

Delivering Citizen-Centric Services

Ms Swapna Dayanandan
Assistant Director (Service & Operations Management)
Civil Service College, Singapore

Ms Ooi Wan-Tsin
Manager (Service Strategy)
Public Service Division, Singapore



About the Public Service Division & Civil Service College



Our Vision

A first-class Public Service for a successful and vibrant Singapore

Our Mission

PSD stewards One Trusted Public Service by :

- Developing strong leadership and engaged officers
- Building future-ready organisations
- Promoting good governance

To deliver excellent public services and enable effective government



Our Vision

The heart of learning excellence & development for the Singapore Public Service

Our Mission

To develop people for a first-class Public Service

Overview



Why Transform?



Public Sector
Transformation in
Action:
Service Delivery



Why Transform?



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Action:
Service Delivery

Singapore's Changing Context

Disruptive change:
4th Industrial Revolution, Sharing
and Gig Economies

Changing demographics:
Aging society, shrinking workforce,
millennial workforce

Increasing Anxieties:
Tight fiscal environment, widening
income inequality

Contested political climate:
Increasingly vocal and demanding
public, greater polarisation



Our National Priorities

Future Economy



Renew growth and
competitiveness

Smart Nation



Embrace technology
and digitalisation

Strong Society



Spirit of contribution
and civic responsibility

Public Sector Transformation

Readying the Public Service to build the future of Singapore

“We have a job to do because tomorrow will be decided for us if we decide not to do anything about shaping tomorrow for ourselves.”

Head, Civil Service, Leo Yip, Service Delivery Conference 2018

Transactional

Efficient Services

Optimising as
individual agencies



Relational, efficient,
effective and
empathetic



Addressing issues that
fall between agency
boundaries

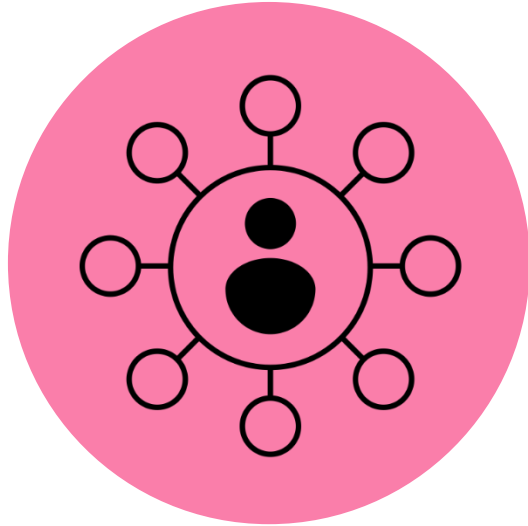
OUR
VISION,
DREAMS &
Future
TO CREATE

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Our Vision for Service Delivery



SERVICE

Creating connections and enhancing experiences for citizens and business at **key moments of life**



DELIVERY

Making transactions for the public **easy, efficient, and convenient**

Understanding Citizens' Service Experiences

- More holistic understanding by triangulating insights from satisfaction, expectations and performance
- Non-exhaustive; to be supported by qualitative studies, actual data etc.

Customer Satisfaction Index of Singapore (CSISG)

- Rolling measurement of satisfaction of public sector and agencies
- Allows benchmarking (by sector) across industries in Singapore

Satisfaction with Public Services Singapore (SPS)

- Annual study to measure citizens' satisfaction for key public services

Common Measurement Tool (CMT)

