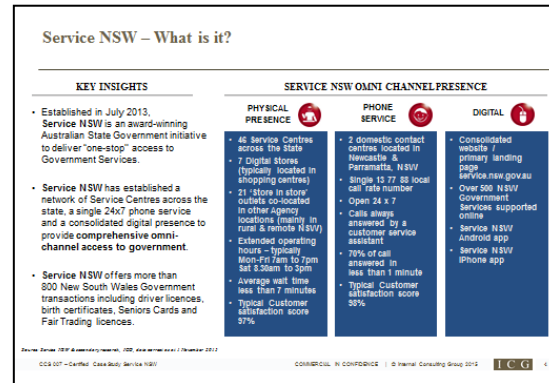
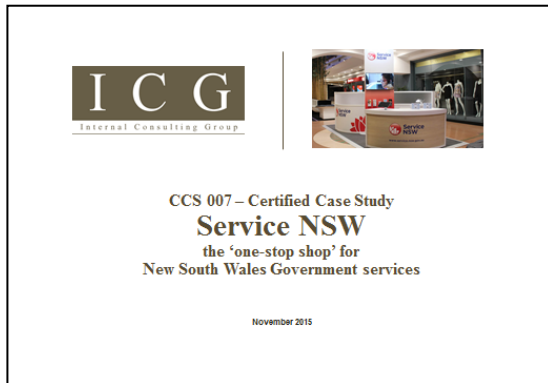


Certified Case Study (CCS) 007 – Service NSW Brochure



Certified Case Study

The CCS 007(Certified Case Study) on Service NSW is a document containing information rich slides which comprehensively describe Service NSW, the ‘one-stop shop’ for New South Wales Government Services and is certified by ICG to be based on publically and externally sourced information only.

CCS's are a unique intellectual property for clients wanting to be across the latest developments in their industry. It comprises 34 pages of power point slides that contain:

- Service NSW overview, the most ambitious and successful delivery of consolidated Australian state government services through a comprehensive omni-channel approach.
- Case study description, including background information and key insights
- Description of rationale for change and approach to realise its success
- Relevant media extracts, including some quotes from the press
- Certification by ICG that all information is verified as accurate at time of publication and no information was obtained as part of any engagement ICG may or may not have with Service NSW
- CCS 007 is a companion resource to our monthly global periodical The Insights Review (TIR), deeper full dives on a specific topic – our Knowledge Area Reviews (KAR) and DKS - unique highly distilled synthesis of the newest thinking in an industry, sub sector or function

Agenda



Section	Component	Description
1	Overview	<ul style="list-style-type: none">• Service NSW - What is it?• Why Service NSW is an ICG Certified Case Study
2	Context	<ul style="list-style-type: none">• Service NSW business model• Other Government Service Delivery Models
3	Detailed Description	<ul style="list-style-type: none">• Service NSW value proposition
3	Relevant Media	<ul style="list-style-type: none">• Media coverage and relevant quotes• Case studies and detailed interviews
4	Marketing Collateral and Brochure ware	<ul style="list-style-type: none">• Marketing Campaign• Collaterals• Videos• Social Media
5	Mystery Shopper	<ul style="list-style-type: none">• ICG Mystery Shopper Insights

Sample 1: Service NSW – What is it?

KEY INSIGHTS

- Established in July 2013, **Service NSW** is an award-winning Australian State Government initiative to deliver “one-stop” access to Government Services.
- **Service NSW** has established a network of Service Centres across the state, a single 24x7 phone service and a consolidated digital presence to provide **comprehensive omni-channel access to government**.
- **Service NSW** offers more than 800 New South Wales Government transactions including driver licences, birth certificates, Seniors Cards and Fair Trading licences.

SERVICE NSW OMNI CHANNEL PRESENCE

PHYSICAL PRESENCE



- 46 Service Centres across the State
- 7 Digital Stores (typically located in shopping centres)
- 21 ‘Store in store’ outlets co-located in other Agency locations (mainly in rural & remote NSW)
- Extended operating hours – typically Mon-Fri 7am to 7pm Sat 8.30am to 3pm
- Average wait time less than 7 minutes
- Typical Customer satisfaction score 97%

PHONE SERVICE



- 2 domestic contact centres located in Newcastle & Parramatta, NSW
- Single 13 77 88 local call rate number
- Open 24 x 7
- Calls always answered by a customer service assistant
- 70% of call answered in less than 1 minute
- Typical Customer satisfaction score 98%

DIGITAL



- Consolidated website / primary landing page service.nsw.gov.au
- Over 500 NSW Government Services supported online
- Service NSW Android app
- Service NSW iPhone app

Source: Service NSW & secondary research, ICG, data correct as at 1 November 2015

