

Digital Babies

Shifting baby related transactions
from paper to digital

Jeff Montgomery

02 November 2016

New Zealand Government

Agenda for today

- “ Birth Registration Online (BRO)
 - “ What is BRO?
 - “ Why did we build it?
 - “ What impact has it had for customers?
- “ SmartStart
 - “ Clustering of services around life events
 - “ Where we want to take life events work
 - “ Customer Centred design
 - “ Delivering real change for customers
 - “ Product demo

Birth Registration Online

Register your child's birth at a time and place convenient to you, using Birth Registration Online.

registermybaby.dia.govt.nz



INTERNAL AFFAIRS



Te Tari Taiwhenua

New Zealand Government

There are more than 60,000 babies born each year in New Zealand, and by law all of these births are required to be registered.

Before March 2015, parents were only able to register a birth by completing a paper based form.

The form is 11 pages long. Parents needed to download the form, print it, complete it in full, and then post it to the Department of Internal Affairs before a birth could be registered.

Page 1 of the form, titled "Notification of Birth for Registration". It contains sections for "Mother's details", "Father's details", and "Child's details".

Page 2 of the form, titled "Child". It contains sections for "Child's details", "Child's name", and "Child's sex".

Page 3 of the form, titled "Mother". It contains sections for "Mother's details", "Mother's name", and "Mother's sex".

Page 4 of the form, titled "Father". It contains sections for "Father's details", "Father's name", and "Father's sex".

Page 5 of the form, titled "Application for your child's WS number". It contains sections for "Application for your child's WS number" and "Signatures".

Page 6 of the form, titled "Signatures". It contains sections for "Signatures" and "Signatures".

Page 7 of the form, titled "Parents". It contains sections for "Parents" and "Parents".

Page 8 of the form, titled "Application for your child's WS number". It contains sections for "Application for your child's WS number" and "Signatures".

Page 9 of the form, titled "Signatures". It contains sections for "Signatures" and "Signatures".

Page 10 of the form, titled "Birth Certificate Order Form". It contains sections for "Birth Certificate Order Form" and "Birth Certificate Order Form".

Page 11 of the form, titled "Birth Certificate Order Form". It contains sections for "Birth Certificate Order Form" and "Birth Certificate Order Form".

Birth Registration Online (BRO)
enables new parents to register
the birth of their new-born
child, online at a time and place
of their convenience.

BRO enables new parents to comply with legislation when it suits them. This included Christmas Day 2015, when 37 births were submitted online.

The online tool reduces effort for parents enabling them to focus more on the health and wellbeing of their child.

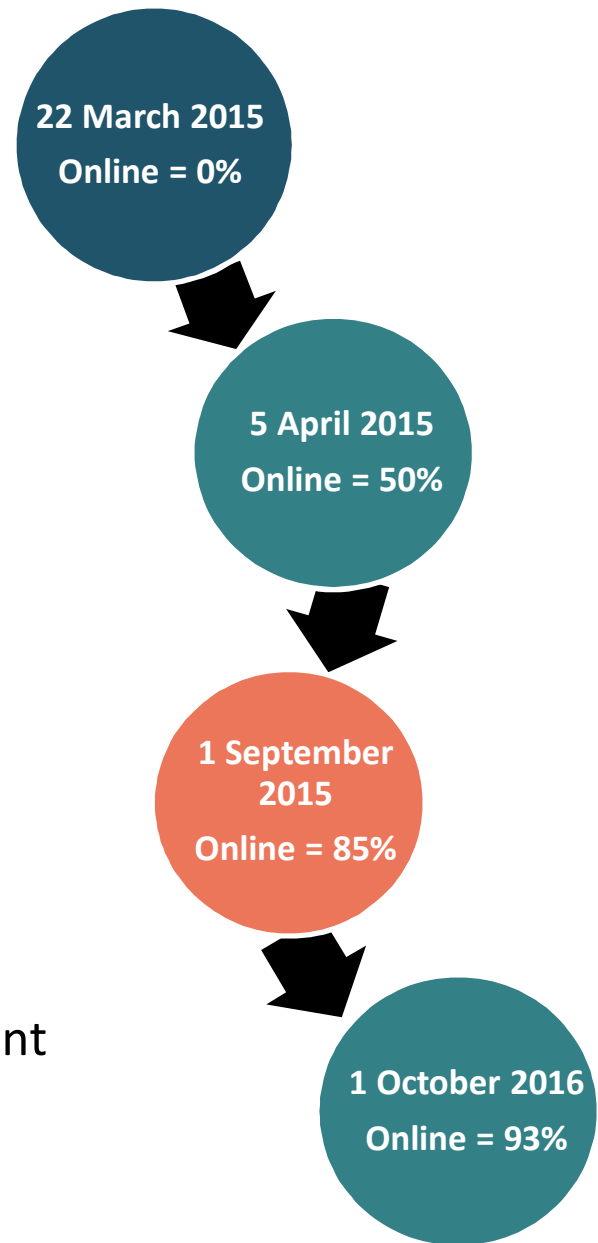


BRO has been a huge success.

