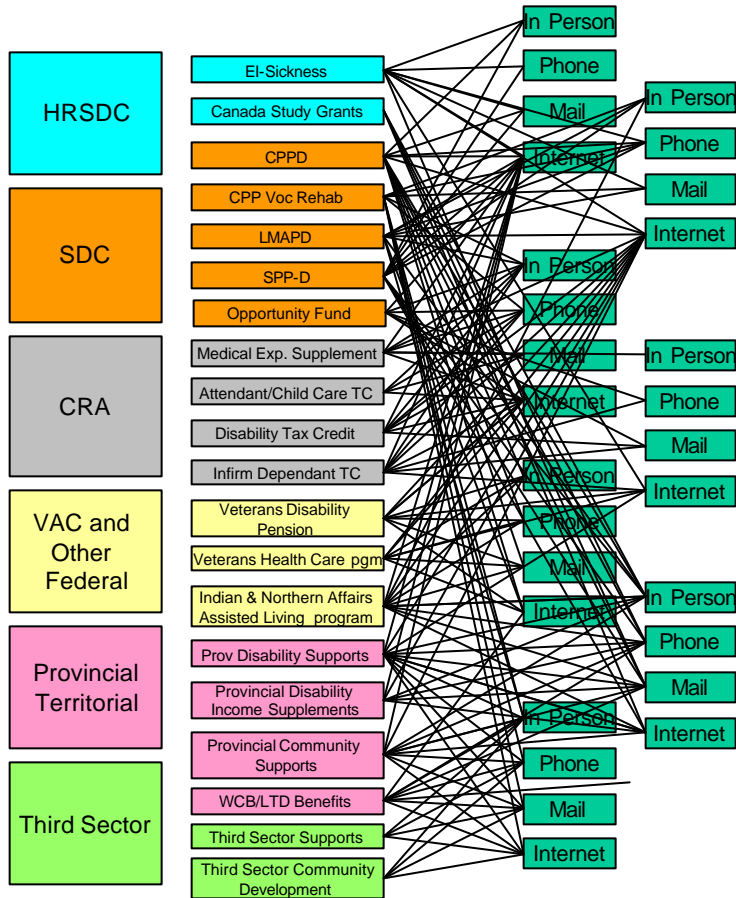


- **Serving 32 M Canadians**
- **Answering 50M calls and 25,000 emails**
- **14M unique web visits**
- **Providing access to over 1200 programs**
- **Delivering benefits to Canadians of \$70B/yr**
- **Processing 3M EI claims/ year**
- **500,000 Canada Pension Plan applications/year**
- **Successful track record in improving service (1M more calls with same resources)**

