

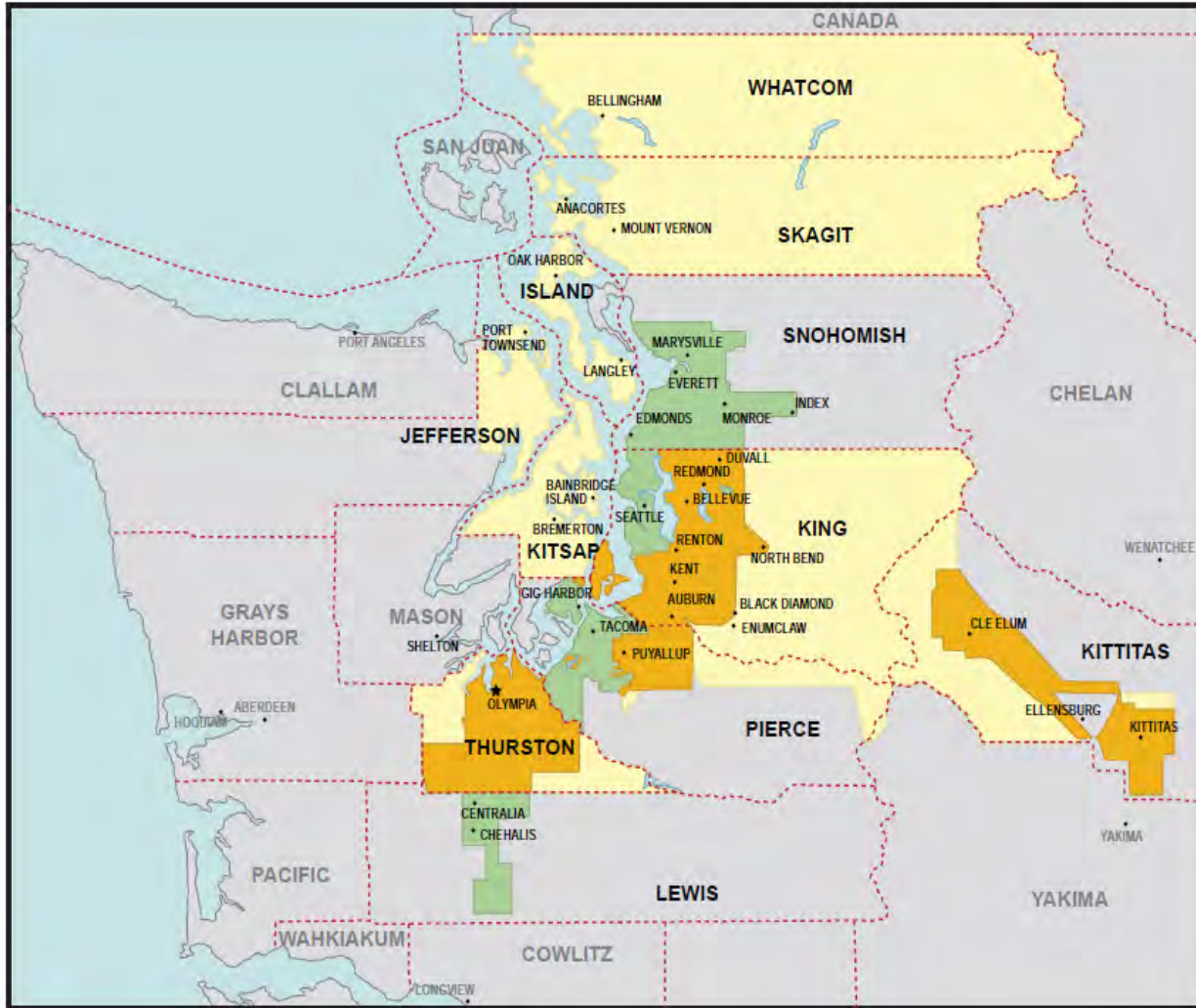
# Architecture of Change

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# Puget Sound Energy Service Area



- Combined electric and natural gas service
- Electric service
- Natural gas service

## Dept of Social & Health Services – Economic Services Administration (ESA)

|  | As of March 2010   |
|--|--|
| <p><u>Basic Food</u><br/>Food assistance for individuals and families with incomes up to 200% FPL (\$28,000 for a family of two). Typical Basic Food household is a single parent with one child, receiving about \$240 in monthly food benefits</p> | <p>483,000 cases<br/>952,000 clients<br/>\$119 million per month</p> |
| <p><u>TANF</u><br/>Cash, medical, and welfare-to-work services for eligible low-income families (82% of FPL). Typical Work First family is a single mom with two children receiving \$434 grant, medical assistance, \$250 in Basic Food</p>         | <p>66,000 cases<br/>160,000 clients<br/>\$30 mill / mo</p>           |
| <p><u>Disability Lifeline</u><br/>State-funded cash program for individuals without children who cannot work due to impairment or disability. Cash grant of up to \$339 per month; 93% receive Basic Food</p>  | <p>38,000 cases<br/>\$12 mill / mo</p>                               |
| <p><u>Child Care</u><br/>Child care subsidies to help low-income families (up to 200% FPL) become self-sufficient</p>  | <p>38,000 cases</p>  |
| <p><u>Medical</u><br/>40 Medical programs for low-income women, children, and families</p>   | <p>590,000 cases</p>   |
| <p><u>Child Support</u><br/>Child support collections, paternity establishment, and medical support orders assistance, an important source of income for many low-income families</p>  | <p>353,000<br/>\$55 mill / mo</p>                                    |