Before March 2015, all birth registrations were completed using paper forms.

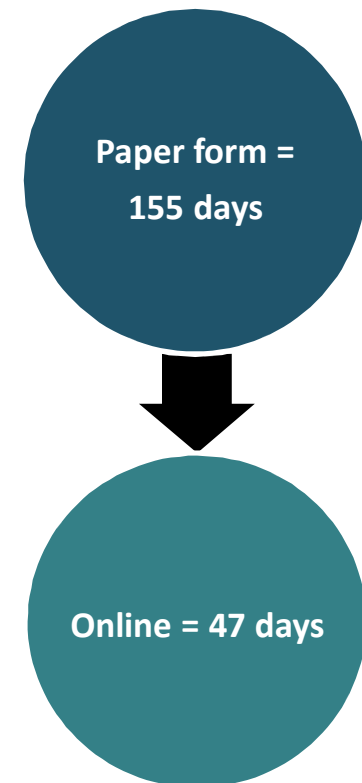
Within a fortnight of launching 50% of births were registered using BRO. Within six months, this had increased to 85%, and by October 2016 online registration has reached 93%.

Registration enables parents to access government and social services. In addition, with one click, a parent can apply for an IRD number for their child, which can then be used to set up a Kiwisaver account or bank account in the child's name.

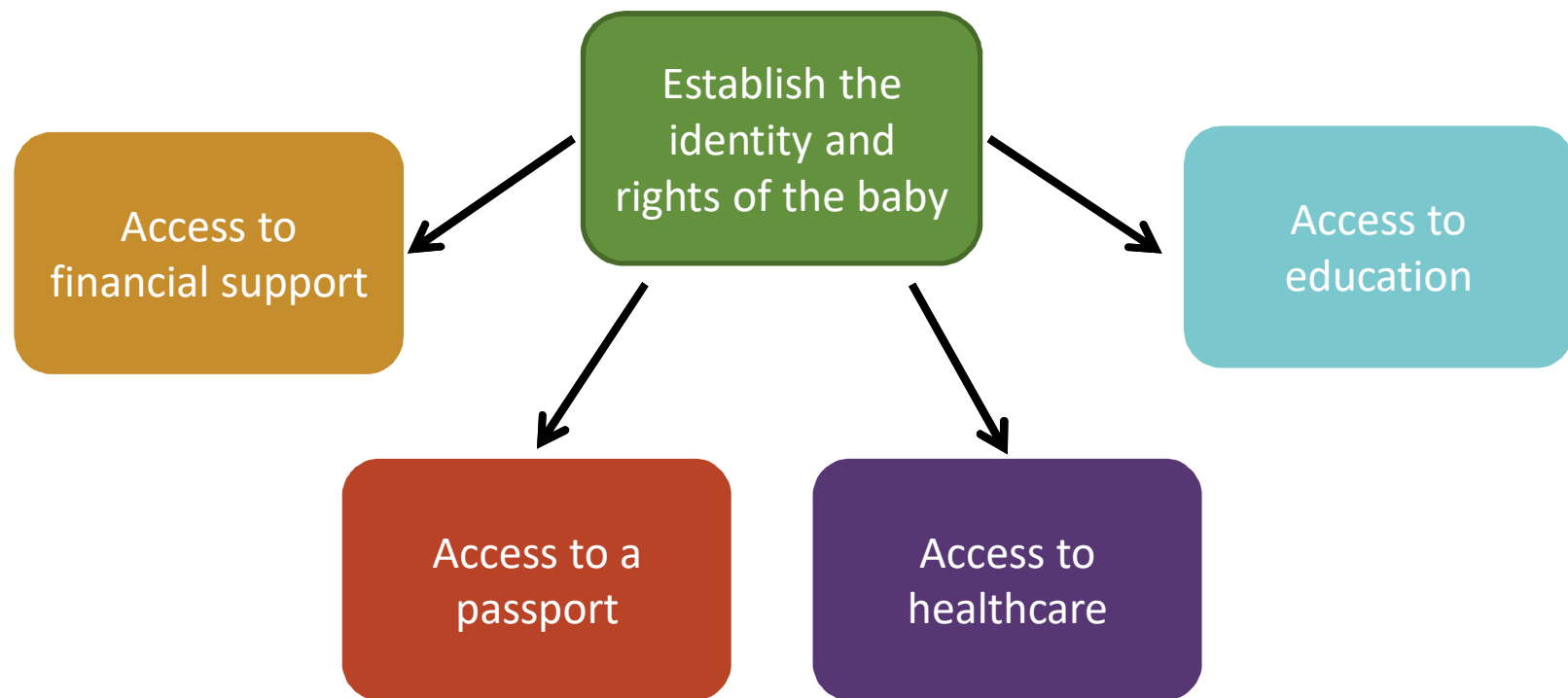


Not only is Birth Registration Online making it easier for parents to register the birth, its also making it quicker.

