

“OPT IN!”

AND TURN VISION INTO ACTION

A CSC POINT OF VIEW

“OPT IN!” – MAKING IT EASY AND REASSURING TO ENROL IN FEDERAL GOVERNMENT PROGRAMS, MEANS THAT AUSTRALIAN CITIZENS WILL WELCOME THE CHANGES, AND TELL THEIR FRIENDS.

Australian citizens enjoy the freedom to go about their day-to-day lives as they choose. From time to time they choose to get assistance, support and guidance from government. And from time to time they need to abide by the rules and regulations laid down to ensure safe and appropriate conduct across the many diverse activities in society.

Today we are surrounded by technology which evolves rapidly. Not only that, shops, utility providers and other service organisation are competing ferociously to give the best customer experience and rise to new levels of client intimacy.

This evolution is changing the manner and the expectations we all have in our interactions with government, and our personal preferences for privacy and freedom to work or relax without encumbrance.

In short, we need to encourage people to “opt-in”, and to participate in government reform programs, and “opt-in” to the vision of a next generation Australia.

TURNING VISION INTO ACTION

Governments in Australia and around the world must balance their need to drive reform, implement effective policy programs and improve the lives of their citizens, with the need to make sure these programs are conducted in a way that is appealing and convenient to those same citizens. How then to marry robust enforcement of policy without disrupting people’s lives? Is it possible to prevent and detect fraudulent or illegal activity intended to circumvent the

regulations, whilst at the same time giving a pleasant and rewarding experience when people interact with government?

Federal government departments and agencies must transform the way they do business, and must transform the way that they encourage a new generation of citizens to relate to government. They must provide choice to customers: choice of time, choice of place, choice of technology, and choice to opt-in.

“OPT IN” IS A FEEDBACK MECHANISM

But how do you “opt-in” to mandatory reform programs? Obviously this is not a realistic possibility! But imagine a government program that when launched, goes viral, where the payback, or the “what’s-in-it-for-me” greatly outweighs the time and effort taken to enrol, and where the trust and integrity in the relationship between government and individual is palpable.

This choice might be as easy as choosing to fill out a paper form, or transacting over the internet with Web 2.0, which many agencies do today. Or choosing to line up for airport immigration, or instead to breeze through automated biometric arrival kiosks, as CSC provides today for one of our public sector clients in the United States.



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The degree to which citizens “opt-in” to do things one way or another then becomes a measure of how easy and convenient it is to do business that way. Our challenge, then, is to push the “opt-in” rate towards 100% for new programs.

THE KEY DRIVERS: EASY TO ENROL, EASY TO DO BUSINESS

Improving the experience of enrolment into government programs is first and foremost a business transformation challenge, driven by the reform program’s overall vision. We must focus firstly on people, then process, then technology in formulating the solution to solving the “opt-in” challenge. This makes technology an enabler of your overall mission, rather than the driver. It also means that your staff, customers and service delivery partners are the first consideration in designing the new business system, rather than incidental to the delivery of a technology bulldozer.

CSC’S PROPOSITION

We are a business partner who combines proven experience delivering to Federal and State governments within Australia, with process know-how and 21st century technology innovation. Our solutions operate at a global scale, and are managed under robust project management and governance regimes.

Our combination of:

- Our Australian Federal and State government expertise from over 35 years, and public sector knowledge globally for over 50
- Know-how to make government programs successful, including automation of legislation and regulations for security, records management and privacy protection
- A drive and focus for our clients to succeed in their business objectives
- Stakeholder consultation and organisational change expertise
- Business process design, transformation and optimisation leadership
- Complex design and delivery of the most mission critical systems
- Low cost and innovative management and operational services, including a range of ICT sourcing approaches

...these all provide you with the confidence that Australian citizens can safely rely upon, and be reassured by a new way to interact with government.

CSC’S EXPERIENCE

CSC help Federal and State governments connect with their customers across the world. Our people-centric approach, our

business-process leadership, and our technology excellence can move you from one side of the “opt-in” tipping point to the other.

For example in Australia, through the Centrelink web site, people can view and update their family income estimates quickly and easily using a solution created with help from CSC. We support the Border Critical Infrastructure for the Department of Immigration and Citizenship, including key visa processing, citizenship and Identity systems. And we helped the ACT and Tasmanian motor registry organisations issue driving licences, register vehicles through self-service, and collect infringement revenue.

In France, when CSC designed the first generation of National Health Insurance cards, the new card overtook the paper process because of its convenience and speed in settling insurance claims. A program where a true choice to “opt-in”, pretty much meant “everybody-in”.

EXPECT MORE

To turn your vision into a reality, you want confidence that your reform program will be successful. For this to happen you need a business partner who provides solutions you can trust, and which can in turn be trusted by the Australian population.

To learn how to turn your vision into action, talk to our experts at CSC or visit www.csc.com.au

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