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EXCELLENCE IN SOCIAL SECURITY

Combatting non-take-up through customer-centric services and digital inclusion

Catherine Fitzpatrick, Digital Services
Department of Social Protection, Ireland

**IEN Technical Seminar: Social security and human rights –
Ensuring access and combatting the non-take-up of social benefits**

8–9 June 2023, Belval, Luxembourg

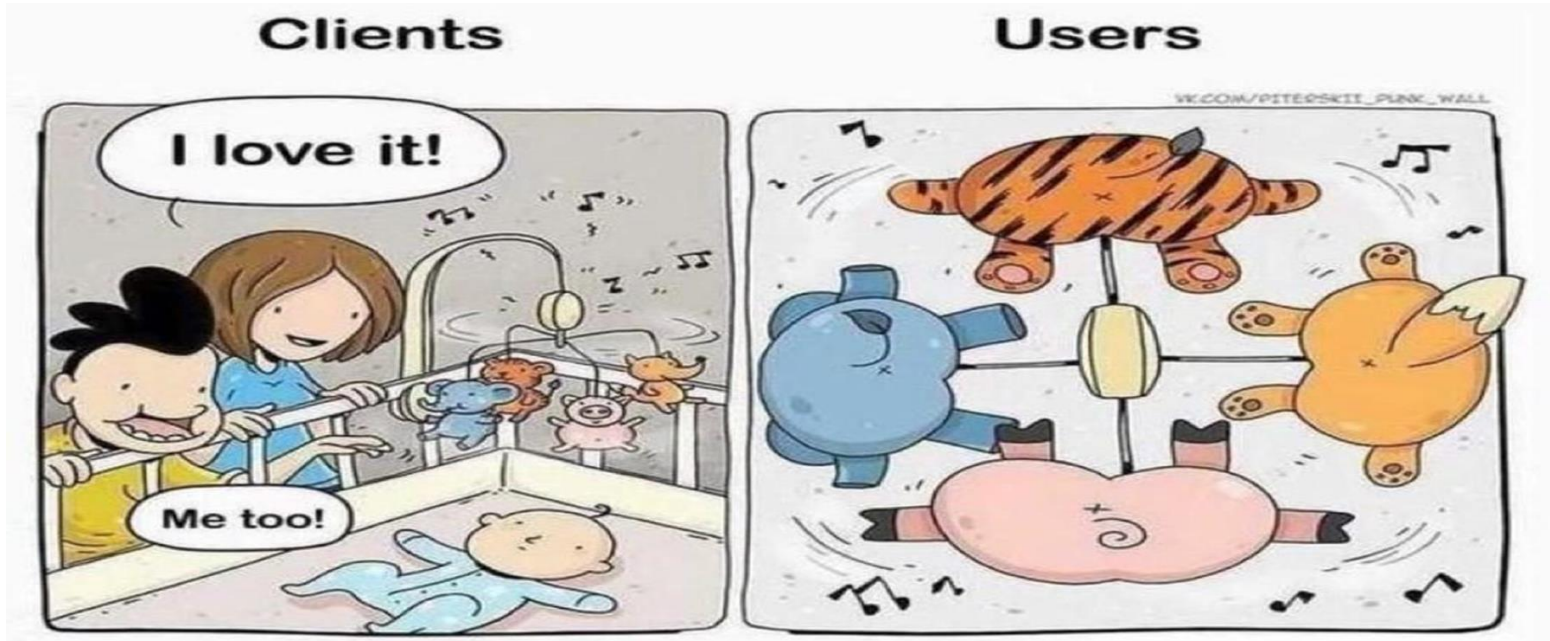
Our mission.....

- **To promote active participation and inclusion in society through the provision of income supports, employment services and other services.....by putting the client at the centre of policy and service delivery**

