

# Service Innovation in New Zealand

Not-For-Profit

**FINANCE FORUM 2018**

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# Introduction



# KEY MESSAGES



## MAKE THE COMPLEX SIMPLE

Have a plan on a page



## PUT THE CUSTOMER AT THE CENTRE

Co-design every time



## ALIGN THE MOVING PARTS

Authorising environment, culture of collaboration, tangible delivery



## INNOVATE AND ADAPT

Leverage your cultural norms



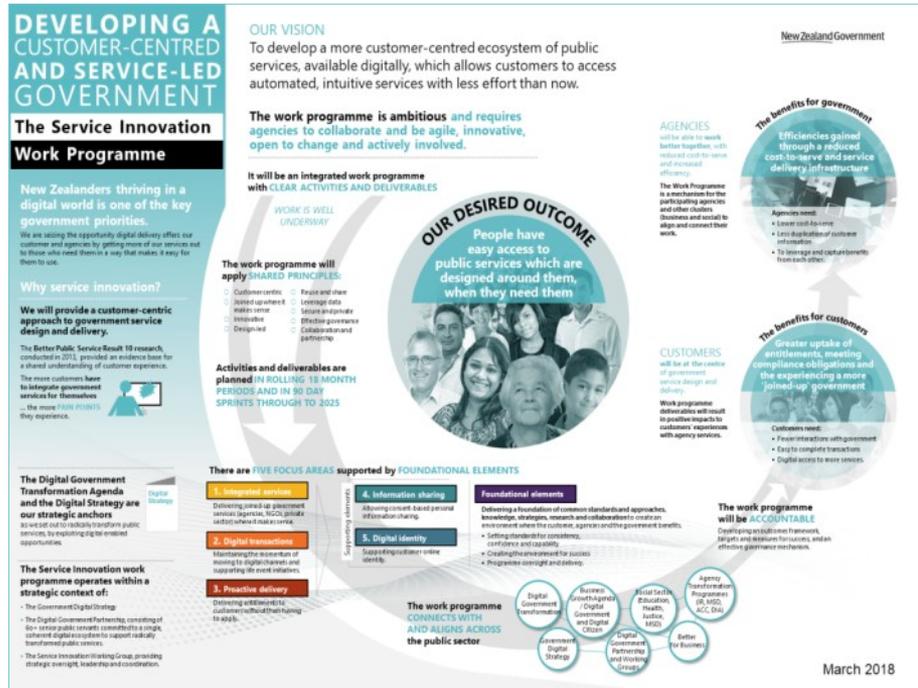
## DELIVER ON THE PLAN

Strategy is delivery



# MAKE THE COMPLEX SIMPLE

## Have your plan on a page



# PUT THE CUSTOMER AT THE CENTRE

## Co-design every time

**DEVELOPING A CUSTOMER-CENTRED AND SERVICE-LED GOVERNMENT**

**The Service Innovation Work Programme**

**Our Vision**  
To develop a more customer-centred ecosystem of public services, available digitally, which allows customers to access automated, intuitive services with less effort than now.

**The work programme is ambitious** and requires agencies to collaborate and be agile, innovative, open to change and actively involved.

**It will be an integrated work programme with CLEAR activities and deliverables:**

- 1. Customer centred**
- 2. Collaborative**
- 3. Evidence based**
- 4. Agile**
- 5. Resilient**

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

**Activities and deliverables are planned on a rolling 18 month period and in 50 day sprints throughout the year.**

**There are FIVE FOCUS AREAS supported by FOUNDATIONAL ELEMENTS:**

- 1. Information sharing**
- 2. Digital identity**
- 3. Foundational elements**
- 4. Digital identity**
- 5. Foundational elements**

**The work programme will be CO-DESIGNED with the public sector.**

**AGENCIES**  
The work programme will be co-designed with the public sector, including the following agencies:  
- Department of Health  
- Department of Education  
- Department of Labour  
- Department of Transport  
- Department of the Environment  
- Department of Conservation  
- Department of Social Development  
- Department of Corrections  
- Department of Internal Affairs  
- Department of Justice  
- Department of the Prime Minister and Cabinet  
- Department of Treasury  
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**OUR FOCUS FOR GOVERNMENT**  
Through a joint effort, we will focus on:  
- Improving the customer experience  
- Reducing the burden on the public sector  
- Increasing the efficiency of public services  
- Improving the quality of public services  
- Increasing the transparency of public services  
- Increasing the accountability of public services  
- Increasing the resilience of public services  
- Increasing the sustainability of public services

**OUR FOCUS FOR CUSTOMERS**  
Through a joint effort, we will focus on:  
- Improving the customer experience  
- Reducing the burden on the public sector  
- Increasing the efficiency of public services  
- Improving the quality of public services  
- Increasing the transparency of public services  
- Increasing the accountability of public services  
- Increasing the resilience of public services  
- Increasing the sustainability of public services

**OUR FOCUS FOR THE PUBLIC SECTOR**  
Through a joint effort, we will focus on:  
- Improving the customer experience  
- Reducing the burden on the public sector  
- Increasing the efficiency of public services  
- Improving the quality of public services  
- Increasing the transparency of public services  
- Increasing the accountability of public services  
- Increasing the resilience of public services  
- Increasing the sustainability of public services

**March 2018**



# ALIGN THE MOVING PARTS

Authorising environment, culture of collaboration, tangible delivery

**Why service innovation?**

**We will provide a customer-centric approach to government service design and delivery.**

The Better Public Service Result 10 research, conducted in 2013, provided an evidence base for a shared understanding of customer experience.

The more customers have to integrate government services for themselves ... the more **PAIN POINTS** they experience.



**The Digital Government Transformation Agenda and the Digital Strategy are our strategic anchors** as we set out to radically transform public services, by exploiting digital enabled opportunities.

**The Service Innovation work programme operates within a strategic context of:**

- The Government Digital Strategy
- The Digital Government Partnership, consisting of 60+ senior public servants committed to a single, coherent digital ecosystem to support radically transformed public services.
- The Service Innovation Working Group, providing strategic oversight, leadership and coordination.

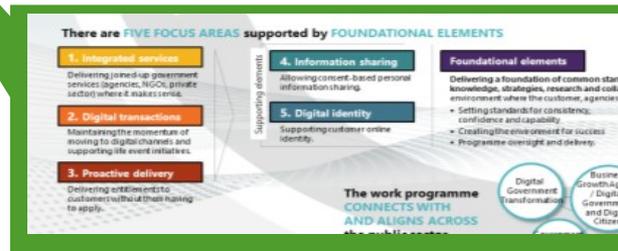
**Digital Strategy**





# DELIVER ON THE PLAN

Strategy is delivery



# DELIVERY



# SmartStart



## SmartStart

SmartStart provides step-by-step information and support to help you access the right services for you and your baby.



[smartstart.services.govt.nz](https://www.smartstart.services.govt.nz)

SmartStart on YouTube:

<https://www.youtube.com/watch?v=w4HO0Bt-mVo>



# DELIVERY



## Te Hokinga ā Wairua End of Life Service

Help when you need it most



**DELIVERY**

# D Death Documents



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# Thank you

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