

GLOBAL FORUM ON BEST PRACTICES IN ONE-STOP SERVICE

**DORSETT GRAND SUBANG, SELANGOR, MALAYSIA
22 AUGUST 2013**

"Harnessing the Power of Collaborative Innovation in One-Stop Service"

Citizens, businesses, and overseas investors want government services that are easy to find, and that provide convenient, seamless service.

Malaysia is becoming a leader in one-stop service centres, based on the 2008 Malaysian Government Policy: One Service; One Delivery; No Wrong Door. As Prime Minister Najib has said "the ultimate KPI benchmark is the people's satisfaction... whether they are satisfied with our service, whether we have solved their problems". Through the one-stop policy initiatives, the Malaysian public sector is building Urban Transformation Centres in major cities that house more than 70 government agencies to provide one-stop services for citizens and businesses under one roof. Moreover, the National and State Governments have developed one-stop service centres for businesses and overseas investors.

ABOUT THE GLOBAL FORUM

One-Stop Service is a new concept in providing Government service and countries around the world. Countries such as Canada, the United Kingdom, Australia, Portugal and Brazil are all developing one-stop service centres for their citizens and businesses. The Global Forum on Best Practices in One-Stop Service provides an opportunity for other countries to share their experience and best practices with Malaysian public managers.

The Global Forum has been developed in collaboration with the Institute for Citizen-Centred Service in Canada, the global leader in identifying best practices in one-stop service, as well as in public sector service excellence. The Global Forum will feature international best practices in:

- Understanding the service needs and expectations of citizens and business clients
- Building successful one-stop service centres based on international best practices
- Measuring and benchmarking client satisfaction
- Building communities of practice among one-stop centres
- Understanding the future trends in government service delivery

WHY SHOULD I ATTEND?

- This is the world's first Global Forum on government one-stop service centres
- The speakers are all recognized world experts in one-stop service and achieving service excellence
- You will learn how to build and sustain successful one-stop service centres within your department or across departments and governments
- You will learn how to obtain client feedback on their service needs
- You will learn how to apply the five key drivers of client satisfaction to achieve higher client satisfaction scores
- You will learn how to measure and benchmark client service satisfaction

- **Registration Fee MYR 300 per participant**
- 10% early bird discount for registrations received on or prior to August 2nd, 2013.
- 10% group discount for four or more registrations from the same company.
- 15% group discount for nine or more registrations from the same company.
- Only one discount scheme shall apply.
- Fees is inclusive of refreshments, lunch & global forum kit.

**HRDF Claimable
(SBL Scheme)**

PANELISTS AND SPEAKERS



Dr. Brian Marson
Co-Founder and Fellow of the Institute for Citizen-Centred Service (ICCS).

A graduate of Harvard University he is past President of the Institute of Public Administration of Canada and was the Government of Canada's Senior Advisor in Service Transformation for more than a decade. He helped design the one-stop Service Canada agency, and led the Government's Service Improvement Initiative which achieved a 12% improvement in citizen satisfaction with government services. Author of The New Public Organization and From Research to Results, he is international advisor to the OECD and to the Asian Productivity Organization.



Guy Gordon
Executive Director of the Institute for Citizen-Centred Service (ICCS).

Created by the three levels of Government in Canada, the ICCS is the leading institution in the world for the promotion of one-stop government service and service excellence. Mr. Gordon advises governments around the world on the development of one-stop service centres, as well as one measuring and improving client service satisfaction, and training public sector managers to achieve excellence in service delivery. The ICCS manages the world's first benchmarking centre in public sector service delivery.



Dr. Faye Schmidt
Advisor to international Governments on Citizen-Centred Service (ICCS) and Management Improvement Strategies.

One of Canada's leading experts in service improvement and organizational development. Having extensive background in research especially in the design and strategic use of client satisfaction and employee engagement surveys



Vance Kerslake
Manager Strategic Information
New Zealand State Services Commission

Vance Kerslake is Manager, Strategic Information at the New Zealand State Services Commission where he is responsible for the New Zealanders' Experience research programme. This ongoing programme provides evidence from citizen centered research to inform improvements in frontline service delivery. The programme includes the Kiwis Count survey and the New Zealand Common Measurements Tool, both adapted from Canadian survey tools. Vance has worked in both the public and private sector research, in New Zealand and the United Kingdom for over 20 years.



Joan McCalla
Director and Distinguished Fellow
Internet Business Solutions Group
Cisco Systems

Original Board member of the Institute for Citizen-Centred Service and is currently serving as a Fellow of the Institute. Advisor to the Government of India on the implementation of its National e-Governance Plan and is currently engaged on an initiative to identify the implications of the "Internet of Everything" across the public sector.

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Selangor 1&2 Ballroom, Dorsett Grand Subang, Selangor, Malaysia

22 August 2013

8.00	Registration of Participants	12.15	PANEL SESSION WITH SPEAKERS
9.00	Welcoming Speech YBhg. Tan Sri Azman Hashim Chairman, Malaysia Productivity Corporation	13.00	LUNCH BREAK
9.15	Opening Remarks YB Dato' Sri Mustapa Mohamed Minister, Ministry of International Trade and Industry (MITI), Malaysia	14.00	Paper 2 Best Practices in One Stop Service for Business and Citizens Guy Gordon Executive Director of the Institute for Citizen Centred Service.
9.30	MOU Signing between Malaysia Productivity Corporation (MPC) and Institute for Citizen-Centred Service (ICCS), Canada	14.35	Paper 3 Improving Service Delivery through Multiple Channels Vance Kerslake Manager Strategic Information New Zealand State Services Commission
10.00	NETWORKING TEA BREAK	15.15	Paper 4 Public Service Delivery of the Future Joan McCalla, Director and Distinguished Fellow Internet Business Solutions Group Cisco Systems
10.30	Key Note Excellence in One-Stop Service for Citizens and Business Dr. Derek Brian Marson, Senior Fellow Institute for Citizen-Centred Services	15.50	PANEL SESSION WITH SPEAKERS
11.30	Paper 1 Hitting the Mark: Understanding the Needs of Business and Citizens Dr. Faye Schmidt Advisor to International Governments on Citizen-Centred Service and Management Improvement Strategies.		CLOSING AND TEA BREAK

REGISTRATION FORM

For enquiries, please contact :

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PARTICIPANT DETAILS : (Please use additional sheet if more than 3 participants)

No.	Name	Designation	Tel	E-Mail

Organisation Name :

Address :

Fax :

Designation :

Tel :

E-Mail :

- MPC P&I Associates. QMEA/Productivity Award Winners entitled to 20% discount
- Full Payment must be made upon registration. Once registered, cancellation fee is applicable
- Fee exclude accommodation
- HRDF claimable under SBL Scheme (terms and conditions apply)

PAYMENT METHOD (Tick ☒) ☐ Local Order ☐ Money Transfer (MAYBANK 014169401059)
☐ Cheque or Bank Draft payable to Perbadanan Produktiviti Malaysia
 (Sent a copy of payment/transfer slip to MPC with form)

I/We wish to register and agree to abide by all terms and conditions

Name: _____

Signature: _____

Date: _____