Department of Social Protection, Statement of Strategy, 2020-2023

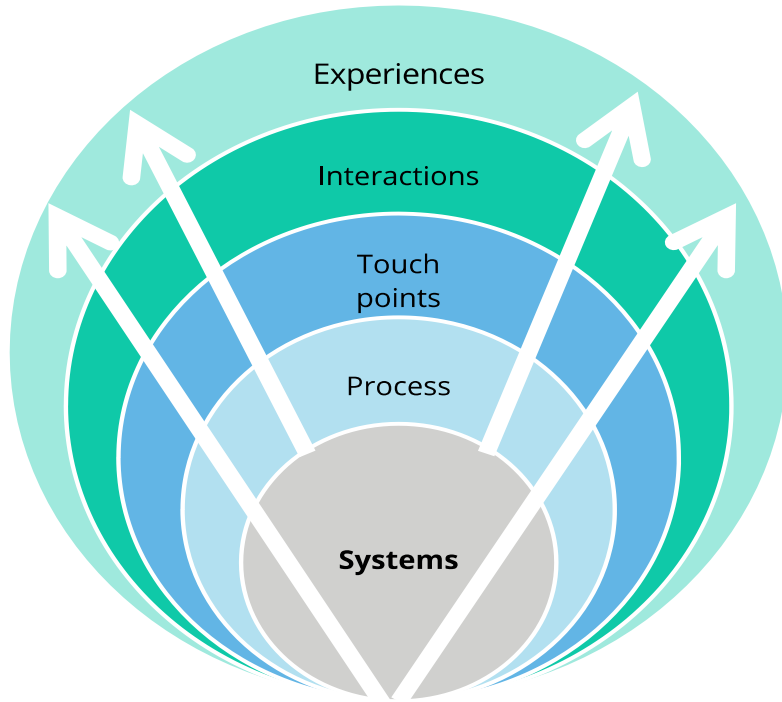
- **Systematic involvement of citizens in the creation of solutions (Bason, 2018)**

What does this mean?



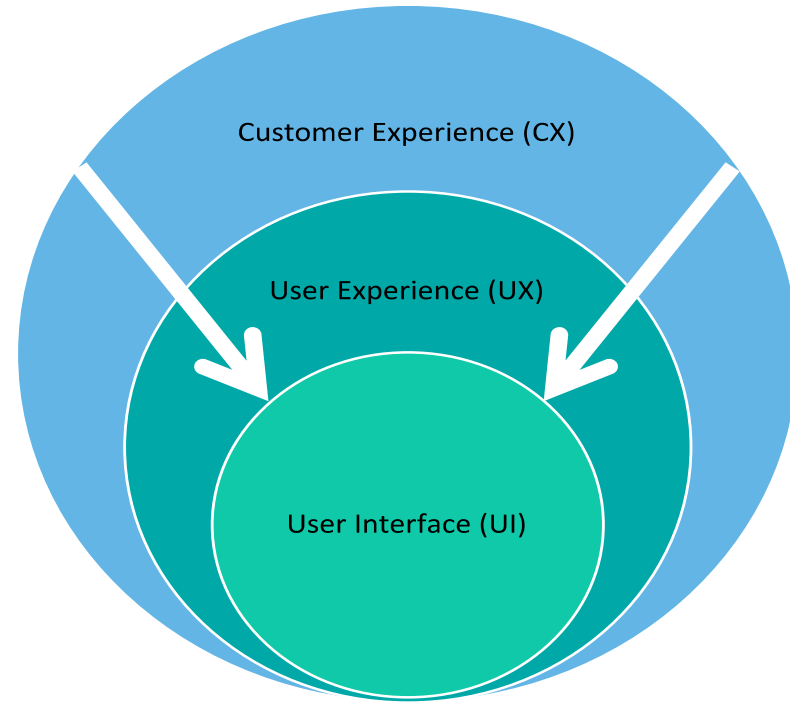


Note: We say 'User' because typically service design includes both customers and employees



