

# Better Public Services for Business Result 9





*"By working together, we provide easily accessible seamless and integrated services that are valued by business"*

### **Improve service**

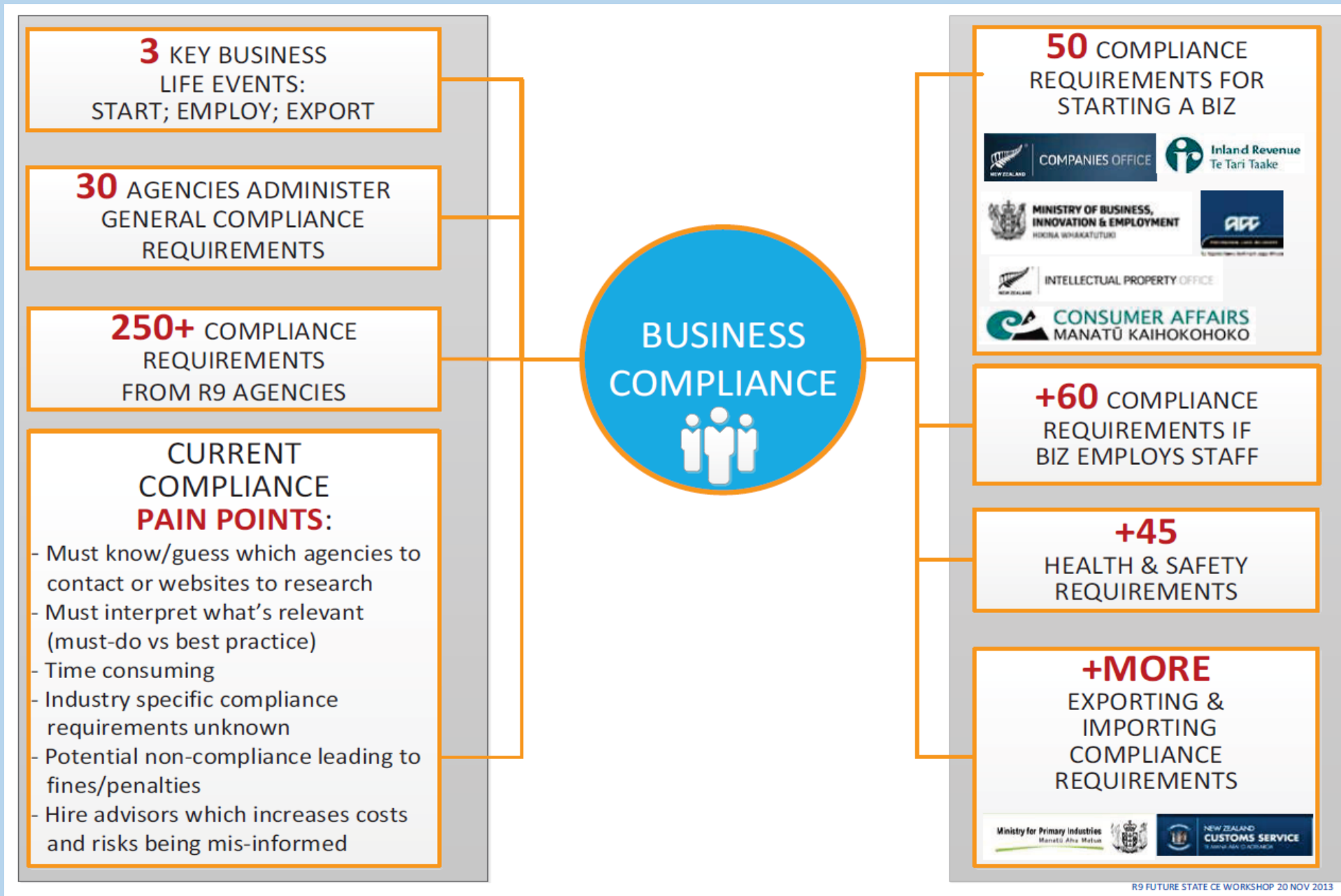
Government services will have similar Key Performance Ratings to leading private sector firms by 2017

### **Reduce Costs**

Business Costs from dealing with government will reduce by 25% by 2017 through reducing effort required to work with agencies

# Why the fuss?

- To improve government services to business and make B2G interaction easier for Customer





