

Service Yukon

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Vision

Service Yukon

To support the provision of efficient convenient ways for the public to access government services, protect public safety through driver and vehicle programs and provide community educational opportunities through public library programs.

Please refer to Enablers section to read more about Service Yukon's goals and objectives for 2003/04.

Overview

Global Change of Address

Service Yukon actively seeks ways to improve Citizen-Centred services. Prior to 2001, citizens/business were required to visit individual government/branch offices to change their addresses. This process was a source of frustration for many Yukoners. In 2001, the Yukon government began working on an initiative to design and implement a system for completing global address changes for citizens as well as businesses. The result was the global Change of Address Request Form.

Today, citizens/businesses complete one Change of Address Form and submit it to a government office. The government is then responsible for ensuring that all the departments/branches that the citizen selected are notified and complete the address change as requested. Changes are made within approximately five days of completing the form. The policy for contacting only those offices the customer selects was developed with the citizen's right to privacy of personal information in mind.

The majority of Yukon departments/branches participate in this initiative. The City of Whitehorse is also a partner providing citizens the choice to request address changes at the municipal level as well. However, there are a few territorial departments who are non-customer facing or have issues regarding privacy/authentication and are presently not party to the initiative. Service Yukon is working to include these groups and address their issues so all departments/branches within the Yukon government can/will participate in the initiative.

Citizens/businesses can obtain a copy of the request form through either a physical point of contact (government office) or they can download it from the Internet and mail it in to the Government of Yukon. The next phase in this project is the development of an on-line system so citizens can complete and send in address changes via the Internet.

Partnerships

- 23 Departments/Branches (territorial and municipal) are listed on the Change of Address Request form for citizens
- 20 Departments/Branches (territorial and municipal) listed on the Change of Address Request form for Businesses.

Project Catalyst/Driver

Citizens/businesses were frustrated with the cumbersome process for changing their addresses with multiple government agencies.

Service Yukon is interested in improving Citizen-Centred services and recognised the need to streamline the process for changing addresses. Previously they had three forms: one for citizens, one for employees, and one for businesses. They combined the citizens and employees form, reducing the number of forms to two.

Achievements

Global Address Change

Using the Change of Address Request form, citizens/businesses notify select government

departments/branches of their address changes through one government contact.

Improved Levels of Customer Service

Service Yukon has received positive public feedback on the initiative.

Partnerships

Service Yukon worked extensively with other departments and branches to achieve the global address change. It would like to expand the initiative to include all territorial departments and additional municipalities as well.

It is hoped that this partnership and its successful results will pave the way for future cross ministry service improvement initiatives.

Challenges

Privacy and Authentication

Some departments are reluctant to participate in the Global address change initiative due to privacy and authentication issues. The form need not be presented in person (mail/fax are currently acceptable), and the government relies upon consistency of information provided (e.g. driver licence #) for proof of identity, rather than on presentation of “foundation” identity documents. Policy work consistent with national identity initiatives is underway to determine appropriate authentication processes.

Relationship Management

Active involvement with participating departments and municipalities was critical to the project’s initial success. Additional work to bring them in as fully participating partners is necessary.

Business Process Integration

Current system is not integrated from the front end. When the Change of Address form is received from the citizen/business, the information is incorporated into an e-mail message to the relevant agencies, who must then enter the information into their own systems.

Funding Horizontally in Silo System

Securing funding to maintain this horizontal initiative remains a challenge; however, it is not insurmountable as the program is not costly to operate. An additional financial challenge is that one of the partners, the City of Whitehorse, is not able to contribute monetary resources. Service Yukon recognises the value of including the City of Whitehorse in the initiative, so it funds the entire initiative.

Differences in Ministry Cultures

Some departments do not see themselves as client focused and, as such, are not eager to participate in the initiative.

Critical Success Factors

Clearly articulated mission/goals/strategy

The project was very focused with clear goals. This helped the partners stay focused and achieve their goals in a timely manner.

Effective Marketing/Communication Campaign

Service Yukon successfully communicated its new initiative to citizens/businesses through a dedicated marketing campaign. A combination of print ads and eye-catching brochures were used to target their audience. Separate pamphlet racks, providing brochures and forms in both English and French, were widely distributed to government offices.

Pilots

Service Yukon is keen to explore a partnership with the federal government on the global address change initiative. The addition of the federal government would create seamless service and improve customer service.