



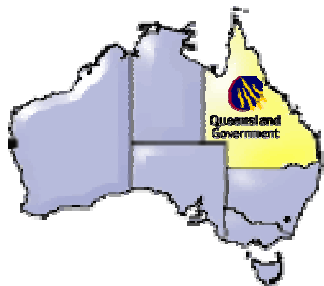
“Is good service a cornerstone to good government?”

JANE KING

Assistant Director-General

Queensland State Government

- Population:** 3.9 million *
- Area:** 1.73 million sq. km
- Budget:** \$25.6 billion (2005-06)
- Staff:** 180,000 (approx.)
- Departments:** 25 core agencies



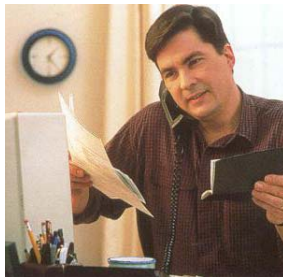
**Source: December 2004 - ABS*

Current issues in government service delivery:

- Governments are struggling with the cost of delivering services to the public
- Queensland's population is growing twice as fast than any other state - demand for services could put pressure on revenue
- New technology gives us options, but what is the best balance between productivity and customer service?
- Using customer feedback as input to policy/strategy development
- Global movement to smaller, joined-up government is here and will radically transform how government operates.

Current issues in government service delivery:

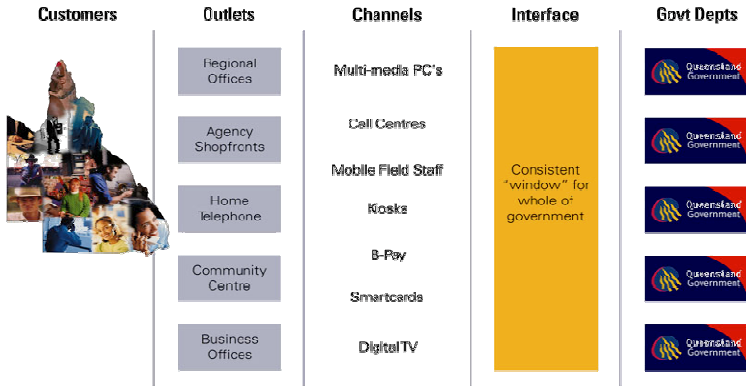
- Public expectations of service delivery have changed
- Research and consultation tells us that Queensland Government customers:
 - want integrated services - don't want to have to know which department does what
 - want to find and transact easily
 - want services to be on the web
 - are migrating away from counters to phone or the Internet.



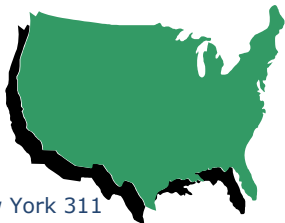
Smart Service Queensland

The 'front door' to government services

Consistent - Integrated - Anywhere - Anytime



Learning from Others



New York 311
Utah
Washington

Warwickshire
Liverpool
Leeds



British Columbia
Ontario
Manitoba
New Brunswick
Alberta



Canberra
Tasmania
South Australia

- Extensive benchmarking of other integrated government service delivery organisation being completed
- Focus on key learnings and solutions to key issues
- Structured survey and phone interviews.

Stages for integration of services, by cluster

STAGE 1 (2002 – 2005)
High volume services or
those under current review

STAGE 2 (2005/06 - 2007/08)

Transport &
Consumer

Human
Services

Business

Land &
Resources

STAGE 3 (2007/08 – 2009/10)

