



# One-Stop Shop plan 2013–18

making government services  
simpler, clearer and faster  
for Queenslanders



The Queensland Government  
is committed to delivering  
simpler and easier access  
to government services  
through a genuine  
**One-Stop Shop approach**  
– online, by phone,  
or in person.

*One-Stop Shop plan 2013–18*

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An electronic version of this document is available at [www.qld.gov.au/onestopshop](http://www.qld.gov.au/onestopshop)

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# Foreword



During last year's election campaign, I committed to deliver a One-Stop Shop for Queensland based on international best practice. I am delighted that my government has now approved our One-Stop Shop plan which will:

- make interaction with government services simpler, clearer and faster for customers
- improve efficiency by reducing waste and increasing online delivery
- improve access to public services to make them more effective for those who use them.

This is a core part of how we are revitalising front-line services for all Queenslanders. The plan sets out how we will expand the range of services everyone can access online, but also how we will improve access, experience and service for those who prefer to deal with our customer service staff either over the phone or in person. This is clearly in line with feedback received from Queenslanders in the development of the 30-year Queensland Plan.

Our customers quite rightly expect from us the same experience they receive from the best banks, retailers and other organisations. We aim to meet those expectations with an easy, reliable experience for all services, for all Queenslanders, wherever they live in this great state.

**Campbell Newman MP**  
Premier of Queensland



My department will lead the delivery of the One-Stop Shop for Queensland Government. We will be working in partnership with customers, all agencies, industry and community groups to ensure we achieve the best possible outcomes.

Our new and improved approach will encourage innovation in the way government delivers its services and will put in place new capabilities, channels and services.

While technology will play a role in the One-Stop Shop, the focus will be on improving the customer experience so the people all over the state can enjoy streamlined service delivery.

We have listened to the people of Queensland and are working towards providing quality services that meet their needs with maximum efficiency.

A number of initiatives such as 'tell us once', click to chat and single customer log-in will simplify customer access to government services.

By joining up services around customer needs rather than agency structures, we will deliver real improvements for customers.

We are committed to listening to Queenslanders and we're working towards providing them with the quality services that meet their needs.

**Ian Walker MP**  
Minister for Science,  
Information Technology, Innovation and the Arts

# One-Stop Shop is a win-win for all, delivering benefits for both customers and government.

The One-Stop Shop plan will revitalise front-line services making it easier for people to find and use hundreds of services they need in their everyday lives.

We have done our homework and know customers expect from the Queensland Government the same experience they receive from the best banks, retailers and other organisations. They want easy access to services however they like – from a desktop computer, smart phone or tablet or at a counter in their local area.

We aim to meet those expectations with an easy, reliable experience for all services.

Incorporating more than 900 services, the One-Stop Shop plan is all about delivering a better, more consistent customer experience.

We are working with all Queensland Government agencies and will look for opportunities to work with federal and local government agencies.

We live in a digital world and we want to keep pace. Never before has it been more important to adapt to advancing technology and the digital age. People are time poor yet increasingly digital savvy – they want the services they need at their fingertips.

The One-Stop Shop plan will enable this through information sharing across government and the clever use of innovative technology solutions.

Benefits to customers	Benefits to government
Make it <b>easy</b> to find services – from your desktop computer, smart phone or tablet or at a counter in your local area	Deliver <b>efficiencies</b> and savings through optimisation, migration and improvement
Provide a <b>responsive</b> service 24 hours a day	Reduces duplication of effort through <b>consolidation</b> of channels and solutions
Make it <b>seamless</b> – customers won't have to contact multiple departments or repeat information	Improves customer satisfaction and <b>trust</b> in government services
Provide the right answer <b>consistently</b> , no matter how the customer chooses to contact us	Improves staff <b>satisfaction</b> by recognising contribution and focus
Provide a <b>joined-up</b> service while respecting customer choice and privacy	

*It's great to have a choice in the way I use government services.*





# Queensland Government wants to make government services simpler, clearer and faster for customers.

## One-Stop Shop approach

We will transform:

- how we listen to customers and design service experiences to meet their needs
- how customers access services
- how we deliver services.

The One-Stop Shop plan will:

- meet customer demand through greater online service delivery while reducing costs for the majority of simple transactions
- make it easier for customers to access services through simplified channels alongside efficiencies to improve customer service
- improve customer satisfaction by adopting a customer-first approach that reduces duplication and improves efficiency.

It will achieve this through:

- making government services and information simpler, clearer and faster to access
- giving customers the choice of how they access services
- delivering more services online, but for those issues where customers prefer to speak to someone, a customer service advisor will give a helpful, respectful and responsive service
- sharing information and joining up services across government boundaries
- continuous improvement informed by customer feedback, contestability and performance benchmarking
- reducing the cost of service provision by reducing duplication, removing agency siloed channels and adopting a digital-first approach.

## Opportunities

There are some immediate opportunities to improve customer service, deliver easier access, reduce duplication and deliver efficiencies.