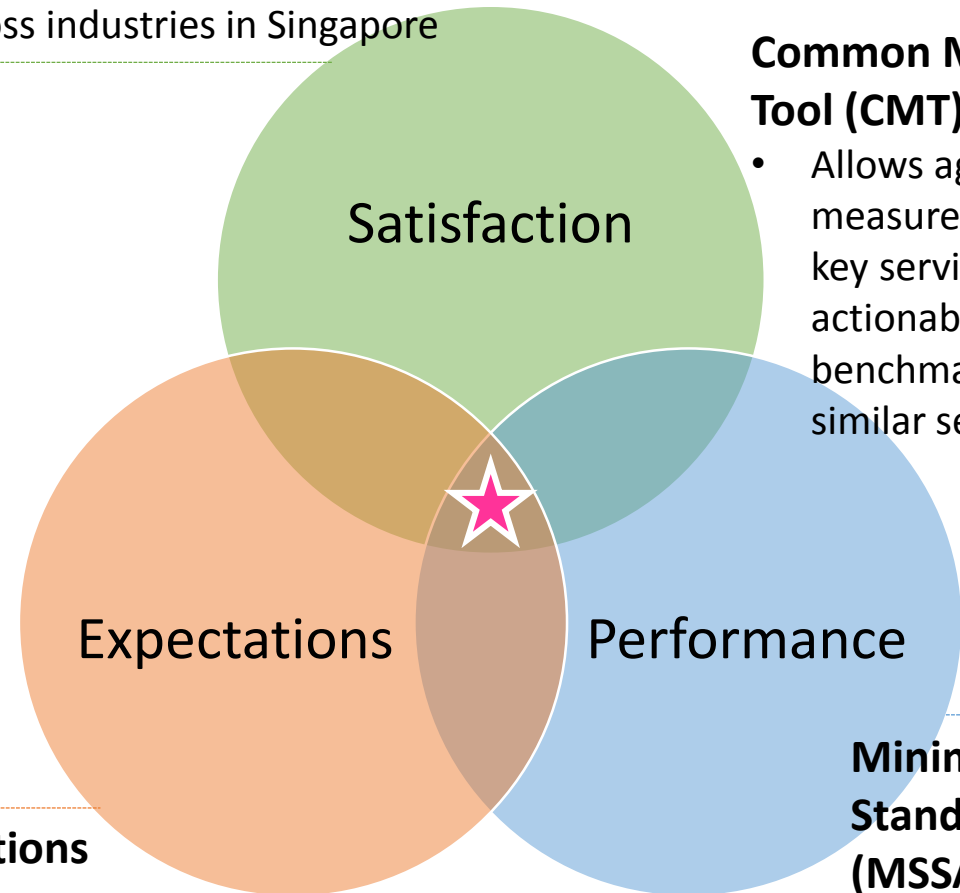
- Allows agencies to measure satisfaction for key services, generate actionable insights and benchmark against similar services

Citizen Expectations Studies (CES)

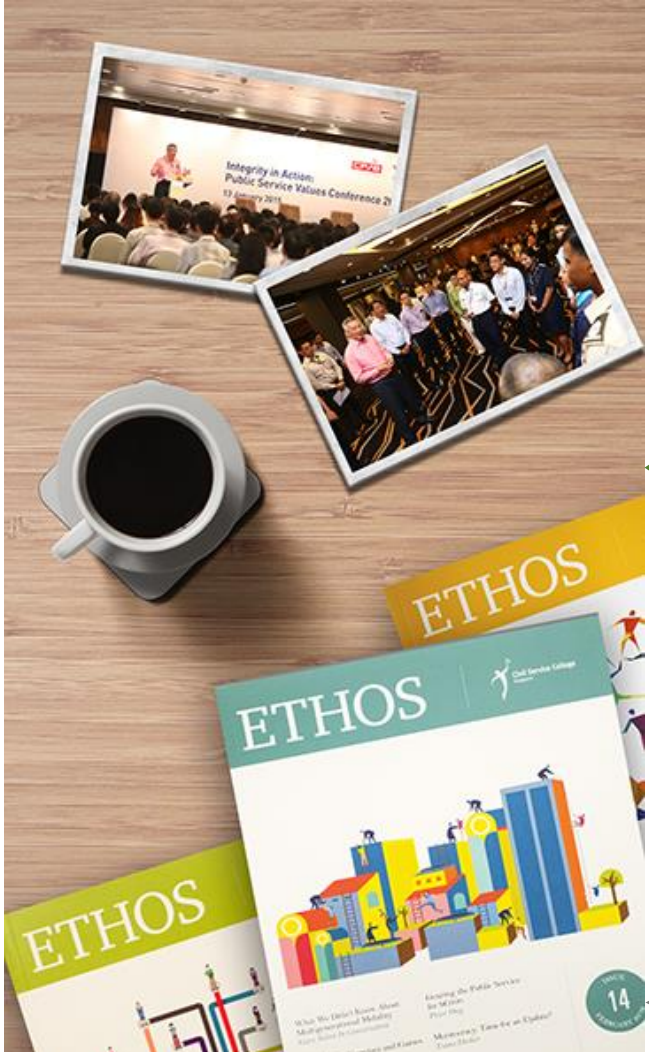
- Annual study to measure citizens' expectations of service interactions