# ESA's Principles & Focus – Aligning with One Department

- Guiding Principles
  - Provide customer driven business architecture
  - Empower staff to deliver an exceptional customer experience
  - Build strategic partnerships
  - Demonstrate accountability & value
  - Pursue innovation & creativity
- Strategic Focus
  - Larger purpose (Why)
  - Transforming service delivery and operational support systems
  - Increase financial performance (Capacity)

# Case Studies

- Service delivery re-design
- Self-service and expanded delivery channels
- Expanded strategic partnerships



# Transformation – Redesigning the Service Delivery Model

## *Service Delivery Review*

- Walk of the client
- Standard scope of services
- Process management
  - Same day service
  - Lobby flow
  - Standards & consistency  
200+
  - Integrating QA into process
  - Risk based investigations



# What Changed: Business Model

What Changed: Business Model

## Standard Scope of Services

- Application intake
- Basic food
- Social services
- Work first
- Community liaisons
- Call centers – virtual, child care, medical

## Process Management

- Same day service 104 FTEs
- Lobby Flow
- Standards & Consistency 200 +
- Integrating QA into process
- Risk based investigations

# Technology Enhancements

## CSOs

- Client Check-In
- Narration Templates
- Central Fax Server
- Client Benefit Account →  
Benefit Portal
- Eligibility Review Scheduling
- Interview Wizard
- Letter improvements

## Call Centers

- Automated Client Search  
(screen pops)
- Virtual connections via  
expanded network
- One toll-free number
- “Expert Agent”
- “Best service routing”



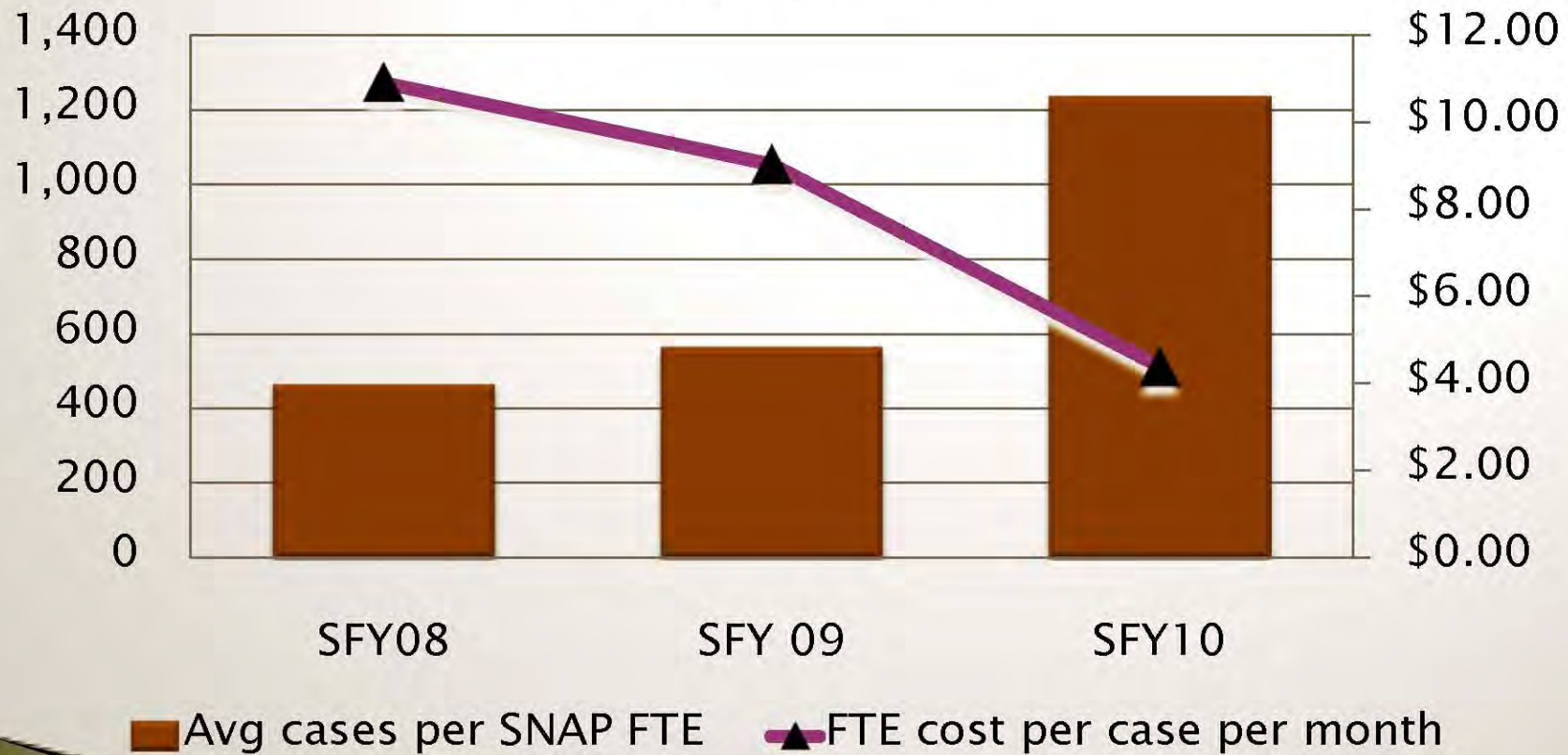
# Features

Washington Connection integrates the following features into a single Portal



# Return on Investments

## Cost Per Basic Food Case Columbia River CSO



# Servant Leadership

*“ This is my thesis: caring for the persons, the more able and the less able serving each other, is the rock upon which a good society is built...now most of it is mediated through institutions...if a better society is to be built, one that is more just and more loving, one that provides greater creative opportunity for its people, then the most open course is to raise both the capacity to serve and the very performance as servant of existing major institutions by new regenerative forces operating within them.”*

Robert K. Greenleaf