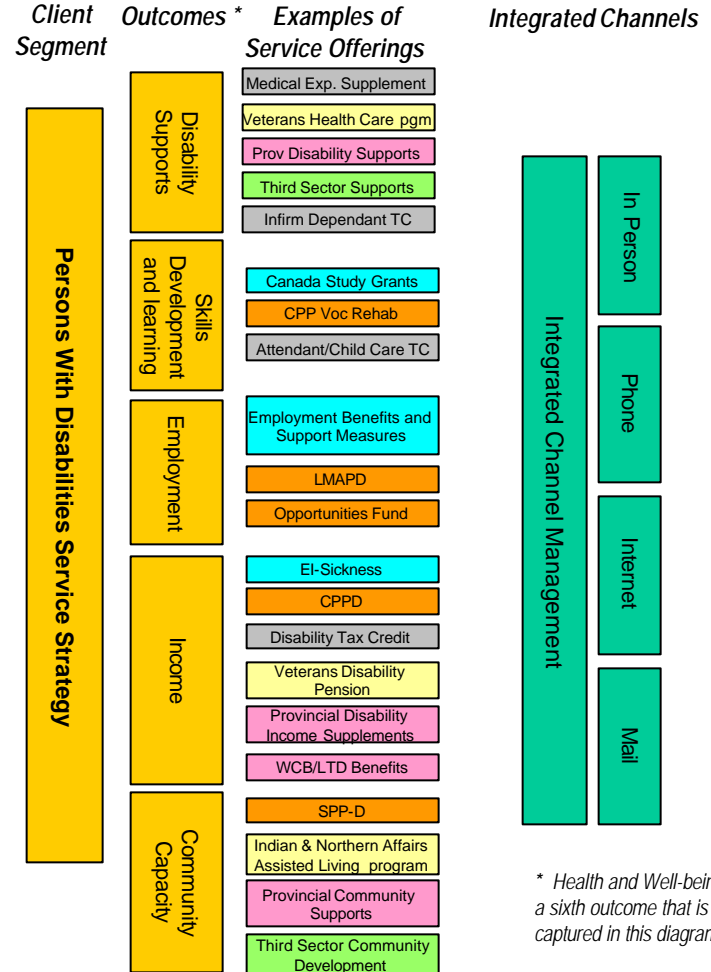


Implementing a Citizen Centred Service Strategy – a PwD Example

Today



Future



* Health and Well-being is a sixth outcome that is not captured in this diagram

- **Today's** programs are through multiple departments, with multiple programs, each with their own independent service delivery channels, which has led to duplication, overlap and gaps in service
- **Tomorrow** we will organize around client needs and deliver service to support outcomes through common, integrated delivery channels
- Clients will experience improved and easier access to service & government will achieve better outcomes and more efficient service delivery



Developing New Agreements With Provinces/Territories

- Developing agreements with **Provinces/Territories** to streamline and simplify the process of notifying government about vital events (birth, death and marriage)
- Reviewing opportunities for the integration of services and service delivery to Canadians
- Key agreements being finalized as Service Canada is launched:

Ontario

Letter of Intent (LOI) signed Dec. 15, 2004
Completion of MOU with Ontario:
May 2005 (target)
MOU will be the model for future agreements

British Columbia

Negotiations underway
on a LOI;
April 2005 (target)

Quebec

Negotiations underway
on a LOI;
June 2005 (target)

- **Next steps:** Discussions with Alberta and Manitoba



Implementation Outcomes

The implementation of Service Canada will achieve tangible outcomes

GOALS	Seamless citizen-centred service	Integrity of programs	Collaborative and networked government	Accountable and responsible government	People and culture
OUTCOMES	<ul style="list-style-type: none"> • Increase client satisfaction ratings • Outstanding client experiences and first time needs resolution • One-stop, seamless service • Access to timely and personalized services • Federal presence and visibility in communities 	<ul style="list-style-type: none"> • Right payment to the right person at the right time • A predictive model for risk management • Secure access to government services built on the SIN • Social Insurance Registry as a foundational element for Canadian identity 	<ul style="list-style-type: none"> • Implement cross government service delivery • Integrated multi-channel options and citizen choice • More efficient operations • Focused on outcomes • Common services fully leveraged 	<ul style="list-style-type: none"> • Increased public confidence and trust in government • Savings harvested and scarce resources reallocated for key priorities • Transparency and visibility to Parliament 	<ul style="list-style-type: none"> • Building a service excellence culture • Creating Service Canada as a learning organization • Confident and satisfied employees performing at high levels



Implementation Timing

The implementation will occur over a three year period...

Getting Started

Getting started begins with the **alignment of service delivery and common services** to the GoC vision for the creation of a single focus for service to Canadians. This phase will also finalize the mandate, organization, budgets and other key considerations for Service Canada prior to its official launch.

Year 1... One Client -- One Culture

The first year is about immediately demonstrating **tangible improvements in the service** experience for Canadians. It will also **strengthen federal visibility** through the Service Canada network where citizens can access cross-government information and services and where they will receive improved and consistent service.

Year 2... Seamless and Integrated Service

Year 2 is focused on implementing **GoC service offerings** and **integrating channel operations** to provide seamless and integrated service to Canadians. Canadians will receive personalized service through their preferred channel. Front line staff will be equipped with knowledge tools to provide client solutions that fit the unique needs of citizens.

Year 3... Growth and Inclusion

Year 3 is about Growth & Inclusion. Service Canada will grow through **strategic partnerships and alliances** to offer more transformative and integrated service offerings to better achieve outcomes. Service delivery across government will operate as '**one business**'.