Law &
Safety

Education
& Learning

Jobs &
Work

Leisure &
Culture

Why Clusters

Human Services – Trends

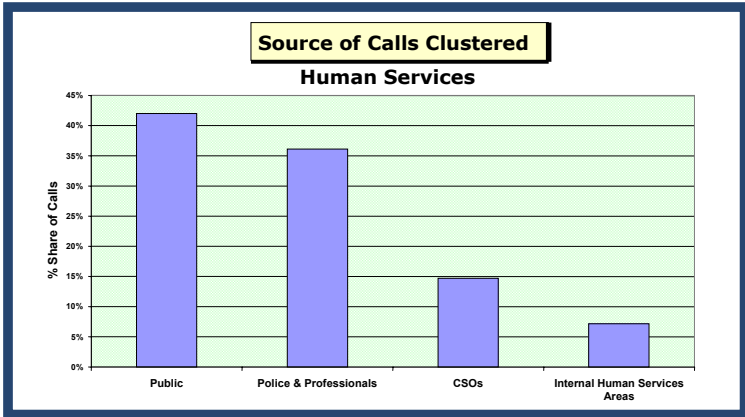
Integrated services studies (Wyndham Study – 2003) shows greater than 15% of clients contact multiple agencies (in relation to human services/community services issues)

Wyndham Study - 2003

	Mental Health	Housing	Disabilities	Juvenile Justice	Child Protection	Total Multi Agency	Total	%
Mental Health	0	49	10	19	24	102	974	10%
Housing	48	0	12	6	24	90	604	15%
Disabilities	8	10	0	0	4	22	96	23%
Juvenile Justice	2	5	0	0	0	7	20	35%
Child Protection	24	24	3	0	0	51	170	30%
Total	82	88	25	25	52	272	1864	15%

Why Clusters

- Opportunities to reduce double handling and overlap between agencies.



Achievements to date:

- Establishment of Smart Service Queensland and the Integrated Contact Centre
- Redevelopment of the Queensland Government Internet Gateway (www.qld.gov.au)
- Completion of whole-of-government customer market research
- Development of Service Integration Infrastructure (SII)
- Development of electronic whole-of-government Integrated Receiving System
- Developed and implemented Knowledge Integration Tool (KIT) and Data Warehouse (Reporting Tool)
- Public launch commenced
- Delivering 43 services from 13 agencies, and by June 2006, delivering 77 services from 16 agencies, plus information and referrals for 24 agencies.

The Smart Service Queensland solution:

The initiative gives opportunities for:

- achieving savings and reallocation of resources to core business activities
- implementing new technology cost effectively
- channel migration – understanding customer behaviour
- meeting future demand within current financial limits
- getting feedback on what “works” or what needs to change – engagement
- being part of a global e-government shift.

How?

- Whole-of-government approach – e.g. credit card rates
- Integrated service delivery – customer view (one contact)
- Shared technology
- Multi-channel delivery
- Self-funding – fee for service.

So what?

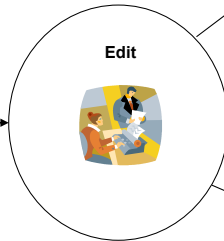
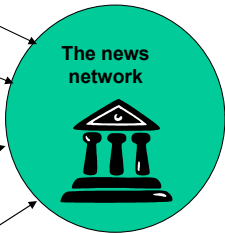
**Is good service linked to
Community Engagement?**

Business Intelligence Analogy – A News Network

Overseas events

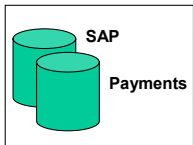


Domestic events

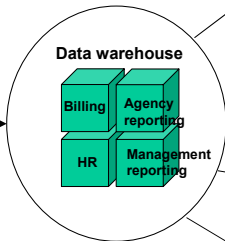
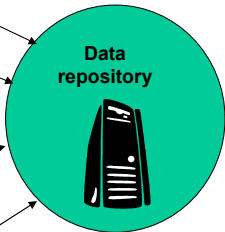
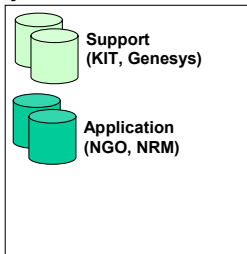


Our Business Intelligence Architecture

Corplink/Citec



Internal operational systems



Excel



BI Portal



Scorecards



Static reports



What data sources feed into the Data Warehouse

- SAP Financial data for SSQ
- SAP HR data for SSQ employees
- Operational support systems:
 - KIT (call centre script)
 - Genesys and Softphone call centre control system
 - Payment Gateway and Merchant Server
- Custom application systems
- Systems developed by SSQ to support specific agency needs.

