

# ServiceOntario Overview

OLA Super Conference: Exploring possibilities – A vision for libraries in ServiceOntario's service delivery future

January 29, 2019

# Purpose

- *Share ServiceOntario's current state and potential future of in-person service delivery*
- *Explore potential service delivery models involving Ontario's public libraries*
- *Understand important elements to designing the optimal service experience for customers and libraries*

# Agenda

1. Overview of ServiceOntario – current state and potential future of in-person
2. Fireside chat – A day in the life of frontline service delivery
3. Activity - Designing an optimal service experience
4. Wrap up

# Overview of ServiceOntario

Current state and potential future of in-person



# Who we are and what we do

ServiceOntario is the public face of the Ontario government

## External Customer Service Delivery

- We **deliver** services to people and businesses who need to interact with the Ontario Government. We are **accountable** for ensuring excellent customer experiences.

## Enhancing Customer Experience

- We **design** and **deliver** services around our customers to ensure services **meet** their needs **when, where, and how** they want to interact with us, while preserving and enhancing **program integrity**.

# Our Lines of Business



## Delivery on behalf of Ministry Partners

- Health Registration (incl. donor registration)
- Driver and Vehicle Registration (incl. photo cards, plate stickers and accessible parking permits)
- Hunting and fishing licences
- Private Security and Investigative Services
- Information and referral interactions

## Land Registration

- Searches and registration
- Information and referral interactions

## Companies Registration & Filings

- Company transactions (for businesses, co-ops, not for profits and charities)
- Information and referral interactions

## Personal Property Security Registration

- Registering and searching for liens on personal property
- Information and Referral Interaction

## Vital Events

- All vital event transactions (e.g., birth/adoptions /marriage/death registration)
- Information and referral interactions

# How we deliver services

## ServiceOntario uses a successful mix of service delivery models:

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### Publicly Delivered

ServiceOntario delivers services directly to the public (in-person, online, mail & contact centres)

- on **behalf of the Ontario Government**
- in **collaboration with other levels of government** (e.g., BizPal: information for businesses, integrated 5-in-1 newborn bundle, etc.)

B

### Privately Delivered

ServiceOntario contracts with private providers across Ontario to deliver:

- Driver, vehicle & health card services (in-person under the ServiceOntario brand)
- Land registration services (online)
- Companies registration (online)