They are:

- deliver more services online
- improved customer experience and cost savings to government through more effective and efficient access channels
- improved outcomes through customer-first design to improve customer experience, process efficiency, first contact resolution and reduce avoidable contact
- improved visibility and analysis of current delivery costs, processes and trends enabling more effective decision making.



*When I need to speak to an expert  
it's easy to get the right person.*

## What customers expect

1. I can easily access any Queensland Government service when I need it in the way that suits me and know that it will be reliably delivered

My experience will be timely, efficient and simple. I will be given the right information and will not be required to repeat my details, be passed around or chase for a response.

2. I can easily find information about all Queensland Government services through one website

The information I read online is correct, answers my questions and does not require me to phone or visit a service centre.

3. I can easily do all basic transactions like book, apply, pay or provide my feedback online

The process is simple and reliable and avoids having to phone or visit.

4. I have one telephone number to call to access Queensland Government services

The call will be routed quickly and efficiently to a person who can deal with my enquiry and if I am transferred I do not have to repeat my details or enquiry.

5. I have one location in my community where I can access all Queensland Government services

The staff I visit will be able to deal with my enquiry or seamlessly connect me with someone who can.

6. When I have a more specialist, complicated or personal issue, I can be seamlessly referred to the right person

My first point of call is the same as usual (e.g. 13 QGOV [13 74 68], local service centre or [www.qld.gov.au](http://www.qld.gov.au)) but I am quickly connected to the right place without having to repeat myself.

*Now I just call 13 QGOV (13 74 68) when I need to speak to the Queensland Government. How easy is that?*

*I can easily go online to apply for services at a time and place when it suits me.*



# One-Stop Shop promise

## We will make it easy for Queenslanders

- Over 90 per cent of enquiries to the Queensland Government are basic information enquiries or simple transactions that customers want to deal with online or at the first point of contact. We will make this happen.
- In 2013 there are multiple service delivery access points with inconsistent information – 146 department websites, hundreds of telephone numbers, 16 contact centres and over 300 counters. We will address this.
- We know that in 2013, 42 per cent of people would prefer to access services online, but there are low levels of information (40 per cent) and transactions (28 per cent) available online. We are going to ramp up online access as one of our first priorities during 2014–15.
- We know that the current experience often leaves customers repeating their enquiry or just frustrated. We will provide more opportunities for customers to help us design services and ensure our services are customer-centric.

The future state is one where the customer is the focus and the priorities are: convenience, quality, choice and simplicity.



# What's different?

## Digital first

- New approach by government where online is the first option.
- For the first time we have a full list of services and how they are being delivered and will use this as a baseline to measure our success.
- Customers will have access to Queensland Government information anytime and anywhere, on any device.
- Like digital banking, customers can create one login to access a range of services.
- Our plan responds to customer expectations for convenient access, so Queenslanders don't have to wait in line.

## Customer centric

- Our plan focuses on improving customer experience – it starts with the customer and their needs. In time, you'll be able to tell us once when your circumstances change and we'll make sure your changed details are updated securely and with full respect for your privacy.
- We're introducing personalisation where customers can get the information and service they need easily by subscribing to information of interest, and updates will be sent directly to their my account homepage or email.
- We will listen and understand the customer's situation and then bring services together to reduce red tape. For example, we have put in place a simplified state planning process for developers and are working on a one-stop shop for all workplace health and safety issues.
- Customer feedback and testing informs improvements at all stages:
  - customer involvement in service design and review
  - new whole-of-government picture of customer feedback
  - customers are encouraged to suggest innovations and improvements.

## Innovation in your community

- As the plan is rolled out, we will trial better ways to deliver improved services:
  - in households and in your community
  - through using social media
  - with partnerships
  - at new convenient locations such as community centres or shopping centres
  - informed by understanding what services customers need in person
  - trial local self-service options including digital kiosks.

## New focus on contestability and efficiency

- We will develop new ways of delivering better services with a focus on outcomes, providing a seamless customer experience as well as consistent and reliable services.
- There will be an emphasis on contestability:
  - channel optimisation and efficiency
  - using a range of service providers
  - the plan drives improved efficiency by reducing duplication – for example, tell us once when circumstances change
  - in time, we will offer a 'shopping mall' style framework, with the ability to plug in different stores suited to different customers.

*Dealing with  
Queensland  
Government is  
always simple and  
reliable, and soon  
I won't have to  
phone or make  
a special trip.*





# More convenience for Queenslanders

During 2014–15, our focus is on the availability of online services, while delivering improvements in phone services and piloting regional service outlets.

## By the end of 2014 customers can:

- access information about all Queensland Government services from one government website ([www.qld.gov.au](http://www.qld.gov.au)) and one telephone number – 13 QGOV (13 74 68) – and we'll direct the call to the appropriate person
- use 100 new online transactions including popular services from transport and housing, as well as births, deaths and marriages
- get answers via social media or click to chat online through [www.qld.gov.au](http://www.qld.gov.au)
- be involved in pilots to test the local service outlet options in regional communities (see below)
- see the One-Stop Shop plan's progress on an online dashboard and give ideas for new service improvements via [www.qld.gov.au/onestopshop](http://www.qld.gov.au/onestopshop)
- use one log-in and password to access a range of online services and receipts for previous online payments.