# Journey Towards Better Public Services for Business – Future State Blueprint

## OUR GOALS

What we want to achieve

To make it easy for businesses and third parties to engage, interact and transact with government

## OUR VISION

By working together, we provide easily accessible, seamless and integrated services that are valued by businesses

To enable businesses to grow, be productive and competitive

## BUSINESS CUSTOMERS' NEEDS

“We are a fantastic country to start a business, now we need to be a fantastic country to be in business and to grow a business”

## OPERATING PRINCIPLES

How we will work together to achieve the goals

Design universal, functional cluster, agency specific and value-added services that are largely delivered as shared services or as functional clusters

Take an agile business-customer focused approach and co-create services and delivery models with business customers, third parties and agencies

Deliver benefits to business customers, agencies and third parties

Make it easier for businesses to understand and meet their obligations

Co-design with business for business

Create a strategic environment to enable engaging with the private sector

Organise ourselves and commit to delivering better public services to businesses

## CORE CAPABILITIES

The capabilities we want to build

### A. Shared view of a business customer

Understand who I am, what I do, what I need and what I need to do

### B. Business customer centric visible support

Engage with me based on an understanding of me & my business needs

### C. Business customer centric integrated services

Target and tailor services to meet my needs

### D. Working together better

Work together to deliver public services that meets my needs

## FUTURE STATE BUSINESS CUSTOMER EXPERIENCE SCENARIOS

What business customers will experience in the future

“I need only provide my core profile information once to government.”

“I am able to easily delegate authority to my staff and/or service providers so they can act on my behalf.”

“Government shares non-sensitive information to develop a common understanding of my business and ongoing needs.”

“Government knows who I am, what I do and what I need in order for me to manage and grow my business.”

A1 – ENABLE BUSINESS CUSTOMER IDENTITY & ACCESS MGT

A2 – MANAGE BUSINESS CUSTOMER PROFILE

A3 – LEVERAGE CROSS AGENCY INFORMATION SHARING CAPABILITIES

“When I do need to contact someone directly, I am able to get to someone, who is able to resolve the issue promptly.”

“I am provided with timely and trustworthy information and advice to do the right things in the right way at the right time with minimal touchpoints.”

“Government staff are able to access the information they need to respond quickly and accurately to my queries.”

“It is easy to find out what I have to do and at a time that suits me.”

B1 – EVOLVE BUSINESS CUSTOMER EXPERIENCE ACROSS ALL CHANNELS

“I understand what I have to do to comply and it is now easy to comply as the processes are integrated, standardised and streamlined.”

“The services are targeted and tailored to my needs which makes it easy to understand and follow and it takes less time to complete.”

“I am kept proactively informed of the status of my service request and the service turnaround time is faster.”

“Doing business with government now takes less effort and costs less.”

C1 – INTEGRATE CROSS-AGENCY SERVICES FOR BUSINESS CUSTOMERS

C2 – ENABLEMENT OF INTERMEDIARIES & THIRD PARTIES

“I receive consistent and complete service regardless of the agency I contact.”

“Agencies are working together to deliver connected and joined up services resulting in less effort for me when interacting with Government.”

“Government staff are customer and service focused.”

“Government has made it easy for me to comply and hard to avoid.”

D1 – IMPLEMENT A FIT FOR PURPOSE OPERATING MODEL

D2 – IMPLEMENT THE CROSS-AGENCY CHANGE PROGRAMME

D3 – MONITOR & EVALUATE PROGRESS TOWARDS OUTCOMES

## FUTURE STATE INITIATIVES

The big things we are doing on the iterative journey

## INDICATORS OF SUCCESS

The outputs we are working towards

BUSINESS CUSTOMER SATISFACTION

LEVEL OF COMPLIANCE

COST OF COMPLIANCE

## TARGETS TO 2017

The targets we are aiming for

25% decrease in business costs from effort in dealing with government

Key performance ratings for government services to business to match leading private sector firms by 2017