Sample 2: Rationale for Change

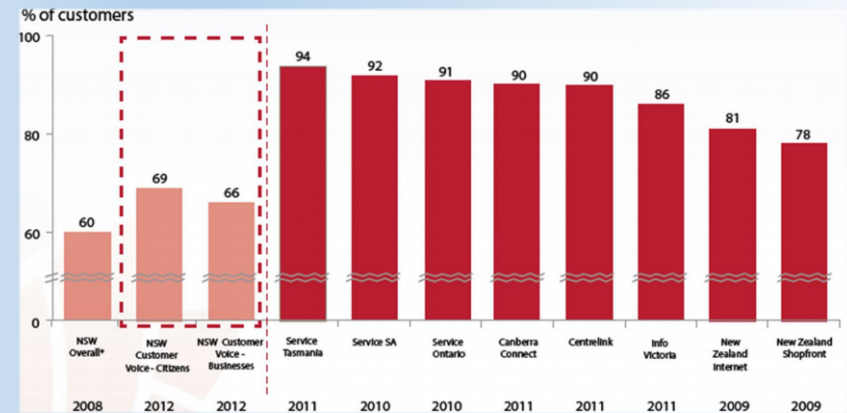
Citizens expectations are changing rapidly...

Where citizen trust was once largely unwavering, increasing development of technology and modernisation of social values are transforming the relationship between citizen and state.

- **Government is seen to exist to service the individuals**, families and communities who delegate – in limited ways, to the government – the responsibility to conduct certain functions on their behalf.
- Citizens expect **transparency of activities and decisions**, and clear accountability.
- Citizens seek an **outward looking government** that engages with communities to achieve sustainable and innovative citizen-focused outcomes when developing and implementing policies or service delivery solutions.

We have a long way to go to make NSW a national and global leader in customer service

Percentage of citizens who are satisfied or very satisfied with government services.



Sample 3: Quotes from the Press

“Virgin at your service, NSW”

The NSW government headed by Premier Barry O’Farrell has entered a partnership with Virgin Australia to tap the airline’s skills to help improve the provision of services to NSW residents and taxpayers. NSW government’s chief customer officer Michael Pratt, a former banker with Standard Chartered and Westpac, who is leading the service delivery reforms, says he approached Virgin’s chief executive John Borghetti to discuss how his agency, Service NSW, could adapt Virgin’s skills and knowledge to deliver bold customer service reforms and make good on the government’s desire to set a new standard in customer service delivery.

AUSTRALIAN FINANCIAL REVIEW 8 March 2013

Service NSW call centre expands

More than 18 months after the Service New South Wales Contact Centre opened in Newcastle, it is being expanded to cater for 80 new staff members. The 24-hour call centre is a one-stop-shop for more than 850 government transactions. The first stage of the call centre upgrade will start in the middle of the year, while recruitment is set to take place over the next two years.

ABC NEWS 18 February 2015

How Service NSW uses data to create ‘healthy competition’ - Real-time performance dashboards critical to constant improvement.

Service NSW staff from the CEO down are glued to live performance dashboards measuring the accrued time and quality performance ratings of all 18 ‘one-stop-shop’ service centres now operating across the state. Gandhi, who is executive director in charge of Service NSW’s digital channels, said the dashboard was not intended as a “performance management stick”. “It is a tool that is used to enrich our culture,” she said. Gandhi said she regularly hears of service centre managers consulting with peers in other regions who are rating highly against a particular transaction or average service time.

“It has led to a learning culture. We are not letting the technology dictate what we do, we are using the learnings to influence our practices.”

IT NEWS 31 July 2014

Engaging with customers in a richer way

While digital disruption is causing sweeping changes within organisations, it’s also fundamentally altering the way those organisations interact with customers.

