

# Modernising our services



Australian Government



Services  
Australia

Everything we do comes down to one word: **PROGRESS**

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**We make government services  
simple so people can get  
on with their lives.**

It's our promise to our customers to make things:



SIMPLE



HELPFUL



RESPECTFUL



TRANSPARENT

## Who we are and what we do

We're responsible for the delivery of advice and high quality, accessible social, health and child support services and payments.

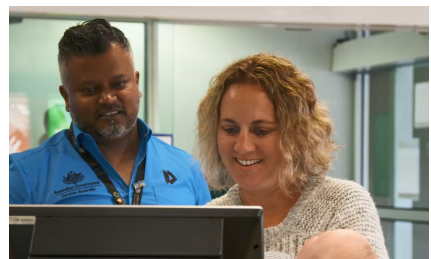
We've long been the physical presence of government, with decades of experience delivering Centrelink, Medicare and Child support services across Australia, including in regional and remote communities. On behalf of our policy partners we're now connecting people to more and more services. Recent examples include improved face to face access to aged care and veteran services. We're working hard to connect people with the services they need, across government and community, to help make it easier for them to move forward with their lives.

We have over 450 million interactions with customers every year and provide services to almost every Australian at some point. This often includes during key transitions and events in people's lives.

We also engage with a wide range of health professionals and small businesses.

We're guided by extensive user research involving customers from over 1,100 postcodes around Australia. These insights have informed our strategies to deliver simple, helpful, respectful and transparent services to our customers.

We play an integral role in responding quickly to support disaster affected communities. We have significant capability to deliver on the ground services to customers in emergencies. This includes through our Mobile Service Centres and deployment of staff including social workers to recovery centres.



**We're transforming service delivery to meet evolving customer expectations and preferences. We're cultivating a service excellence culture, where we put the person before the process and the interaction before the transaction.**

Our integrated service offer gives customers choices in how they engage with us, based on their circumstances. Regardless of how they choose to do this, they'll get seamless, high quality, accessible services and accurate payments.

Our goal is to become a world leader in government service delivery by 2025. We've already built infrastructure to accelerate this progress.

Our customers can now see and experience our improvements in our physical, mobile and virtual service centres. They have easier access to online services and mobile apps.

These improvements have come at a critical time. They've been vital in helping the Australian community navigate through the rapid change and uncertainty of COVID-19 and natural disasters. Change we couldn't anticipate, and change that proved how critical modernised government service delivery is for all Australians.

Our progress symbol visually represents our commitment to help people move forward. It reminds us where we are and where we're going. Every day we have an opportunity to make progress in modernising our services.



We're transforming services across all our channels – digital, phone and face to face. By changing the way we work, we're setting ourselves up to deliver simple, helpful, respectful and transparent services for our customers, every time they interact with us.

### **And this is just the start.**

In 2022 we'll release an enhanced myGov. The new digital service will change the way Australians find, access and manage government information and services online. myGov will become the central front door for online government services. We'll deliver a simpler digital experience organised around people's lives and their needs.

As part of our modernisation we'll continue to educate and support customers to access our ever expanding range of services, including digitally where it's the best option for them.

# Making government services simple will take time, but we're making it happen.

## Making it easier online

myGov can now support up to 500,000 users at once, and on its busiest day had over 2.2 million unique sign-ins.



## Pre-filling information

Single touch payroll (STP) pre-fills employment details for our customers. They no longer have to manually input this information when their employers use STP. Some students can see their course details pre-filled in their online claim, making claiming even faster.



## Servicing by appointment

Customers can skip the queue for Centrelink services by booking an appointment at our service centres. This helps to reduce wait times.



## Using video chat

Providing face to face services virtually reduces the need for customers to attend service centres. Video chat also expands access to specialist face to face services in regional and remote locations.



## Making it easier to call us

Our voiceprint service means customers can now verify their identity quickly when they call us. We have more services where customers can safely upload proof of identity to our systems.



## Using technology to connect

Our social media channels and digital assistants make it easier for our customers to ask questions.



## Delivering payments faster

We have access to the New Payments Platform, which allows us to make one-off payments, such as emergency and other crisis payments, immediately – at any time or day of the week.



