Pre-ASSA Board Meeting Seminar

6th March 2003

Singapore

facs making a difference

Introduction to Family and Community Services (FaCS)

- Responsibility for a broad range of social policies and programs

- Portfolio includes Centrelink, the Child Support Agency, the Australian Institute of Family Studies and the Social Security Appeals Tribunal

'Government Online'

- All appropriate services online by 2001 – achieved
- Customer focus
- Commonwealth information in the one place
- E-Government is the next step

E-Government

- Greater efficiency in service delivery
- Convenient access to government
- Services that are responsive to customer need
- Integrating related services
- Building trust and confidence
- Closer customer engagement

E-Government Challenges

- Security
- Authentication
- Best use of existing ICT infrastructure
- ICT management skills across the APS
- Contract management and procurement

E-Government and FaCS

- Contributing to the whole of government effort
- Realising the AWT vision
- FaCS Online Funding Management System
- Portals framework
- Edge Expert System
- Centrelink relationship

Whole of Government Effort

- Active participants in:
  - the Information Management Strategy Committee
  - the Chief Information Officer Committee
  - Work groups

AWT Improved IT

- Realising the broader AWT vision
- Key agencies working together
- Improved customer information linkages
- Integrated service delivery
- Development of business models

FaCS Online Funding Management System

- 12 500 service providers funded by FaCS
- One system across FaCS – consistent interface
- Web based generic program management system
- Many benefits to service providers
- Best practice relationships between FaCS and its service providers

Portals Framework

- Proposed by the National Office of the Information Economy (NOIE)

- Single point-of-access to related online information and services

- 26 portals at different stages of development by the Federal Government

Portals Framework

- We are the lead agency for the Community, Families and Youth portals

- One Consortium group for many other portals:

    - Workplace

    - Indigenous

    - Regional

    - Senior's

    - Women's

EDGE Expert System – Future Directions

- Making the system available to customers via the Internet;

- Expanding the system to other payments and services administered by Centrelink and FaCS; and

- Influencing future business process re-engineering outcomes.

Centrelink relationship

- Responsible for delivery of social security payments on our behalf

- $55 billion in expenditure

- Six million customers and 10 million services

- FaCS and Centrelink – Exploring new and innovative approaches to E-Government and alternative service delivery channels

Channel Management

- Consider in context of a Customer Experience Management Strategy

- 'channel management' is used to describe a structured, objective approach to decision-making in relation to channels

- In Centrelink, there are currently four channels - on site, on call, on line and on paper.

Customer Preferences

- Customers using both traditional and emerging channels.

- Many will seek to use multiple channels .

- Customers contact Centrelink for a range of reasons and utilise different channels to do so.

- Vast majority do this on the telephone or in person at a CSC. Vast majority contact via the telephone or in person at a CSC.

- Opportunities for customers to self-service.

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Customer Self Service

- Centrelink developing a "Service Response Framework"

- Centrelink's Channel Strategy informed by other decision processes, such as Service Profiling

- Consider both customer-initiated and Centrelink-initiated transactions

- Some specific self-service pilots are being conducted by Centrelink

Automation of Call Centres

Aims of automation are to:

- Manage the growth in demand through the automation of the more simple enquiry types;

- Provide options for customers to complete certain types of business transactions when the call network is overloaded;

- Provide customers with service delivery options; and

- Streamline processes to provide Centrelink with more efficient call routing and call handling options.

Centrepay

- Regular deductions from Centrelink payments
- Centrepay currently provides 80,000 customers with a deduction service
- A range of different organisations use Centrepay
- Since 1998 in excess of 6,400 organisations have registered with Centrepay
- Marketing challenges

Future Directions

- new and updated business practices and products to better meet the needs of Centrelink customers

- improve the quality and efficiency of the service Centrelink provides

- positions Centrelink to provide more services on line

- Includes:

  - **Customer Account**

  - **Service Profiling**

  - **Business Process Redesign**

  - **Youth and Student Business Transformation**

THANK YOU

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