Co-creation in Public Service Redesign: new approaches to old problems

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RETHINKING CITIZENS & GOVERNMENT INTERACTION

BOUNDARIES BETWEEN THE PUBLIC SECTOR AND OTHERS ARE BLURRING*

RETHINK GOVERNMENT: SYNERGY SOCIAL AND DIGITAL INNOVATION

Governance e-Transformation:

not an island of efficiency and innovation, but

an engine to drive, enable, streamline other reform flows
MERGING PUBLIC SECTOR REFORMS

- Technological Modernization
- Public Service Reform
- Social Innovation
- Open Governance
- Institutional Remapping
- Civil Service Reform
- Decentralization
REINVENTING THE GOVERNMENT

Customer-oriented culture in the Public Administration


Interoperability (Data has to run, not people)

Customer-DRIVEN culture. CO-CREATION
(eGov Center)
Public authorities

Citizens

Initiative Groups

Private sector
(Moldcell)

Development partners
(UNDP Moldova)
Co-creation in Public Service Re-design

Applying citizens’ solutions

Promoting social & digital innovation

MiLab

MOLDOVA INNOVATION LAB IN GOVERNMENT
PUBLIC SERVICE REDESIGN

PUBLIC SERVICE:

from being a burden and a headache
to being a benefit and flawless process

BURDEN

BENEFIT
DESIGN THINKING

A human-centered approach to innovation integrating:

- customers’ needs and receptiveness to these (empathy),
- internal efficiency of the Provider,
- possibilities of technologies,
- focus on usability of final products.
Monthly Childcare Benefit

71,000 requests per year

National House for Social Insurance and Territorial Offices opened to social and digital innovation

Substantial burden for the Customer and the Provider

Complexity of the Service Journey

Possibility, and capacity to adjust rapidly and effectively the legal and normative framework

Proper background for redesign and ICT use at different stages of the project
- Mapping service journey as-is. Framing.
- Empathy exercises for the civil servants/Provider
- Observation on the service provision sites
- Audio interviews with customers on site
- Online survey with customers
- Ideation sessions
- Identification & validation of redesign solutions.
- Design Scoping
- Prototyping
- Testing proto with customers and providers
- Implementing gradually the redesign solutions
4 users profiles identified, both females and males, ensured and non-ensured, different scenarios, level of revenues, and access to the relevant infrastructure and information

- Background of each user profile
- Challenges faced during service request and provision
- Resources consumed were a key detail
- Emotional and attitudes mapping
1. Research results examined & mapped

2. Empathizing exercises

3. Re-framing

4. Estimated vs. real areas of Customers’ frustration or satisfaction
1. Willingness
2. Empathy
3. Openness to re-frame
4. Adjustment of organization regulatory framework
SERVICE JOURNEY: BEFORE AND AFTER
ACTUAL AND EXPECTED BENEFITS

After the implementation of Stage 1 (first 5 redesign solutions):

- availability of online application and request status’ tracking option
- elimination of 3 flows on pre- and application stage for the ensured parents, and of 1 flow for non-ensured parents/applicants
- elimination of 6 procedures in the back-office
- exclusive use of electronic regime - 4 internal flows
- optimization in terms of customers’ resources: 86% in online, 71% in offline scenarios
- 45% decrease of the front-office administrative burden on territorial chambers in the first 2 years, and 69% decrease in the years 3-5 after redesign
- 62% decrease of the back-office burden
CAPACITY TO DRIVE CHANGE

THE BEST FRIEND AND WORST ENEMY OF INNOVATION IN GOVERNMENT IS THE GOVERNMENT ITSELF
WHAT DO WE NEED

“CLIMBERS” CHAMPIONS

• Synchronization of reform agendas
• Institutional framework to fit Innovation Agendas
• Capacity to uptake innovative technologies and approaches
• Agility to capitalize on the existing eGov infrastructure
• Political Will. Leadership
• Donors community support and positive pressure
• Bringing expertise from countries
THANK YOU!

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