## And we're modernising our service centres

We're delivering tangible improvements to the customer experience. We have new ways of serving customers – more options and faster, simpler service. Our service centre refresh is under way too. Customers love the brighter colours and welcoming feel.





## Customers embrace modernised service centres

To further enhance our service centre experience, our service centre refresh is under way. We're improving navigation for customers through our services, as well as creating a more welcoming environment.

We expect to upgrade most of our 300 plus service centres across Australia by early 2025. As part of this process we regularly review how the service centres are working. We gather customer feedback to make sure we're meeting their needs and make improvements where necessary.

I think it's working very successfully. The people are very attentive, supportive and pleasant. – **Phillip**



I think it's great. Before when you used to walk in here it was tiny and congested but now it's opened right up. The self help desk is really good. – **Aaron**

I thought I'd come down here because I just need that little bit of help and it's been brilliant. – **Karen**



Customers say it doesn't look like an old style government office. They're more comfortable, calm and optimistic with their interactions with us. – **Darren, Woy Woy Service Centre Manager**

# We've thrown out the cookie-cutter.

## How we serve a customer is based on their unique needs.

We support a service approach that is customer centred. We assess and tailor the right service using the right channel. It's all about putting the person before the process and the interaction before transaction.

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### **New service environment**

The new service approach is tailored to the needs of the customer. The environment is welcoming for customers, with a consistent look and feel.

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### **Customers are welcomed at reception**

Customers are welcomed on arrival and feel safe and confident in the friendly and calming environment.

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### **Wait times are clear and transparent**

We're trialling posted wait times in some sites, giving full transparency and making our customers feel valued and respected.

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### **Quick and urgent enquiries**

Customers can access a walk-in service for quicker enquiries. Customers who are vulnerable or distressed will be served with priority.

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### **Digital coaching**

Staff help customers to use digital self service in one on one sessions. This includes supporting customers with low digital literacy to connect and use our online services. The staff member and customer sit side by side with the customer's mobile device displayed on a larger screen to make learning easier.



### **We'll trial group learning**

As a trial, customers can learn how to access what they need and progress in small groups, with classes held in a dedicated space.



### **Customer feedback**

Customers can provide immediate feedback, including anonymously, about their service centre experience. Our staff fine tune their work practices aiming for continuous improvement.

Over 1 million customers were surveyed between January 2021 and January 2022, with 92% indicating they were extremely satisfied with the overall quality of service.

## Appointments help customers manage their time

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**Making a new booking:** customers using Centrelink services can now call us to book an appointment at a service centre. They call their main payment line to book. Customers can also book a face to face appointment with an Aged Care Specialist Officer in some locations across Australia by calling the Aged Care line. Our service centre staff also book appointments. In future we'll extend appointments to other services.

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**Attending appointments:** customers arrive at service centres at their scheduled time, avoiding the need to queue and are seen as a priority.

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**Trained staff are ready to help:** customers will connect with the right person and service, for the right advice and help. Service officers solve their current enquiries while anticipating their future needs.

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**Customers are clear on next steps:** customers leave having completed what they needed to do or are clear on the next steps. Our aim is that they leave feeling informed and satisfied.

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## We're using video chat to connect with customers

Our virtual service centre conducts hundreds of video chats each week and will soon grow to several thousand a week. These video chats offer more choice and can replace conversations that would normally require a trip to a service centre.

We're helping customers confirm their identity without visiting a service centre. This means customers can have an end to end online claim experience.

We've completed many random sample survey interviews via video chat. These reviews normally require a customer to attend a service centre.

Through our Financial Information Service we offer financial information and education. If a customer needs a face to face appointment, we can now offer that through video chat, extending the service Australia-wide.

I was excited for my first video chat with Services Australia. I'm grateful this is even possible. It suits my circumstances as I have a 4 month old baby and I was in a hurry to speak to someone. It was easy to use, and meant I didn't need to attend a service centre. I'll definitely use this service again.



Video chat is making a real difference to everyday Australians. Our focus in the future is to explore how video chat can support our more vulnerable customers.

## We piloted service delivery partnerships with:



**Queensland Government** delivering side by side mobile services to rural and regional communities.



**Service Tasmania** working in shared premises and delivering side by side services to rural and regional communities.

Moving forward, we plan to partner with other states and territories, and provide co-located services at more locations.

