



# Taking a Customer-Centric Approach in the Business

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INTERNAL AFFAIRS



Te Tari Taiwhenua

New Zealand Government

# We are in rapidly changing times

- Ministers priorities; citizens demands
- People experience pain points
  - Integrating
  - Channel shifting (digital + non-digital)
- What if we *really* put the customer/citizen at the centre?
- What if we designed services around the person, not the agency or channel?



# Customer Pain Points

- 51% had experienced pain points
- 39% had missed out on a service because they did not know it was available
- 39% reported a government agency not seeming to understand the effect its decisions and requests had on a customer



# Customer Pain Points

- 44% had submitted the same information to several government agencies
- 37% reported that a government agency asked them to provide too much information to prove who they were
- 37% wanted to complete a whole transaction online, but were unable to do so



# The ambition?

People have easy access to public services, which are designed around them, when they need them.



# This thing called life....

Birth IR# Vaccs	ECE	Formal Quals DL	Tertiary Vote	Jobs Travel Housing	Relationships Kids	Divorces Career Investments Dependants	Divesting Mokopuna Investing Retirement		
0	3	15-17	18-20	20s	30s	40s	50s	60s	etc

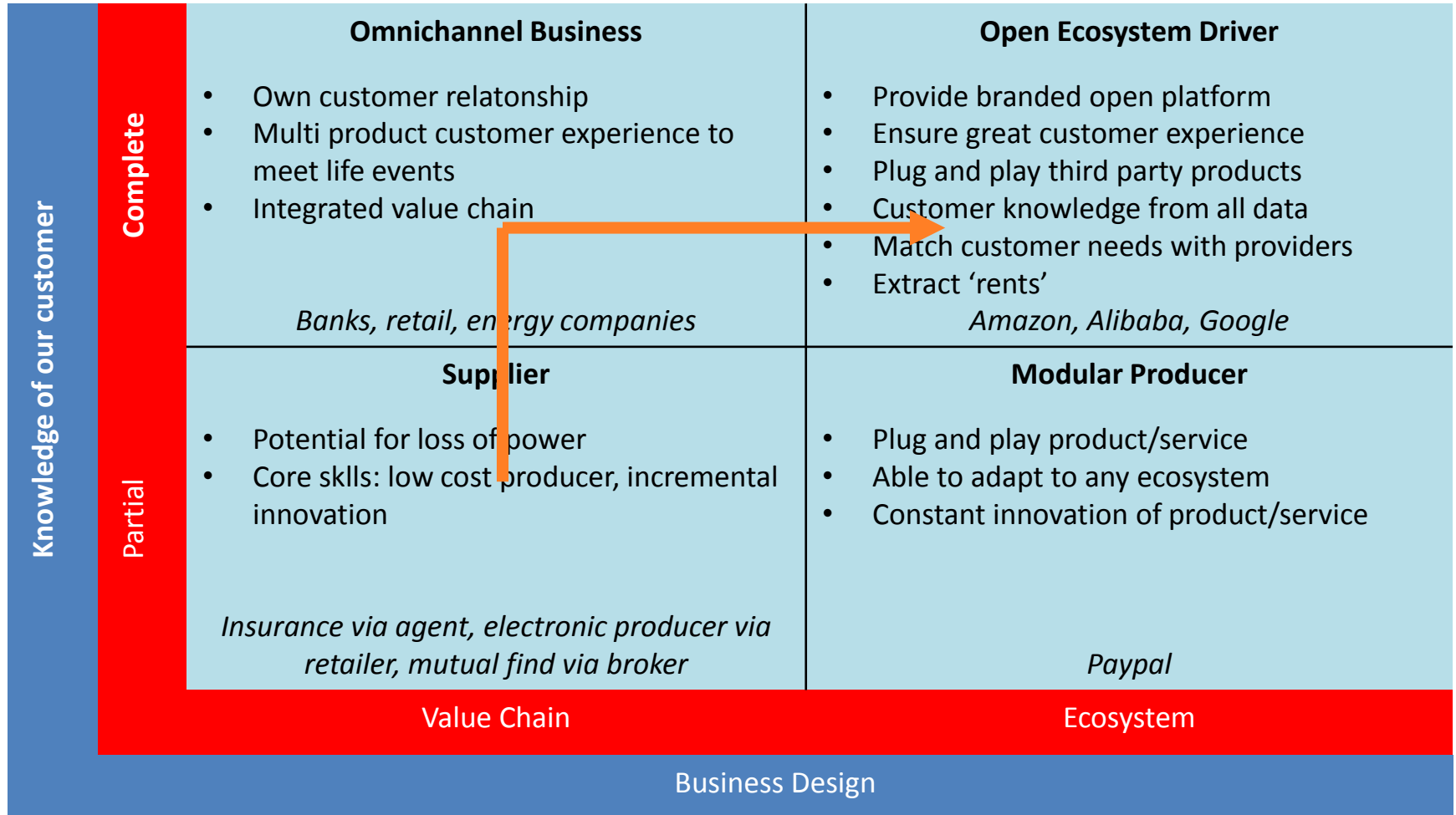


# Design principles for creating a customer centric service

- Customer Experience
- Fit for purpose
- Effective and efficient performance
- Managing the work
  - Spans
  - Complexity
  - accountability
- Financial sustainability



# Citizens are demanding shifts in how they access products/services





# Services built around customer needs, rather than traditional agency boundaries

“because we do  
marriages people  
assume we do  
divorces”

- DIA, Customer Services Officer



# Foundations for service innovation

- Integrated services where appropriate
- Efficiency in digital delivery
- Automated universal entitlement
- Information capture, navigation, access, use
- Coherent digitally enabled identity
- Governance
- Partnerships across boundaries
- System views
- System resolution