## DESIRED OUTCOMES

What we will see along the way

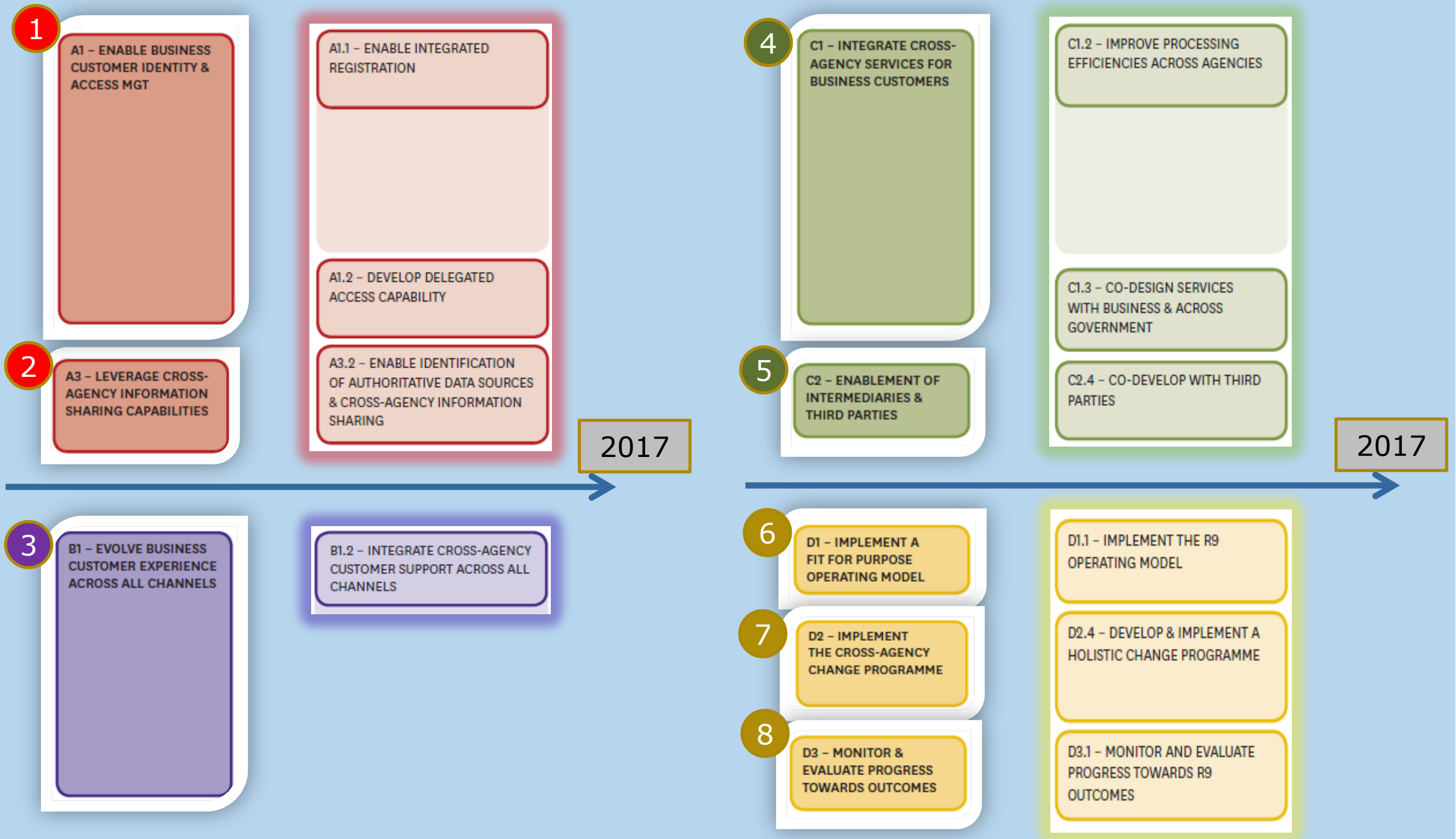
BETTER ENVIRONMENT FOR BUSINESS GROWTH

ONE FACE OF GOVERNMENT FOR BUSINESS

CUSTOMER CENTRICITY IS THE NORM

BUSINESSES MORE PRODUCTIVE AND COMPETITIVE

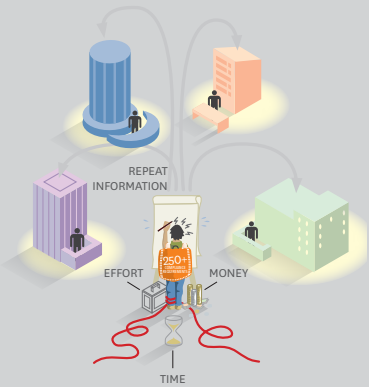
# The Work Ahead – The key 8 initiatives