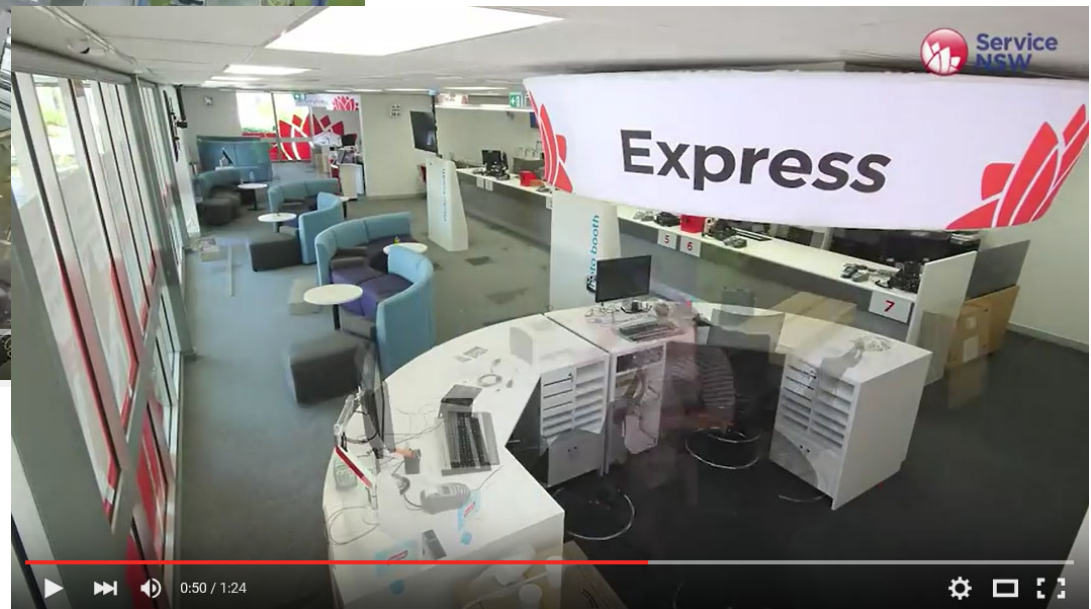
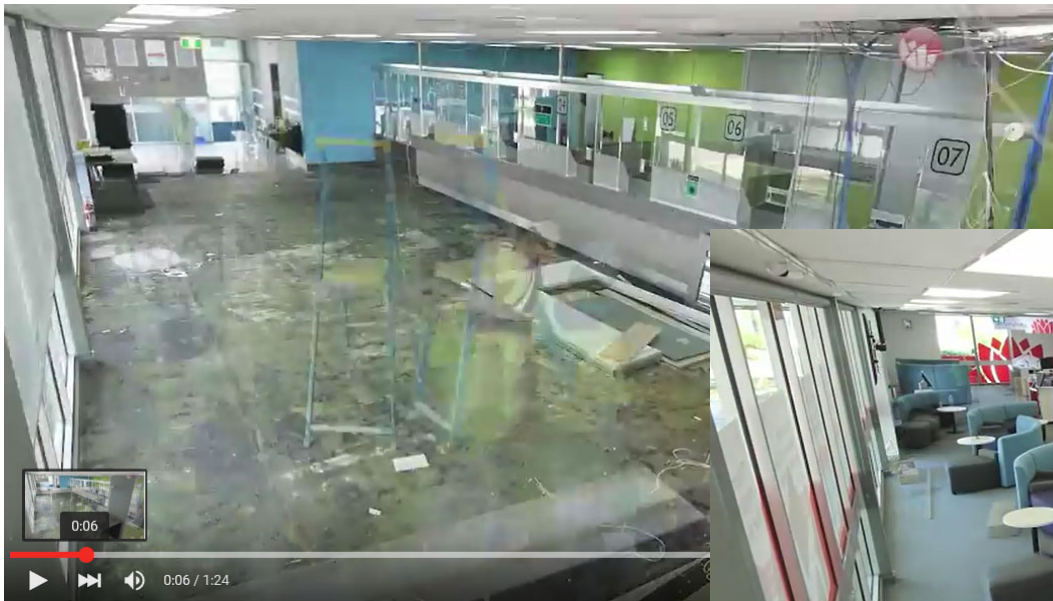
Glen King, chief executive of Service NSW, believes that in a very short space of time, the business community will stop worrying about trying to define digital and just talk about customers. “Digital will be a kind of zeitgeist term that will just come and go very quickly and then it will be about the customer,” he says.

AUSTRALIAN FINANCIAL REVIEW 24 June 2015

Source: ABC News, Australian Financial review, IT News, Sydney Morning Herald

Sample 4: Service Centre Transformation

Transformation of Service NSW Queanbeyan branch
(full time lapse video at <https://www.youtube.com/watch?v=vjtHTXvi9Us>)



Source: Stills taken from time lapse video – Video source Service NSW

This CCS is an integral part of our Global IP Publications library which is uniquely designed to span your needs for public and syndicated reports, along with bespoke research



TIR – The Insights Review

Reviews of published insights from the world's leading branded management consulting firms



KAR – Knowledge Area Review

Synthesised and structured publically available knowledge from across the global on your chosen topic.



GIR – Global Industry Radar

Global scan of relevant market evolution, trends, and important innovations and impactful case studies



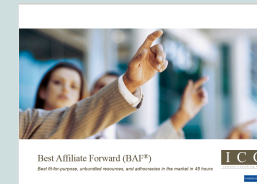
LIR – Local Industry Radar

Local comprehensive and expert analysis of a chosen industry sector



CCS – Certified Case Study

Best publically available information supplemented where possible with mystery shopping



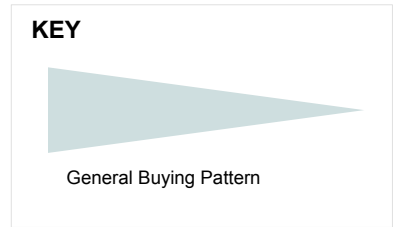
BAF@ – Best Affiliate Forward

Fit for purpose professionals to assist with customer and confidential research, analysis and insight generation often augmented with industry leading methods



ERT – Expert Round Table

Focused collation of expert insights and opinions on a subject matter of interest. Can be convened with local and or global experts.





Internal Consulting Group

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