

Next-generation service delivery

Breaking through to better citizen outcomes

Service delivery is more than creating efficiencies – it's about being **citizen-centric** and designing services through an **experience lens**. The future of citizen service delivery drives outcomes that will have the biggest impact on citizens' lives.

What's needed?

Create a citizen-centric foundation

Executive vision - Every agency has a shared responsibility to collaborate ensuring everything is tied to one, consistent, holistic vision and experience — allowing secure sharing of data and driving better outcomes

Technology foundation - Tech needs to provide modular capabilities that can be used across agencies, connecting information and insight, regardless of the channel

Marketplace environment - Agencies should be innovators looking to bridge the experience gap with new kinds of public-private partnerships

Citizens expect....

their experiences with government services to be seamless, fast, relevant, and responsive, as they are used to with other services in their everyday life.

How can agencies deliver?

3 pathways to delivering next-generation service experiences



1

A new vision of service experiences to be hyper-relevant to citizens

- ✓ Work across agencies to develop specific, hyper-relevant services
- ✓ Explore marketplace models where private sector players can provide additional value

Case Study: Municipality Kate: More than a chatbot



2

Technology

to build adaptive engagement channels and deliver at scale

- ✓ Establish a shared headless content management capability to support cross agency collaboration such as portable identities and open agency transactions
- ✓ Leverage emerging digital technologies (such as IoT, AI, VR, analytics, cloud and more) to strike a balance between service convenience and giving people meaningful control / autonomy over their lives

Case Study: SingPass: Digital Identity for residents of Singapore



3

Rewiring the culture

for agencies to work with partners in new ways

- ✓ Encourage innovation by enabling the organisation to transform experiences focusing on citizen's needs and perspectives
- ✓ Transform internal operations to unify departments through a shared culture
- ✓ Cultivate a highly collaborative ecosystem of government and private- sector organisations to bring a holistic, human-centred approach to service delivery

Case Study: Accenture Federal Digital Studio

Next-gen service delivery is closer than you think. Reach out to Kevin Ellenwood to talk about transforming your citizen experience.