Face to face services will increasingly focus on supporting vulnerable customers, including those undergoing key transitions in their lives.

In July 2021 we introduced a new service offer for veterans. Customers now get consistent service and support for veterans at all service centres and in our Mobile Service Centres.

We've enhanced services for customers seeking support to access aged care in all service centres. There'll be Aged Care Specialist Officers (ACSOs) in 70 service centres by December 2022 to support customers with more complex enquiries. There'll also be 10 ACSOs providing outreach services in rural and regional areas.

**60** x



Service centres transformed to 30 June 2022



New service offer for veterans

**70** + 10



Service centres with ACSOs plus ACSOs in rural and regional areas



The combination of both Centrelink and My Aged Care was very helpful. Thank you for providing this service.

## We launched a new and improved website

We improved our Services Australia website to make it easier for our customers to find what they need. It's part of our ongoing work improving the experiences of our customers using the website.

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The website is a critical entry point for people to get information about payments and services.

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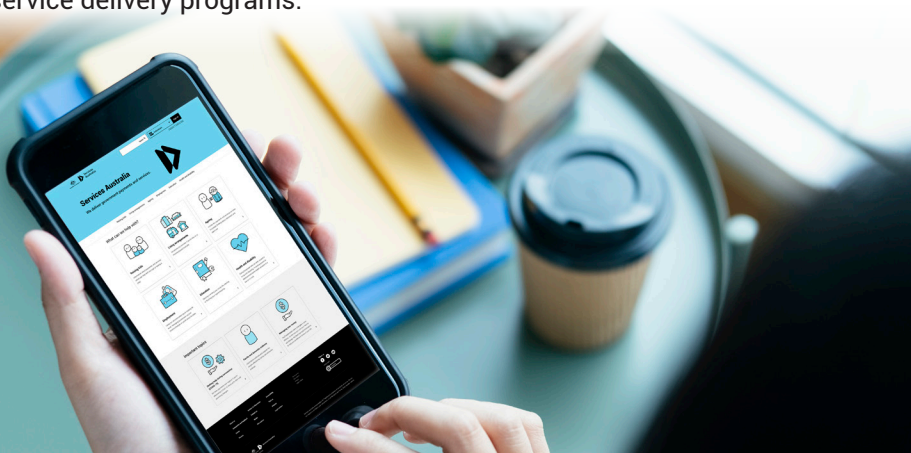
At peak times during the COVID-19 pandemic, our website had 1.5 million visitors a day!

The needs of customers were at the heart of the design process. We completed 2,000 research and evaluation sessions with Australians testing our life events model, 10,000 rapid online tests of the website's interface and icons, and over 3,800 online surveys with staff and website users. We continue to engage with our customers to help us with ongoing improvements to the website.

Our design ensures customers get better help based on their individual life circumstances. A life event based structure simplifies how customers interact with government and access payments and services.

Information is structured around key life experiences a customer may be going through, including having a baby, relationship changes, looking for work and living with disability.

We also feature the Services Australia brand on the website. The simple look and feel allows customers to find information based on their needs instead of specific service delivery programs.



## We listen to customers to make future improvements

These are some of the ideas we're exploring to improve the customer experience in the future.

**Quick Access Kiosk:** self service machines on the outside of service centres so customers can complete quick transactions when it suits them.



**Digital interpreter:** a digital translation tool to help with language support. The digital interpreter will help customers to interact with us in their preferred language.

**Conversation recording:** recording of customer and staff conversations in service centres to improve future interactions. It'll be optional – the customer can decline and still get service.



**Enhanced access point:** delivering the service centre experience virtually, where there's no physical service centre. We aim to use local community partners to help deliver our services using video chat.

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Our progress won't stop here –  
we work differently and look different  
but at the heart we're passionate  
about helping customers get on with  
their lives.

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We'll continue to engage with customers, the community  
and our staff to make sure we meet evolving needs.  
After all, that's what real progress is about. And that's  
what Services Australia stands for.

Find out more about how we're modernising our services.  
**[servicesaustralia.gov.au/progress](https://servicesaustralia.gov.au/progress)**





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