- “ In March 2015 the average time it took a parent to register a birth using the paper form was 155 days.
- “ Using BRO, the average time has reduced to 47 days.
- “ Parents enter information about their child meaning less errors interpreting handwriting, and quicker overall processing.
- “ Birth Registration Online helps to establish a child’s identity as a New Zealander with all of the advantages that this status brings.



The timely completion of birth registration is key to unlocking financial and social support for families at a time when it may be most needed.



Since its launch, BRO has received positive coverage in the media, and won the Microsoft Award for Excellence in Digital Government

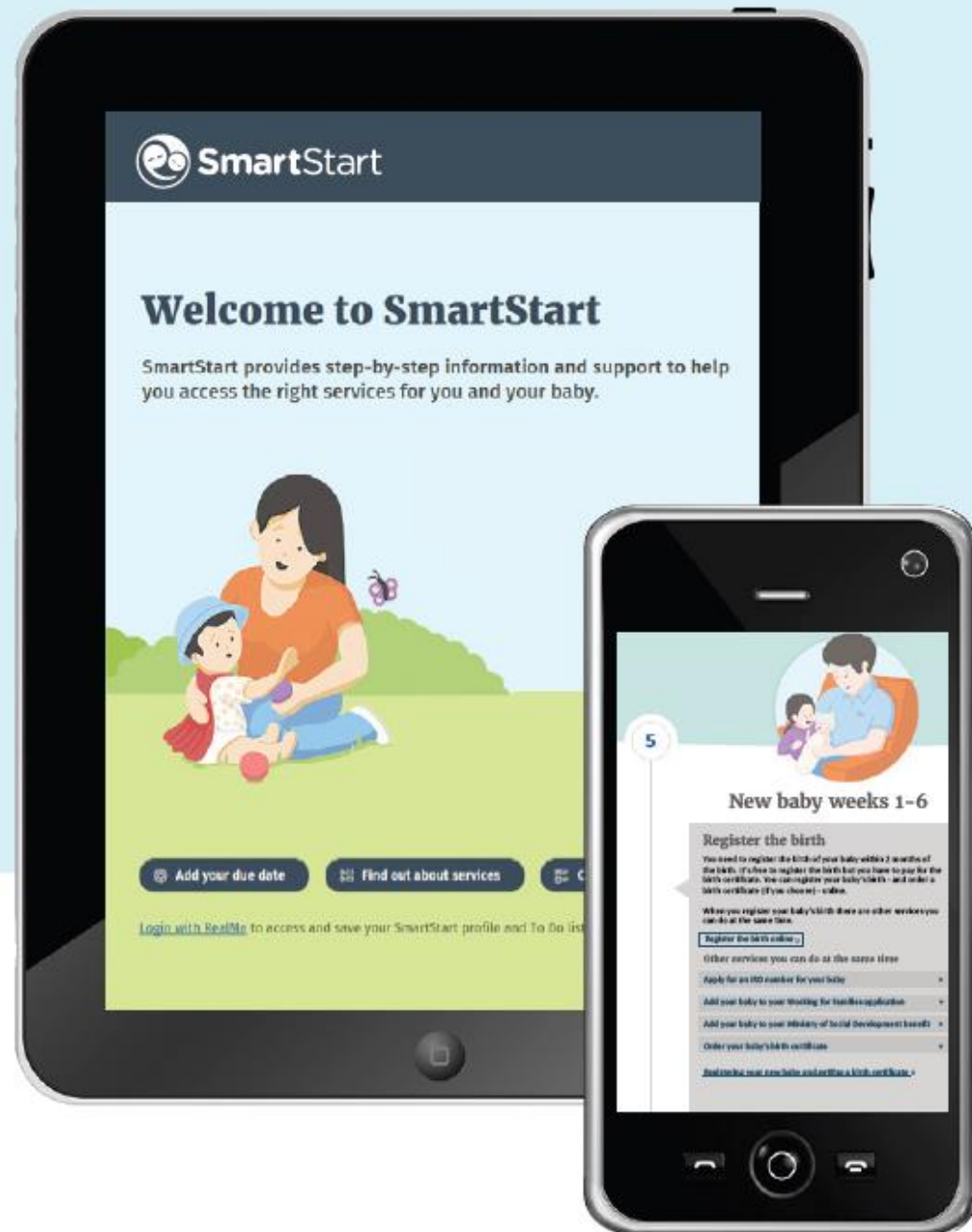
Feedback received direct from parents include comments that the service is “fabulous” and “stress-free”. Parents have also expressed appreciation that the online system is quick and easy to use.

