

## Project: Integrated Service Delivery Model Design

Project Client: Maximus Canada Employment Services  
Project Champion: Vice President, Social Sector & Strategy  
Project Duration: 3 months

### Project Stakeholders:

- Integrated Contact Centre
- Employment Services Specialists
- Service Provider/Partner Management
- Program Marketing & Community Engagement
- Information Technology
- Financial Services
- Legal Services
- Human Resource Services

Maximus' Employment Services operation is a complex multi-stakeholder Service Delivery system, so they needed a way to systematically & effectively leverage their extensive service delivery experience with a unique new Service Delivery approach.

### **Situation**

Recognizing that delivering consistent experiences is the key to satisfaction, effectiveness & productivity for both service Users and Providers alike, Maximus' VP of Social Sector & Strategy was looking to guide the creation of a new & unique community-partnership based Integrated Service Delivery Model.

One main hurdle they were experiencing was successfully identifying the most powerful common denominators that would effectively address both client & stakeholder needs - from *their* perspectives.

### **Action**

To address their challenges, Maximus engaged relevant stakeholder groups to participate in a Service Blueprinting project designed to help them:

- Accurately identify - for each of the interest groups - the main reasons *why* they each need specific requirements that are unique to them alone.
- Generate strategies to satisfy the unique requirements of each group through select adaptations rather than trying to address each of the myriad requirements individually.

- Use client & stakeholder service usability needs to inform the new Service Delivery path and effectively address many of the potential frictions associated with running a community-partnership based Integrated Service Delivery Model.

### **Outcome**

The project equipped Maximus with the necessary information & insights to accurately specify & target core underlying practical needs that were previously unaddressed.

The resulting powerful sense of value has dramatically improved the viability of their master Service Delivery process, enabling them to now factor in & successfully manage a wide variety of interest groups.

Maximus was able to use context-rich service experience information & insights:

- To powerfully communicate the value of Maximus' unique Service Delivery approach, demonstrating its unique ability to successfully address & satisfy the needs of Maximus' constituents & stakeholders.
  - To inform & engage internal stakeholders in support of subsequent initiative implementation.
  - To template information that can be used to create additional successful service platforms for any city where they operate.
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