

# Enhancing the Citizen Journey™ through Contact Centre Transformation

## The Issue

Service BC is the front-line citizen support service operated by the Province of British Columbia. The Province wanted to provide a “one-stop” service model to make it simple and secure for citizens and businesses to access hundreds of government programs and services.

Under its previous arrangement with another vendor, Service BC was constrained in its ability to provide coherent, convenient and consistent service. Citizen frustrations included:

- Access to only basic information and referrals
- Limited use of call transfers – citizens were often asked to write down phone numbers and redial
- Little interaction between the Service BC Contact Centre and the in-person service run by ministries
- Needing to make multiple contact attempts before having their issue resolved
- Help unavailable for transactional services, such as password resets or online form completions



## The Challenge

Service BC recognized that a new level of service to the citizen was required — one that resolved issues by providing direct connections and answers instead of more phone numbers, walked citizens through transactional services, and communicated with them via their channel of choice. Maximus Canada’s proposal aligned with these principles, and in 2017, Maximus contracted with the BC Government. The goal: to transform service to citizens by phasing in a multi-channel contact centre that fulfills all these needs and anticipates new services.

## MAXIMUS Differentiators



### General Pathfinding

- Work with citizens to guide them to appropriate Government services and programs
- Ability to locate knowledge with a focus on first call resolution



### Information Referral

- Utilize an extensive Knowledge Base to inform citizens of Tier 1 information
- Ask probing questions to guide citizens to the appropriate ministry (transfer as necessary)



### Transactional Services

- Assisting with registration process
- Completing online forms
- Completing declarations via phone (e.g. Homeowner Grant)



### Help Desk

- One consolidated Help Desk for citizens
- Tier 1 Support for password resets
- Assistance with online registration

## The Solution

Maximus Canada's in-depth understanding and corresponding investment in the Citizen Journey™ reflects the fundamental changes in government service delivery. Governments with a responsive and open mindset are moving from a historical silo-based model for delivering citizen services to a citizen-centric model that looks at how best to meet the combined needs of the individual. At Maximus, we evolve our service offerings

to meet the changing needs of governments and citizens world-wide, all within the local legislative framework, meeting and often exceeding privacy and security laws and policies in each jurisdiction.


By leveraging our experience to ensure that solutions are effective and appropriate, our clients can avoid costly technology purchases that deliver disappointing results. A broad range of available channels enhances our ability to provide services for citizens in their channel of choice, leading to higher citizen satisfaction.

### Service BC Phased Approach

Feature	Pre-Handover (2017)	Handover (2017)	Current State (2020)	Future State (Target 2021)
Voice	✓	✓	✓	✓
Email	✓	✓	✓	✓
SMS Text		✓	✓	✓
Video Chat			✓	✓
Web Chat*			✓	✓
Co-browsing*			✓	✓
Social media				✓
Unified integrated desktop		✓	✓	✓
Knowledge Base		✓	✓	✓
Interactive Voice Response (IVR)		✓	✓	✓
Quality Assurance Monitoring		✓	✓	✓
Citizen Satisfaction Surveys for each interaction		✓	✓	✓
Citizen Relationship Management				✓
Advanced Analytics			✓	✓
Chat Bots				✓
Workforce Management Tools		✓	✓	✓

## The Outcome

Since beginning our Service BC Contact Centre operations in June 2017, our numbers tell the story of shared success:

**100%**   
Contractually-required services enabled by the end of the planned stabilization period

**80%**   
Citizen Satisfaction Score (CSAT)

**99.5%**   
Telephony system uptime

In recognition of excellence in public service delivery, the Service BC Contact Centre was awarded the 2019 Service to the Citizen Award in the international category.