Minimum Service Standards Audit (MSSA)

- Mystery shopper audits on service delivery against minimum standards



Developing Public Service Capabilities for Service Delivery



Deepen understanding & capabilities

Strengthen leadership & public service values

Support public service transformation

Foster collaboration



Key Strategic Shifts for Public Service Delivery



Seamless Customer-Centric Services



Co-design and co-delivery of public services



Personalised services for complex issues



Predictive and anticipatory services



Digital to lead delivery

Strategic Shifts in Action



Municipal Services Office



*Public Service Centre @
Our Tampines Hub*



“Moments of Life” initiative



“Ask Jamie”

Deliver Seamlessly + Digital to Lead Delivery: Municipal Services

Municipal Services upkeep and improve the communal living environment. These are managed by multiple agencies.

Cleanliness & Maintenance of Estate

Greenery Maintenance

Animal Management & Pest Control

Provide or Upgrade Facilities & Infrastructure

Community Issues



Town Councils



People's Association

Delineations not always clear to the public

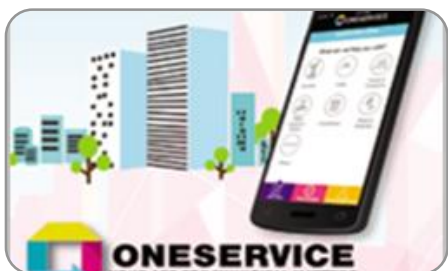


Key Initiatives



Systemic Solutions

- Established the Municipal Services Office that co-ordinates across agencies
- Appointed Lead Agency for Common Issues, and enhanced inter-agency workflows



Using Technology

- Launched OneService App and OneService Portal
- Enhances feedback experience & access to info



Data Analytics

- Municipal Services dashboard: a data visualisation platform to identify correlations and trends for decision making.
- More targeted interventions and better organisation of resources.

Deliver Seamlessly + Personalised Services: Public Service Centre @ Our Tampines Hub

First-of-its-kind Public Service Centre houses the following seven agencies:



Visitors can access a comprehensive suite of government services at a single location with a single queue number, bringing greater convenience to citizens.

Key Initiatives



One-Stop Solution

- Visitors will be first greeted by a Customer Service Ambassador, who will identify the visitor's needs and recommend the best course of action to undertake with the most relevant agencies.



Customised Service Depending on Complexity

- 24-hour Self Help Kiosks allows visitors to perform transactions on their own.
- Cases which need professional advice will be conducted at interview rooms to allow for greater privacy.



Standardised Operations

- Integrated Queue Management System to allow visitors to use a single queue number to access multiple agencies' services

Seamless + Personalised + Predictive & Anticipatory: The “Moments of Life” Initiative

“... One example, which the Government is currently developing, is the **Moments of Life initiative**, which **bundles services and information online** according to what citizens may need at different **key life moments**, such as **starting a family**, and **raising a child in the early years**. In **reducing the need** for citizens to **transact with multiple agencies** by linking up services and information via a single platform, citizens will experience **greater seamlessness and convenience** when interacting with the Government.

An **initial version** of the digital service will be made available by the **middle of next year**. Over the next 2 – 5 years, the Government will work to expand the suite of services and information to include the development of touch-points along other life moments.”

- *Media Release by Smart Nation and Digital Government Office*
20 Aug 2017

Digital to Lead Delivery: Ask Jamie webchat

Singapore Government
Integrity · Excellence
FAQ · FEEDBACK · SITEMAP
A⁻ A⁺

Ask Jamie @ MOE

Ask a question about P1, S1, JAE, PSEA, School Fees, SCC

Hi, I'm Jamie. I am here to answer your questions about

- Joint Admissions Exercise (JAE)
- Secondary One (S1) Posting
- Primary One (P1) Registration
- Post-Secondary Education Account (PSEA)
- School and Miscellaneous Fees
- Student Care Centres

I am sorry that I am unable to help you with other queries. However I may learn more topics later.

These are the current Most Popular Questions

- What are the registration procedures for Primary One (P1)?
- What are the dates and phases of registration and the dates of balloting if the schools are required to conduct balloting?
- What address can be used for registering my child in the Primary One (P1) Registration exercise?

Ask about P1, S1, JAE, PSEA, School Fees, SCC... **Send**

25 agencies on board so far, and more to come!

Thank you



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