# Future Service Model – Delivery of Services to Business

## Yesterday

MORE AGENCY – CENTRIC

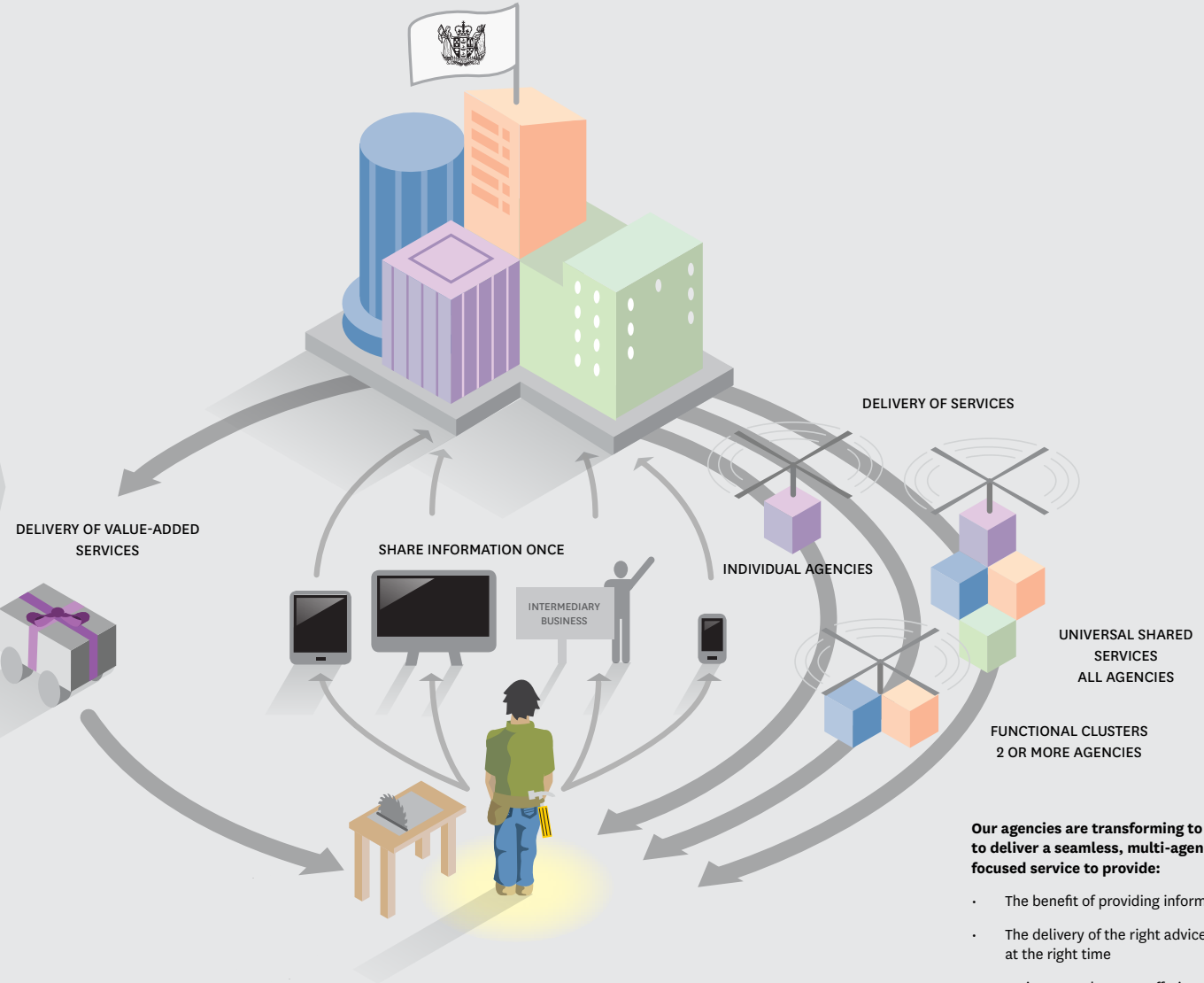


### Our customers have told us:

- It takes too much time, effort and money dealing with government
- Services are delivered in isolation
- Customers repeat the same information to multiple agencies
- Customers overwhelmed by compliance burden – over 250+ requirements

