

# ALLEVIATING CLIENT BURDEN

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## JUGGLING TASKS

Clients are diverse. They lead busy lives. How well does your service cater to their varied needs, wants, abilities, and circumstances? What *burdens* are imposed on them? Consider a few cases from their point of view: what is involved setting up a new business or settling the estate of a dead relative? Those are not simple transactions but bundles of services that involve many providers. Clients have to juggle a *long list of tasks*, many of which are not evident initially. Too often, those tasks are designed for the convenience of administrators, not clients. Accounts are set up, forms filled out, information verified, applications processed, and so forth. To clients, those impositions and frustrations can feel like endlessly pushing the *wheel of pain*. Clients know what good service is. They expect empathy and convenience. It is time to rethink service design from the tiny details of interaction to the broader systemic entanglements.



Find the pain points in the client experience within these 12 areas.

Quick fixes might help but a robust redesign digs to the roots of the pain points.



## CHANNEL WRANGLING

Services can be delivered through different means or "channels." Which ones would your clients prefer? Is the channel mix a poor fit for some? How can the mix be designed and managed to be efficient and appealing?

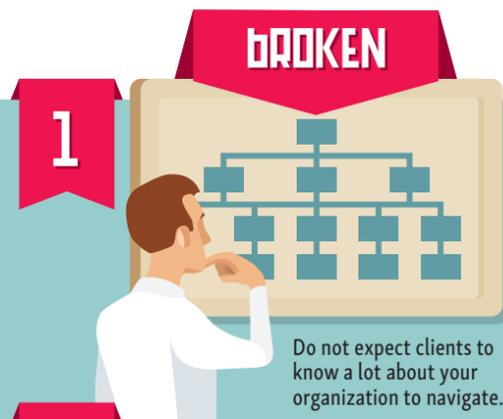


**LEGACY SYSTEMS**  
Do outdated methods hold you back? Does the tail wag the dog with administrative systems dictating the client experience?

**FALL-BACK CHANNELS**  
If clients get stuck, what help is available? How smooth is the channel hand-off? What happens when the baton drops?

**LOW-COST CHANNELS**  
Quality can suffer when clients are pushed onto low-cost channels. What enticing designs marry low cost with convenience?

**OMNI-CHANNEL DESIGN**  
One channel rarely suits all. How can a mix be designed to create a seamless, convenient experience for everyone?



## 1 BROKEN

Do not expect clients to know a lot about your organization to navigate.



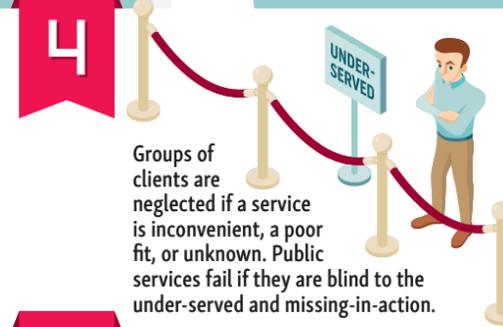
## 2

Do not make clients sign up for new accounts for every service and re-enter data each time.



## 3

Bureaucratic language and abstraction confuses.



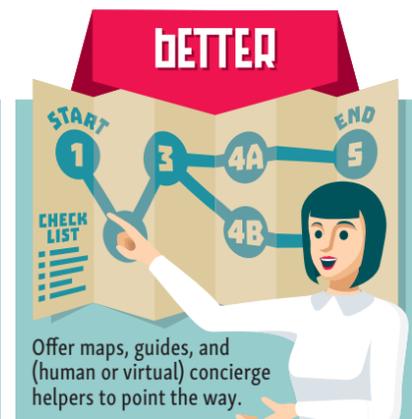
## 4

Groups of clients are neglected if a service is inconvenient, a poor fit, or unknown. Public services fail if they are blind to the under-served and missing-in-action.



## 5

Clients have lost patience with convoluted processes that are full of unpredictable delays.



## BETTER

Offer maps, guides, and (human or virtual) concierge helpers to point the way.



## 2

Some transactions are one-offs with minor security implications. Leave accounts out.



## 2

Use plain language: clear, concise and human. It also encourages providers to tidy up muddled thinking.



## 2

Who is in the client base? What do clients think? How do they act? Research to find out.



## 2

Streamline: weed out low-value tasks, hidden traps, and red-tape.



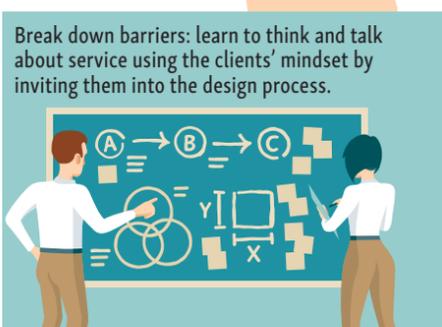
## BEST

Bundle together services across government according to the goals and logic of clients. Build an easy-to-find platform that other providers can build upon.



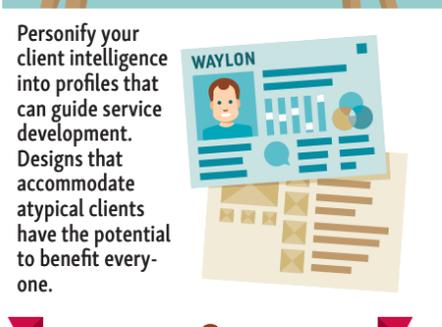
## 2

Unify records under a single, handy account. Clients opt into record sharing across services.



## 2

Break down barriers: learn to think and talk about service using the clients' mindset by inviting them into the design process.



## 2

Personify your client intelligence into profiles that can guide service development. Designs that accommodate atypical clients have the potential to benefit everyone.



## CLIENT CENTRED

Ideal service experiences are the core of good design. Systems and processes are built around.