Birth Registration Online is a key enabler for the Birth of a Child life event initiative that aims to make it easier for parents to gain access to a wide range of information, services and support associated with the birth of their child.





Parents will soon have access to an online tool that makes it easy to access services and support during their pregnancy and baby's first years.



Accelerating digital government

to meet the needs of New Zealanders

New Zealand Government



Services designed around life events

Result 10 customer research shows us that:

44% of all respondents experienced a situation where they had to **provide the same information** to several government agencies

37% of all respondents experienced a situation where they **wanted to complete** a whole transaction online, but were **unable to do so**

“...huge source of stress and misunderstanding. [I] felt no one knew what I was entitled to.”

- Result 10 research respondent

“...I filled in and divulged the same data as I did online then sent it to someone in the snail mail.”

- Result 10 research respondent

33% of all respondents experienced a situation where they **had to approach several different government agencies** before finding one that could deal with their query

36% of all respondents experienced different government agencies, or staff in a single agency, **providing them with conflicting information**

Making it easier to transact with government

- “ **Clustering information** and service delivery around **life events**
- “ **Designing services** that are seamless and personalised
- “ **Enabling customers** to complete their government activities digitally, in real time, without regard to agency boundaries, and
- “ **Making it easy** for customers to **re-use information** so they don't need to repeat the same task.



New Zealand Government

We still largely expect customers to do all the thinking

Agencies have little integration and wait for the customer to initiate most interactions. Customer experience and data is fragmented across different agencies.

Customer interacts with each agency separately based on 'who' she thinks can meet her needs. Often she's unaware of services she's entitled to.

What about me?



INTERNAL AFFAIRS

Te Tari Taiwhenua

Register Birth
Apply for Passport



MINISTRY OF SOCIAL
DEVELOPMENT

TE MANATŪ WHAKAHIATO ORA

Notify change of
circumstances for benefit



Inland Revenue
Te Tari Taake

Apply for an IRD Number
Working for Families



MINISTRY OF
HEALTH

MANATŪ HAUORA

Register with Primary
Care Organisation

New Zealand Government

The desired end state

<https://www.youtube.com/watch?v=iRW5j0gZ-T4&feature=youtu.be>

Life events underway across Government

- “ The Service Innovation Working Group approved BPS seed funding for SmartStart in April 2016, development commenced in July
- “ SmartStart is the first life event to get underway
- “ Other life events underway include:
 - “ Becoming a victim of crime (Police led)
 - “ Turning 65 (MSD led)
 - “ Preparing for and managing bereavement (DIA led)
 - “ Enrolling for tertiary education (Min of Education led)

Our approach

- “ Agile project delivery
 - Iterative development – show working software quickly and iterate
 - Supports collaborative design and development

- “ Customer centred design - we want to make sure the product is:
 - Easy to use
 - Easy to understand
 - Provides value
 - What info was most important to display and how it was displayed
 - Able to respond to changes in priorities / pivot

Delivering real change for New Zealanders

- “ SmartStart will allow parents to change their MSD entitlements at the time parents register their baby
 - “ This is a significant change for MSD customers which will result in parents being able to update their entitlements from their couch!
- “ Parents can also request an IRD number for the baby and update their Working for Families entitlements
- “ Additional transactions that will be triggered by the birth registration event will be added to future releases

NZCOM biennial conference



New Zealand Government

How are we shaping up?



New Zealand Government

Sharing what we're learning

- “ We are capturing what we have learned including:
 - What it's like delivering a cross government initiative? (across and within agencies)
 - What is the key to success?
 - Are there roadblocks that need consideration at a senior level?

- ” Analysis of feedback will flow into two case studies to be produced in December
 - System wide
 - Agency specific

The plan from here

- “ Analyse and prioritise feedback from the limited demo release
- “ Finalise the SmartStart product MVP for December release
- “ Launch of the product in early December
- “ Developing roadmap for future releases
- “ Sharing learnings and “End of Life”

Contact us

Jeff Montgomery

Jeff.Montgomery@dia.govt.nz

Twitter: @montgomerynz

Clare Toufexis

Clare.Toufexis@dia.govt.nz

Twitter: @nzlifeevents

SmartStart Newsletter signup:

<https://www.dia.govt.nz/SmartStart>

