















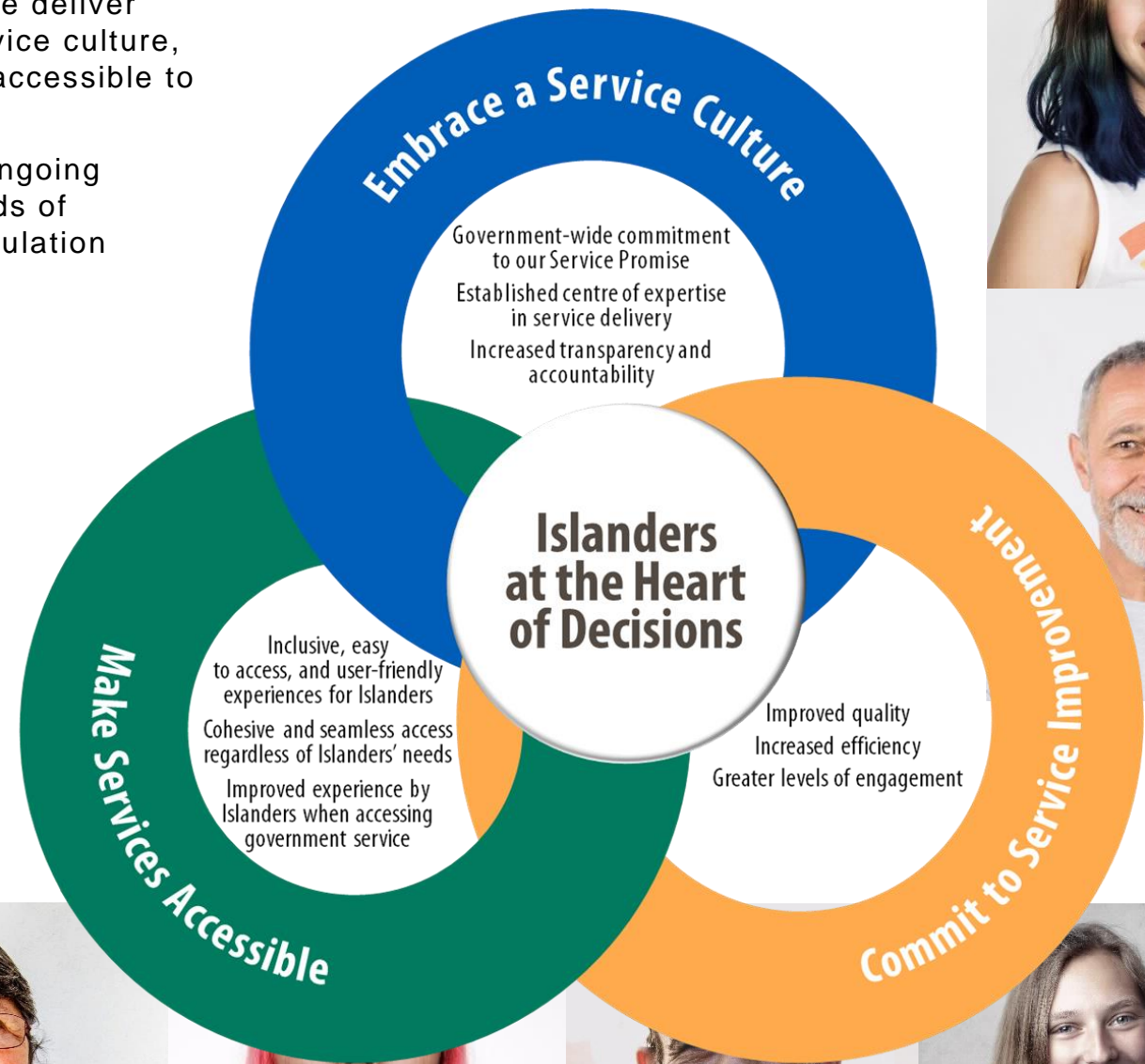




# Three Strategic Areas of Focus

To successfully transform how we deliver service, we must embrace a service culture, and in doing so, make services accessible to Islanders.