The Reporting Portal

The screenshot displays the Queensland Reporting Portal interface. The page title is "Technology & Infrastructure Reporting Portal - Reporting Home". A navigation menu on the left includes "Home", "Reports and Lists", "Emails", "Site Settings", and "Help". The main content area features a "smartservice" logo and a search bar. Below the search bar, there are several sections:

- Announcements:** A red banner reads "NEW! Reporting to MS Pivot Tables". Below it, a message states: "There are currently no upcoming events. To add a new event, click 'Add new event' below."
- Announcements:**
 - Generic Reports have been migrated to iRT:** 03/03/09 @ 02:49. "Generic Reports are now available for testing in the iRT system. The data reported is from the live generic database."
 - iRT Reporting is now available to iRT:** 02/02/09 @ 09:49. "The iRT Reports have been migrated to iRT for user Acceptance Testing."
 - iRT has been upgraded to Version 3 in DEV and UAT:** 02/02/09 @ 08:59. "iRT has been upgraded to version 3. Version 3 has various enhancements that include printing of charts. This change has been tested with the Development Log. iRT is scheduled for upgrade on 02/02/09."
- Quick Tips for MS Pivot Tables**
- KIT Reporting Primer**
- DOTS Online Training**

At the bottom, there is a "Reporting Rollout Schedule" table:

System	Current Status	Next Status	Next Date	Completion Date	Dev Contact	UAT Contact
MS Reporting System	Red	Yellow	14/02/09	14/02/09	Gary Ford	John Long/Chris Schaefer
MS Reporting System	Red	Yellow	14/02/09	14/02/09	Gary Ford	John Long/Chris Schaefer
Reporting System	Yellow	Green	16/02/09	16/02/09	Gary Ford/Chris Schaefer	John Long
iRT	Green	Green	16/02/09	16/02/09	Gary Ford	John Long/Chris Schaefer
Reporting System	Green	Green	16/02/09	16/02/09	Gary Ford	John Long/Chris Schaefer
MS Reporting System	Green	Green	16/02/09	16/02/09	Gary Ford	John Long/Chris Schaefer
MS Reporting System	Green	Green	16/02/09	16/02/09	Gary Ford	John Long/Chris Schaefer
MS Reporting System	Green	Green	16/02/09	16/02/09	Gary Ford	John Long/Chris Schaefer
MS Reporting System	Green	Green	16/02/09	16/02/09	Gary Ford	John Long/Chris Schaefer
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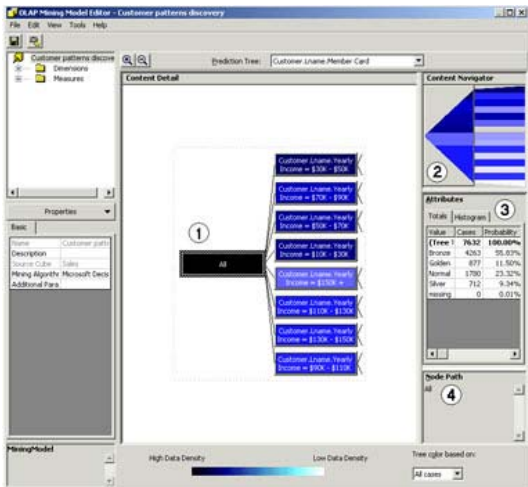
The Reporting Portal entrance provides access to all reporting tools and standard reports.

It is also a common area for raising issues, obtaining training, viewing reporting alerts, and participating in report-related discussions.

Future directions

- Data mining
- Create geographic datasets for demographic reporting
- Service expansion
- Continued collaboration with agencies to refine reporting needs.