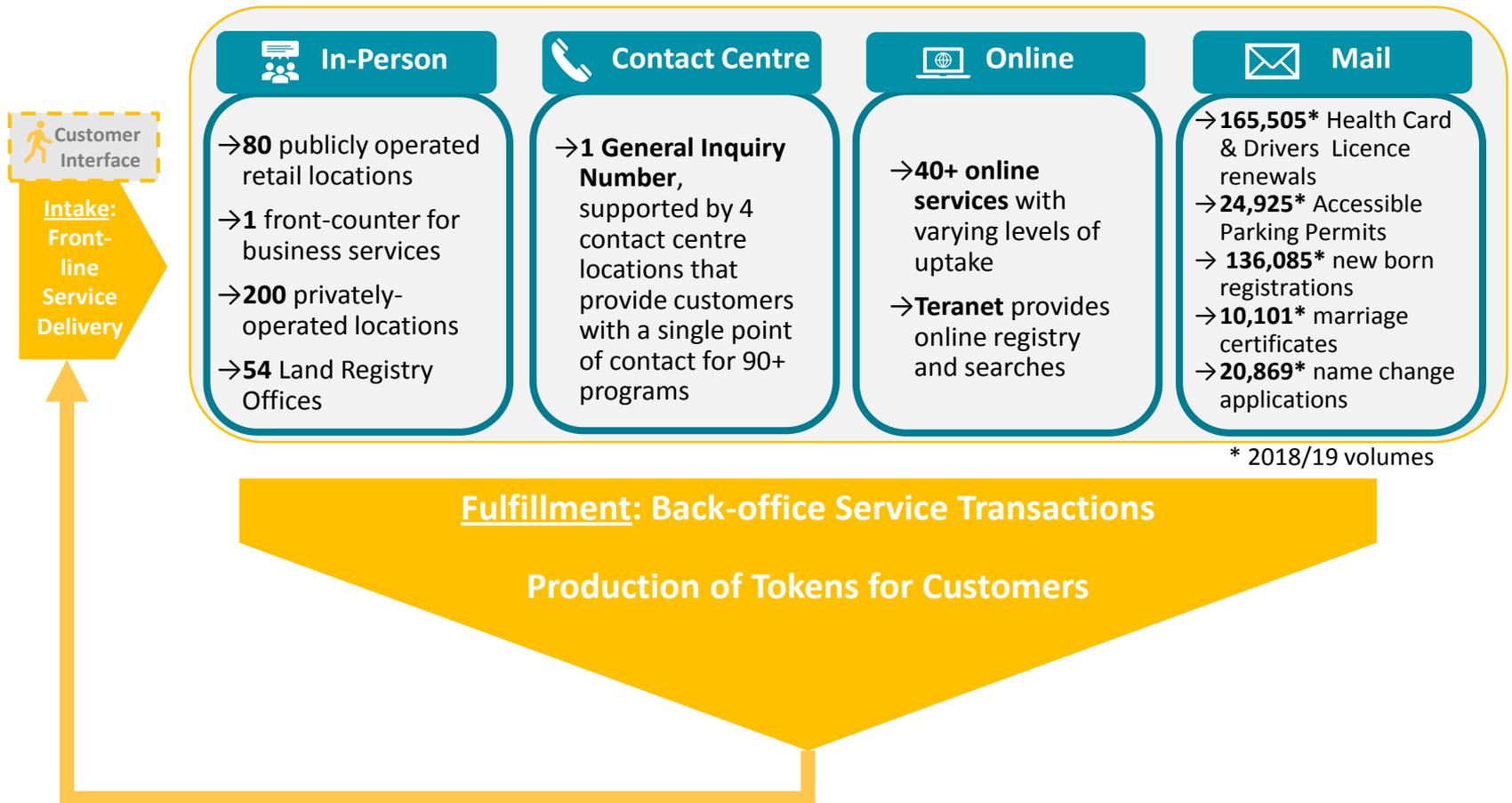
**Private providers handle:**

**80%**

of annual in-person citizen services transactions

# Current Service Delivery Landscape

Front-line service delivery is supported through multiple back-office processes:



# 'ServiceOntario at Libraries' Program

- Established in 2004 to increase:
  - Online access to Ontario government services by supporting public computer terminals in libraries
  - ServiceOntario's brand awareness
- Working in partnership with select libraries to provide nominal funding per branch for eligible expenses, such as:
  - Acquiring/maintaining high-speed internet access and/or library website upgrades that include links to [www.serviceontario.ca](http://www.serviceontario.ca)
  - Business resources (books, journals, databases, etc.)
  - Computer supplies and furniture (e.g. printer cartridges, paper, desk/table, chair).
- ~ 100 library boards participated in the program in 2017-18

# The Path Forward: Simpler, Faster, Better

- 1 Provide greater choice for online services
- 2 Maintain regional and community presence with a stable and robust partnerships and delivery network
- 3 Address customer experience / expectations
- 4 Agility to adopt and respond to changing conditions of front-line service delivery demands