Solution led approach

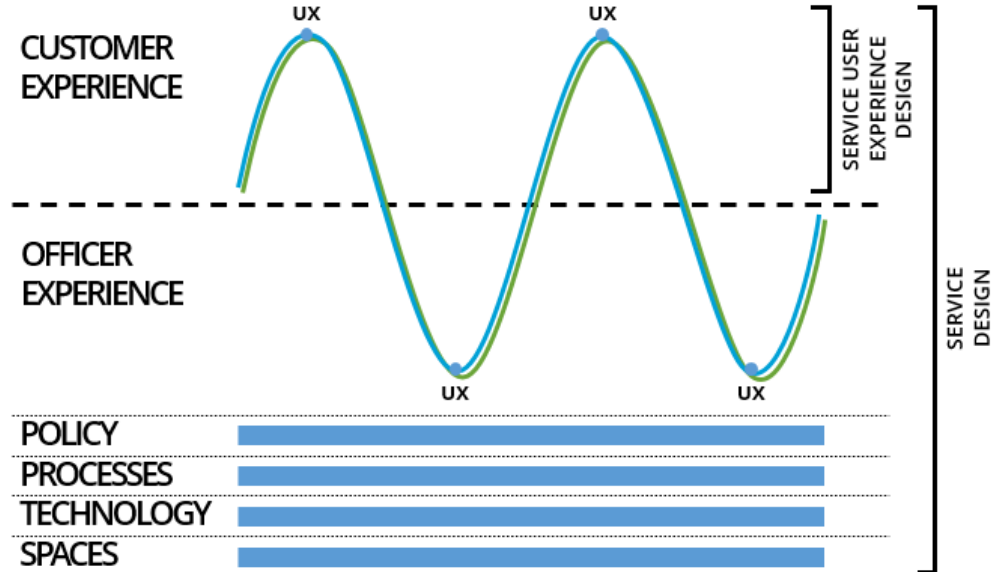
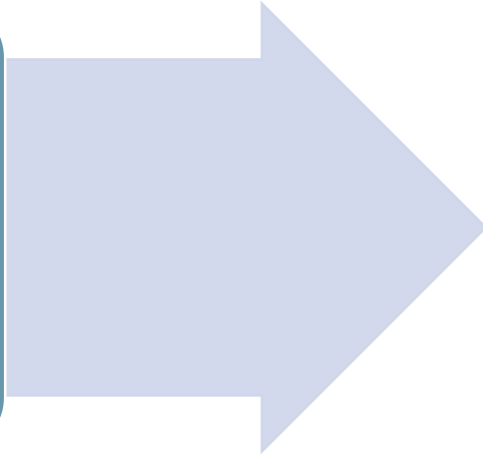
Customers fitting around processes, point solutions, broken journeys, frustrating experiences.



Human-centred approach

Offerings that meet unmet needs, experiences that build customer loyalty, accelerating speed to market, reducing wasted effort.

How



Where to start?

■ Customer Research

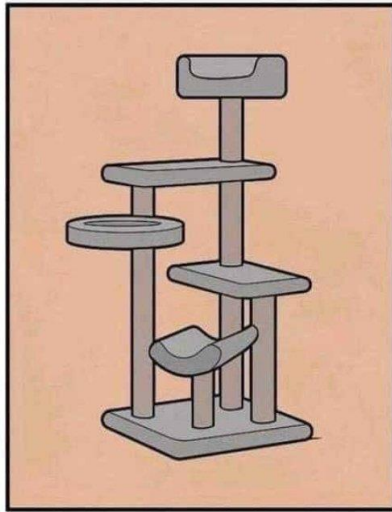
- What is customer understanding and experience of current service?
- Is use of terminology challenging?
- How does the flow and functionality of the service work for them?
- Learn from their experience

■ Business Research

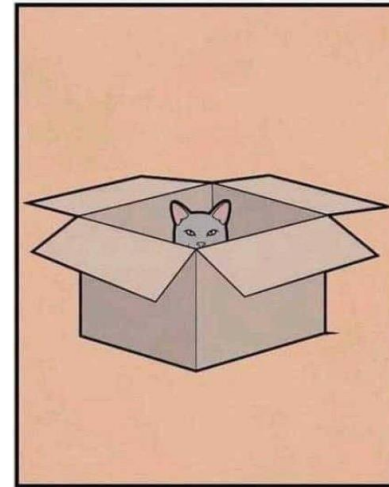
- What are the common issues customers contact us about?
- What would improve the process?
- Are there untapped opportunities?
- Challenging business requirements

Why?