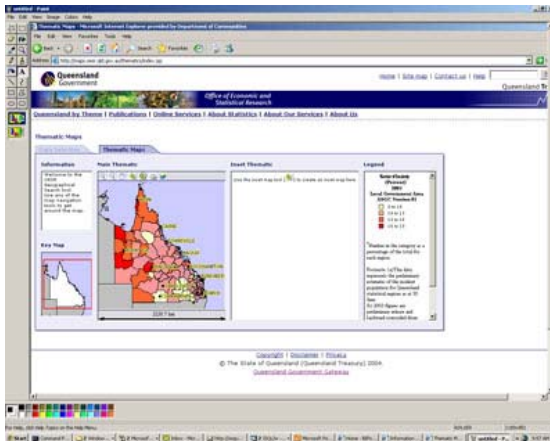
Data Mining



Data Mining is a branch of business intelligence that allows end users to quickly determine the underlying predictors for an outcome.

The data currently captured by SSQ has only limited opportunities for datamining but as more human services come online the pool of data will be more suitable for investigating predictive factors in domestic violence, crisis outcomes and disability requirements.

Geographic data sets



As SSQ captures more demographic information, opportunities will arise to geocode the data ready for mapping and spatial analysis.

Benefits

- Accurate data to monitor service quality issues
- Better trend analysis
- More consistent engagement data than 'one-off' consultation processes.

Why is service quality important?

THE CITIZEN'S VOICE:

- I like government services when I see my own and others' reflections in it.
- Government is starting to shed its hard headed image. It appears to be treating citizens with greater respect.
- I like the increasing focus on getting information to citizens and the expanded ways (government is using) to provide alternate access/delivery mechanisms.
- I think the government should be open to sincere suggestions and ideas from the public.

*Reference:
The Institute of Public Administration Canada*

Why is service quality important?

THE CITIZEN'S VOICE:

- I like that you are doing surveys to get input from the citizens. We need to be more involved.
- I commented to a friend a month ago how friendly government employees have been at the CCRA office in Sydney and HRDC office in North Sydney. The staff have gone the extra mile to help me filling forms and giving me needed information. I'm impressed!

*Reference:
The Institute of Public Administration Canada*

Why is service quality important?

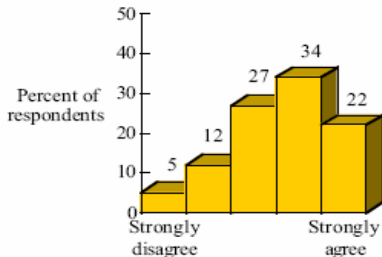
THE CITIZEN'S VOICE:

- I believe the Federal Civil Service is becoming less bureaucratic and more accessible to the public. My dealings with members of the civil service have been professional and they have been very helpful.
- I would like more accountability on what services are being cut and why, etc. Explain it so people don't get all crazy about it and say "It's the damn government". Let people know, we can handle the truth.

Why is service quality important?

Figure 1. “My view of government is shaped to a large extent by the quality of service that governments provide”

Citizens First 3

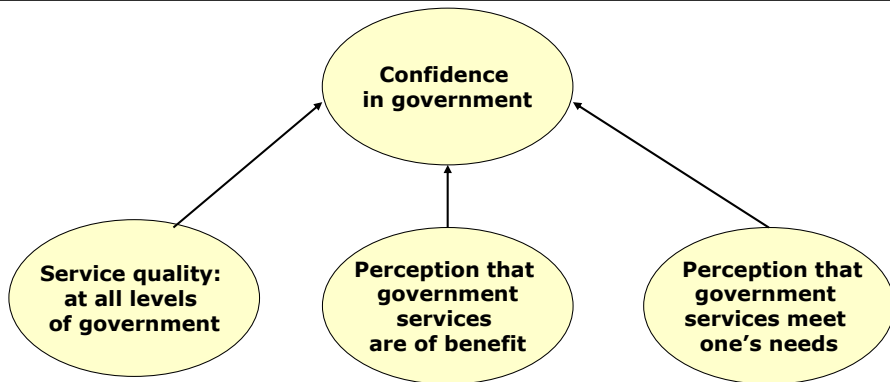


56% agree

17% disagree

Why is service quality important?

Figure 2. Conceptual model of services and confidence in government



Why is service quality important?