## By the end of 2015 customers can:

- access 200 new online transactions including services from education, health and agriculture
- visit new customer service outlets launched in pilot regions across the state (see below)
- provide proof of their identity once and log in online to apply for licenses and other services without having to visit a counter
- experience consistent service standards across all services
- see that their feedback is improving services.

**Underpinned by: reduced duplication and fragmentation – improved efficiency  
– improved information – improved service quality**

## Regional service outlet pilots

The One-Stop Shop plan's regional service outlet pilots will give Queenslanders easier and quicker access to government services from a location in their local community.

Following our customer-first motto, each service centre pilot is being developed in close collaboration with the local community. There will be engagement and consultation with customers, industry, local government and community groups to ensure the pilot models and locations meet community needs.

This means regional communities can tell us what services they need in their local area – this is the first time that the community will be engaged in designing a joined up, whole-of-government approach and model to meet their needs.

The engagement and consultation for the pilot service outlets will be undertaken from December 2013 to February 2014 with implementation in April 2014.

Once the service outlets are operational it will mean:

- improved customer experience and seamless access to all government services from one central, local location
- easy access to specialist services through a mix of direct delivery, appointments, video and kiosk links and a seamless referral network
- access to a number of self-service options.

# What could One-Stop Shop mean for you?

## Disaster information – one click away

Nicole, a resident of Bargara in Queensland's Wide Bay region, is no stranger to the devastating impact of natural disasters in regional Queensland communities.

After experiencing first-hand the destruction caused by ex-tropical Cyclone Oswald, Nicole knows all too well how vital it is to be able to quickly access accurate, up-to-date information and support services during a disaster event.

A One-Stop Shop approach for emergency and disaster related services ensures families like Nicole's are better supported to plan, respond and recover from disaster events.

By providing a central location for consistent information and technology solutions such as real-time alert feeds and mobile applications for lodging requests for assistance, Queenslanders can rest assured they now have access to the support they require, through one click, call or visit – regardless of their location.

To find out emergency information  
[www.qld.gov.au/emergency](http://www.qld.gov.au/emergency)

## Tradies too

One-Stop Shop will also help business owners and tradespeople.

Gold Coast plumber Joe is at work and remembers his licence renewal is coming up – he wants to ensure it is paid on time.

Using his mobile phone, he logs on to the government website and pays his occupational licence renewal for his plumbing licence. At the same time, he's also able to pay for his building licence and check his work truck's registration using the same online identity all within the same session.

By the end of 2015, this scenario will be accurate, with no more paperwork or counter visits, just quick and easy interactions, anytime of the day.

*It's easy to get the information we need at [www.qld.gov.au](http://www.qld.gov.au).*



## Moving house nightmare, no more

Liz and Nick are moving to Toowoomba and are dreading updating their details with all the organisations they are in contact with. They need to update their drivers' licences and car registration, redirect their mail, update the council rates and library membership, as well as tell the children's schools and update Medicare ... the list goes on.

It sounds like they have to write to two agencies, visit one in person, email another, fill in three separate online forms, visit a service centre, call another ... there's got to be a better way.

It's not here yet, but as part of the One-Stop Shop plan we are working with all departments, including local and federal agencies, so that Liz and Nick only have to tell government once, and we'll do the rest.

## Making it easier for families

Adam and Michelle Jackson are about to give birth to their first child.

Full of love, but full of questions, they've logged onto the Queensland Government website, [www.qld.gov.au](http://www.qld.gov.au) where a host of information has been brought together from many different government agencies.

On the site, they have hired a baby capsule, ready to transport their new addition home safely.

Here, Michelle has also been able to read all about breastfeeding, immunisation and baby clinics to give her baby the best start in life.

Once the baby is born, they can find out about registering its birth here too. Soon, Queenslanders will even be able to apply and pay for a birth certificate online – taking away the added stress of having to post the form in, or visiting a government service centre.

In time, Adam and Michelle will be able to find out about kindergarten and child care centres as well as a host of other family information – all at the click of the button.





## We value your feedback

The One-Stop Shop plan was informed by:

- a whole-of-government service inventory of all current services, access channels and the costs to serve Queenslanders
- extensive customer research into customer satisfaction, experience and expectations
- international best practice.

By the end of 2015 customers will see real improvements in their experience of interacting with the Queensland Government.

As we move forward with the One-Stop Shop, we will be talking to customers about our services, particularly how we deliver counter services in the community.

Customer research as well as community engagement will continue as we go about our journey of transforming front-line services.

**For more information about the progress of Queensland Government's One-Stop Shop plan go to [www.qld.gov.au/onestopshop](http://www.qld.gov.au/onestopshop).**

*The government is listening to my feedback and making major changes to the way they offer services.*



To access Queensland Government services:  
13 QGOV (13 74 68)  
[www.qld.gov.au](http://www.qld.gov.au)