This requires a commitment to ongoing service improvement as the needs of Islanders and a growing PEI population evolve.



## Strategic Area of Focus **Embrace a Service Culture**

### Goal

#### **Build capacity to enhance quality service**

Transforming our service culture to reflect the needs of today and into the future requires knowledge, capacity, and the commitment of the people who bring their talent, skills, and passion to work for government.

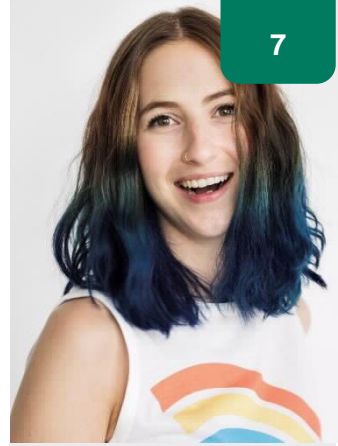
### Strategies

1. Foster a commitment to our Service Promise for Islanders and create an accountability framework to reinforce the Service Promise
2. Create a culture of continuous learning in service delivery
3. Build internal service expertise and capacity through a newly established ServicePEI, mandated to enable quality service for Islanders through partnerships and a shared commitment
4. Be agile and apply a user-centred lens to the design of programs and service based on consultation with Islanders and government partners
5. Evaluate and report on performance in service delivery

### Outcomes

We will work towards:

- Government-wide commitment to our Service Promise
- Established centre of expertise in service delivery
- Increased transparency and accountability



SERVICE STRATEGY FOR GOVERNMENT OF PRINCE EDWARD ISLAND 2021-2025

## Strategic Area of Focus

# Make Services Accessible

### Goal

#### **Provide access to services in the way that Islanders want**

Transforming our service culture means changing the lens through which we design and deliver services from program requirements to the needs of Islanders, recognizing needs continue to evolve with our population growth and diversity.

### Strategies

1. Gain a strong understanding of the diverse and evolving needs of Islanders, working with users, community partners, and subject matter experts
2. Ensure our frontline staff is representative of a diverse population and trained to serve various populations
3. Provide a streamlined, easy to navigate, and consistent experience to Islanders, throughout their journey when accessing government information and services
4. Modernize service delivery and provide support through multiple channels
5. Proactively identify bundling of cross-government services and other opportunities to better meet the needs of Islanders

## Outcomes

We will work towards:

- Inclusive, easy to access, and user-friendly experiences for Islanders
- Cohesive and seamless access regardless of Islanders' needs
- Improved experience by Islanders when accessing government services