## Today

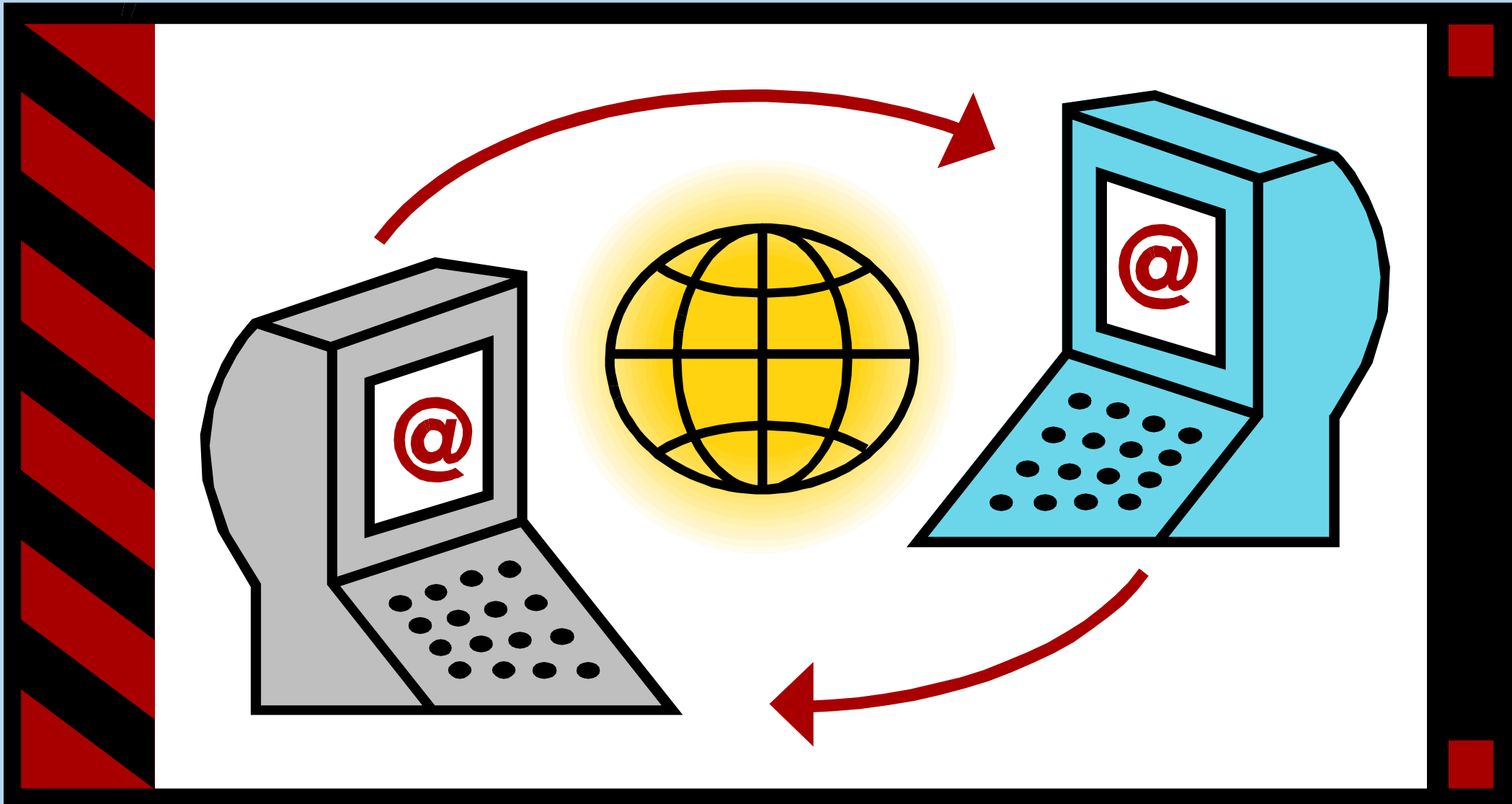
CUSTOMER CENTRIC INTEGRATED AGENCIES



### Our agencies are transforming to work in unison to deliver a seamless, multi-agency, customer focused service to provide:

- The benefit of providing information once
- The delivery of the right advice and information at the right time
- An integrated agency offering to help customers understand and meet their obligations
- The delivery of value-added services to help grow businesses

# Machine to Machine

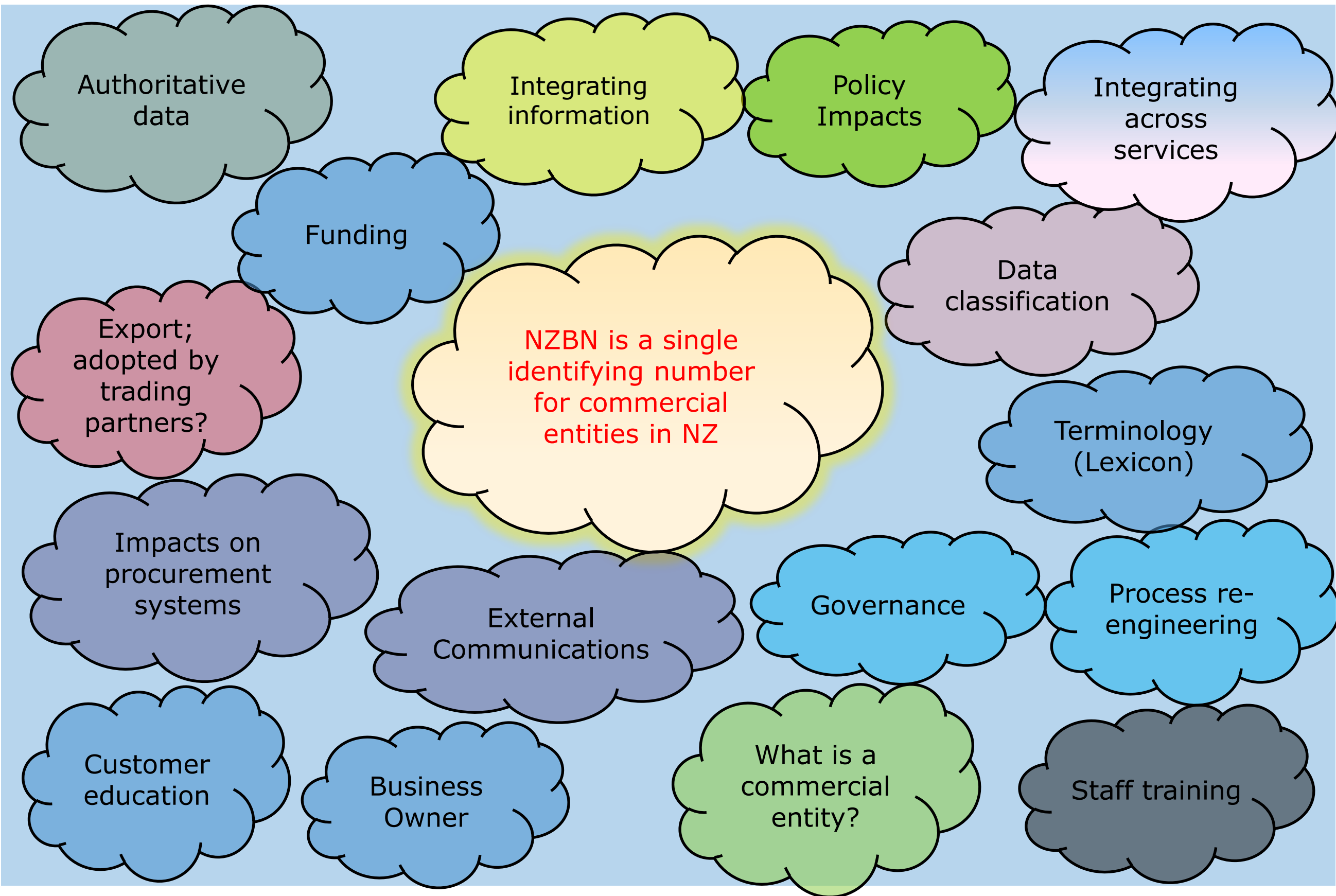






# NEW ZEALAND BUSINESS NUMBER





# Where to now?

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