# Potential Future In-Person Delivery Model

**ONE SIZE DOESN'T FIT ALL**

Communities require a diverse mixture of service provider types

## Hybrid Private Network and Diverse Broader Public Sector (BPS) Partners

**Private businesses**

**Public offices** (operated by ServiceOntario)

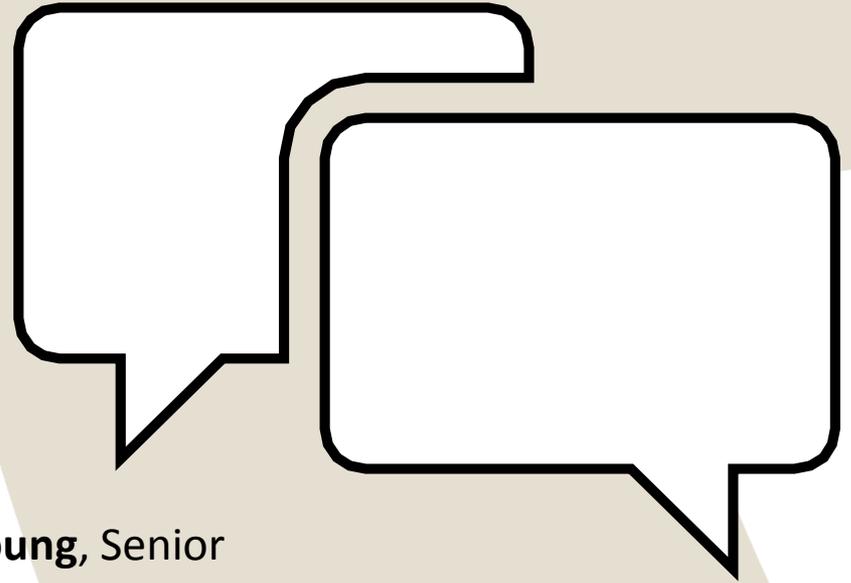
**Municipalities and libraries**

**Other potential BPS entities**



# Fireside chat

A day in the life of  
frontline service  
delivery

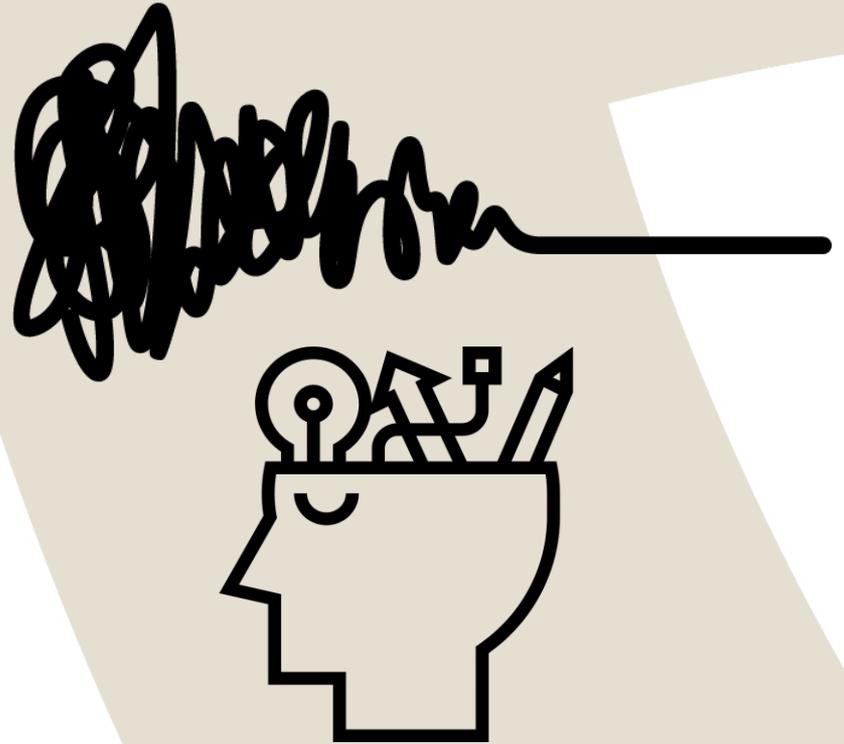


**Kelly Young**, Senior  
Manager, Scarborough-  
Cedarbrae Mall  
ServiceOntario Centre,  
MGCS

**Beverly King**, Manager of  
Community and Adult  
Services at Halton Hills  
Public Library

# Activity

Designing an  
optimal service  
experience



# Potential Service Delivery Model for ServiceOntario and Public Libraries

**Strategic Question:** What would a business model that leverages the partnerships between ServiceOntario and public libraries look like? How might a model create, deliver, and capture value for customers in Ontario?

## Services Channels



High touch in-person service delivery from a trained staff member

Digital assistance for forms, application, and navigating online services



**Current obstacles** to service delivery include **funding, staff time** to support complex issues, and **complex online and technical environment**.

## Value for Customers



Convenient hours of operation



More locations province-wide



High touch professional support



Destigmatized community space



Computer terminals with online access and peripherals

## Customer Groups

Public libraries are uniquely positioned to provide service to those **with limited or no online access**, in **need of personalized support**, and those who may **not feel comfortable or are unable to access existing service locations**.



**Opportunity:** ServiceOntario is the gateway to government services for the people and businesses of Ontario. Through ServiceOntario, people can access a wide range of services, like getting birth certificates, registering a business, renewing a driver's licence, health card and licence plate sticker. Many of these services are available in-person through offices across Ontario

Potential service delivery models involving Ontario's public libraries could leverage those things that libraries are already very good at (high touch service delivery, research, sharing best practices), and take advantage of service innovations in the sector (e.g. community hub models).

An expanded role for certain libraries could benefit both ServiceOntario and public libraries, while improving access to government services for many groups of Ontarians.

ServiceOntario



# Activity: Small group discussions

As a group at your table, discuss your answers to the following two questions:

- *How might we design the optimal experience for customers?*
- *How might we make interactions with customers as frictionless as possible for libraries?*

When answering these two questions, consider the following:

- The look and feel of the space when integrating ServiceOntario services
- Types of support that would be needed
- Time and technology needs

# Report Back

Tell us what you've learned...