SERVICE STRATEGY FOR PRINCE EDWARD

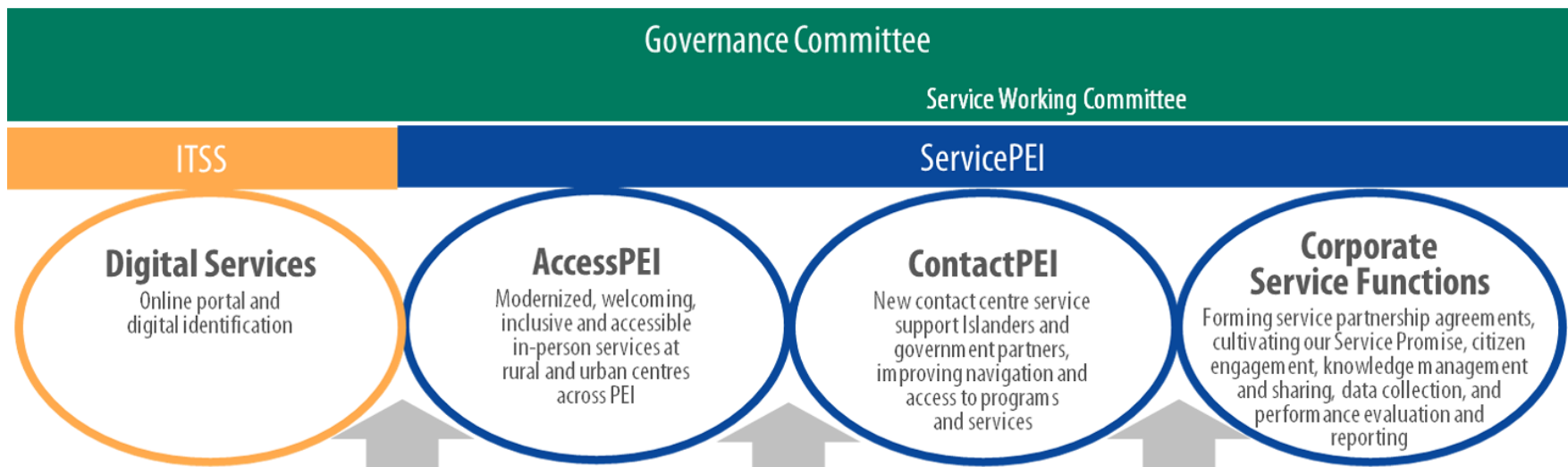




A new position of Chief Citizen Experience Officer (CCEO) will be responsible for establishing the centre of service expertise. The CCEO will lead the development of service design and delivery, implement an engagement strategy, connect various government partners, promote and celebrate the service culture, and oversee the evaluation and reporting of performance. This individual will be a forward-thinker, able to lead a team, build relationships, and foster engagement and continuous performance improvement.

## Corporate Services – Centre of Service Expertise

ServicePEI will establish expertise responsible for developing, fostering and growing service partnership agreements, cultivating our Service



### STRONG INTERNAL GOVERNMENT PARTNERSHIPS

- Departments
- ITSS, Finance, Communications
- Public Service Commission
- Privacy Commissioner
- French Language Services
- Immigration Services
- Other government services

### CROSS-JURISDICTION PARTNERSHIPS

- Leverage best practices from other provincial and federal jurisdictions
- Share resources
- Pursue cost-sharing opportunities and investments

### ENGAGEMENT AND DECISION MAKING

- Design and implement a strategic process to seek, evaluate and incorporate user feedback
- Seek feedback from various groups (e.g., Indigenous, newcomers, vulnerable populations, businesses)
- Work with local businesses and post-secondary education to advance priorities
- Incorporate best practices across the country
- Gather feedback to inform decisions

Promise through education and training, and engaging Islanders and incorporating feedback into the design and delivery of quality service. As a centre of service expertise, ServicePEI will share knowledge, best practices and experience. Designing processes to evaluate and report on performance will also be part of the team's expertise.

## **Governance Structure**

A Governance Committee will be established to provide oversight and direction and will be made up of senior leadership within government. The Committee will meet 2 to 3 times a year.

A new Service Working Committee will be made up of government partners, including department programs and corporate services. The Committee will meet regularly to share information, discuss service improvements, and evaluate performance.

## Recommendations and Proposed Next Steps

A phased-approach is recommended, with the proposed next steps as follows:

- Achieve buy-in and commitment to the Service Strategy and Service Promise, recognizing everyone plays a role in serving Islanders
- Initiate a new ServicePEI brand as the internal corporate service delivery expertise
- Create the Chief Citizen Experience Officer position to lead the transformational service culture, working in partnership within government and with Islanders
- Mobilize the team to effectively establish ServicePEI and a leading service delivery model, including forming partnerships, championing the service culture, engaging Islanders, and monitoring and reporting on progress and performance
- Develop a partnership between ITSS and ServicePEI for integrating all channels of service delivery
- Establish the new contact centre (ContactPEI) – PEI is currently the only province without a contact centre to support citizens
- Further develop existing and new service partnerships with departments
- Design and implement an evaluation/reporting framework

- Form a governance committee responsible for oversight and a service working committee to focus on service delivery improvements and to facilitate the sharing of information



SERVICE STRATEGY FOR PRINCE EDWARD