Product features

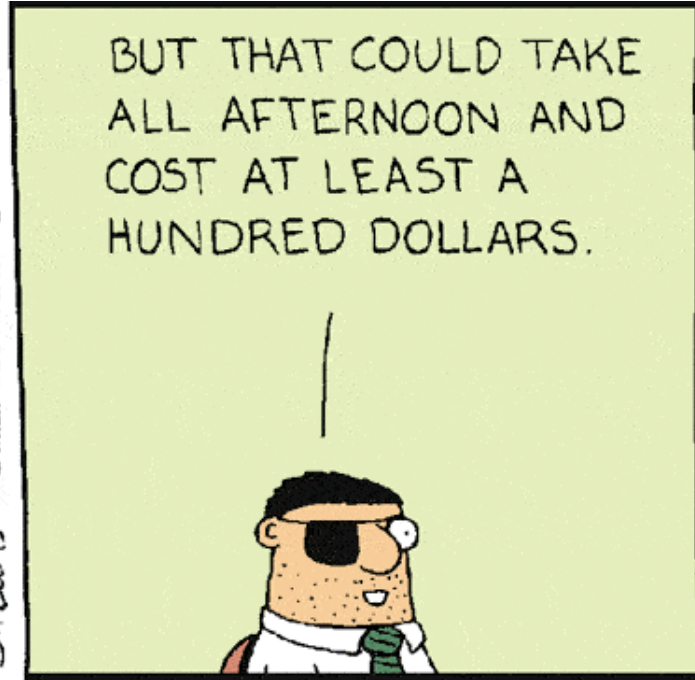


User needs

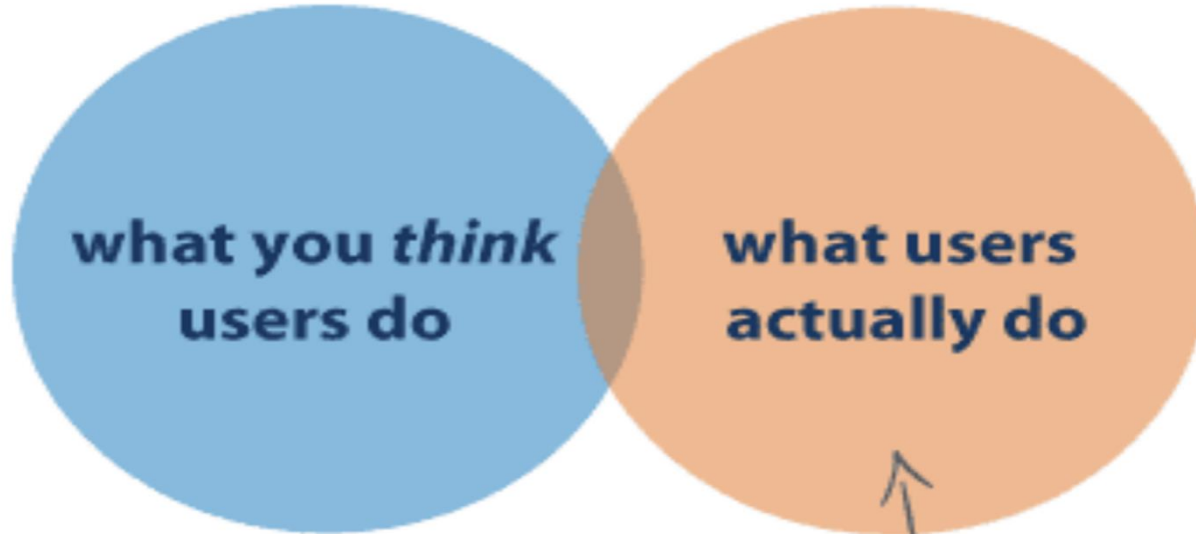




S. Adams E-Mail: SCOTTADAMS@AOL.COM



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↑
user testing
helps reveal this

Customer Testing – Prototypes



“These sort of things, I don’t want to have to think. This is very much an admin thing I have to do, I don’t want to have any uncertainty as to what document I should use”

[Uploading documents under different categories]

- Andrew



“It’s a big, scary government website – I’m gonna go with what they suggest instead of what I think it should be”

[customer negatively influenced by examples]

- Niall



“Visually this is much easier to digest...In terms of the steps in my mind of what I wanted to do...I like the fact that I choose my multiple choice, upload and add description”

[Document purpose first]

- Peter



“Selecting category first is a much better option”

[Than uploading document first]

- Anjali



“After uploading the document, I’m sort of lost here”

[Upload component first]

- Anjali

Customer Testing – what does it tell us?

- Are we using terms people are not familiar with?
- Are we asking customers to provide information we already know?



“What do you mean by that?”

[forename]

- Gill



“It’s the father of your child, is it?”

[qualified informant]

- Sharon



“The more things that are filled in, the better!”

[surfaced data]

- Sarah



“I like the way you’ve done that”

[baby’s surnames]

- Caitriona

Resulting in....

- **Balancing customer and business requirements**
- **Meet accessibility objectives**
- **Easier to use services**
- **Greater take up of online services**
- **Allowing space to support customers that are unable to access online services**

Facilitated by

- Secure access to services





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