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## Detailed report Performance Elements in Social Security Administration Phase 1

- Survey Report created for the International Social Security Association -

Accenture Research, September 2009

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## AGENDA



#### Structure of the Report



## Context

#### Context

- The International Social Security Association (ISSA) has 340 member organizations in 148 countries, promoting synergies and knowledge sharing geared towards excellence in social security administration.
- ISSA and Accenture are collaborating in the ISSA project on High Performance which aims to identify the systems, capacities and processes that enable high performance in the delivery of social services.
- The first phase of the project involved in-depth interviews of a sample of ISSA member organizations, the results of which will be discussed at Technical Seminar in Kuala Lumpur. The second phase will involve a quantitative survey to be implemented in 2010.

#### Objective

- The research aims to identify the systems, capacities and processes that enable high performance in the delivery of social services, with particular focus on the use of innovation, risk management, and change management in the following key areas of social security administration:
  - operational efficiency
  - human capital management and
  - focus on citizens.

#### Value Proposition

- The study aims to
  - enhance the basis for knowledge sharing among member organizations to promote excellence in social security administration
  - identify performance elements that can be leveraged and applied by member institutions
  - Identify global trends to enrich discussions about the future of social security adminstrations



#### We will follow a 2 step approach



# We have interviewed 30 ISSA members during Phase 1



#### Approach – Phase 1

- Qualitative interviews were conducted with presidents or directors of 30 ISSA member organizations globally between 27 March and 10 July 2009.
- Member organizations were invited to participate by ISSA and those who agreed were interviewed by telephone by the Accenture Research team (21 organizations) or provided written responses to the survey questions (9 organizations).
- The geographical split of the sample who participated is as follows:



\*: ISSA regional segmentation

## management / innovation contributes to the performance of your organization in the area of operational efficiency? <u>Human Capital Management:</u> How does risk management / change management / innovation contributes to the performance of your organization in the area of human capital management?

Operational Efficiency: How does risk management / change

six key themes

Operational

efficiency

**Risk Management** 

Change Management

• <u>Citizen Focus:</u> How does risk management / change management / innovation contributes to the performance of your organization in the area of citizen service?

The interviews have focused on



#### Key questions addressed during the interview

#### <u>Risk management:</u> How does your organization manage risk? What are the processes / capabilities / IT system supporting risk management?

- <u>Change management:</u> How does your organization manage change? What are the processes / skills / IT enabled processes supporting change management? Does your organization collect feedbacks from citizen?
- <u>Innovation:</u> How does your organization support and encourage innovation? What are the processes / capabilities supporting innovation? Does your organization collaborate with government or nongovernmental organizations?



**Performance** 

Elements

#### AREAS

**Focus** 

Human

Capital

•

## AGENDA



#### Structure of the Report



• Embed risk management

#### Summary

- Social Security organizations are facing a number of external and internal challenges such as:
  - Externally: budget constraints, security and the regulatory environment
  - Internally: Lack of skilled people, relevant service provision and technology
- Risk management, change management and innovation are critical to the governance and performance of social security organizations.
- There are no clear patterns of regional similarities.
- In varying degress, certain performance elements emerge as common to social security organizations that aim to optimize operations and value to citizens
  - 1. Empower employees as a key driver of performance
  - 2. Actively promote social security services
  - 3. Develop and implement innovations centered on citizens
  - 4. Actively leverage external experience and expertise
  - 5. Position the organization as an active contributor to society
  - 6. Fully embed risk management into the organization and processes



# Six key Performance Elements that enable high performance

#1- Empower employees as a key driver of performance



#2- Actively promote social security services



#3- Develop and implement innovation centered on citizens



#4- Actively leverage external experience and expertise



#5- Position the organization as an active contributor to society



#6- Fully embed risk management into the organization and processes



## AGENDA



#### Structure of the Report



• Embed risk management



#### **Performance element #1**



## Empower employees as a key driver of performance





<sup>\*:</sup> Illustrative qualitative assessment made at the aggregate level

All the organizations interviewed recognized the importance of Human Resources to perform at the highest level and face the current and coming challenges



#### Key areas of impact of employees' performance



Various initiatives have been developed and implemented in order to optimize HR performance (1/3)



		PROCESSES / CAPABILITIES / SYSTEMS	<b>GOOD PRACTICES</b>	QUOTES
RM CM I	OE HC CS	Training	<ul> <li>Develop skills internally:         <ul> <li>E.g., national training academy, in house course on change in legislation or customer relationship, e-learning</li> </ul> </li> <li>Develop skills externally:         <ul> <li>E.g., international education programs (incl. scholarships for local and global universities), partnership with training centers</li> </ul> </li> </ul>	"We try to minimize the number of good people we loose through a number of measures. For example, we do have an Education program which allows qualified employees to study abroad to get a degree (BA, MBA)"
RM CM I	OE HC CS	Performance management programs	Set performance targets with regular assessments Increase productivity control Develop career plans Encourage employee emulation (e.g., internal awards)	"Performance management system allows better communication between staff and supervisors and led to improved performance from employees"
RM CM I	OE HC CS	Reward, recognition	Increase financial incentives (e.g. salary, bonus) Develop rewards packages (incl. saving schemes, health insurance, accommodation allowances) Promote the Employee of the Year Reward innovation and excellence	"The success here is still money to all our people, so by giving them this token sum and giving them innovation awards for ideas that have been used, recognizing them and so forth, these are the success factors "
RM CM I	OE HC CS	Review of the available and required skills	Audit existing skills Create new job classification/ conduct profile evaluation according to actual tasks Develop predictive model to proactively identify needs for recruitment and for internal development of capabilities	<i>"We developed a new governance for the organization, with a new departmental structure and a clear definition of roles &amp; responsibilities."</i>

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Various initiatives have been developed and implemented in order to optimize HR performance (2/3)



Various initiatives have been developed and implemented in order to optimize HR performance (3/3)



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#### **Performance element #2**



## Actively promote Social Security Services



# of organizations highlighting the importance for the performance\*





\*: Illustrative qualitative assessment made at the aggregate level



#### Citizen still face issues to benefit from their Social **Security services**



#### A wide range of initiatives aiming at promoting Social Security Services have been mentioned





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#### **Performance element #3**



## Develop and implement innovations centered on citizen service

Regional differences\*

# of organizations highlighting the importance for the performance\*





\*: Illustrative qualitative assessment made at the aggregate level



## Innovation takes place in 3 main areas



# Several innovations have been implemented to improve citizen service

## Provide a better and easier access to SS services

#### **Develop new channels**

- Development of internet website and online services:
  - Main services available: get information on the organization and the SS initiatives, get information on benefits, download forms, access personal balance, make a request, pay contribution (for the employers)
- Establishing call centers: privileged channel in countries whit high rate of illiteracy, poor internet penetration or literacy

"We have developed an internet portal prototype allowing companies to make their claims (secured) from the information they have in their personnel management system. For 800 000 policyholders (over 2 millions) claims were made by the portal." Allocate the right benefits to the right citizens

#### Develop new processes or ICT systems

- Development and implementation of more integrated IT system:
  - Automation and computerization of processes
  - Standardization of processes and simplification of procedures
- Increased connections and collaboration:
  - Within the organization (between agencies or departments)
  - With other administrations (e.g., automatic cross checking between different public databases),
  - With employers
- Improving identification of policyholders (e.g. ,biometrics)

"Innovation in order to create electronic flows to exchange data with partners " "Developed relationship with local Banks in order to expand services available to Social Security customers (including online payments, benefit payments transferred to claimant's bank account." " "Card payment: these are prepaid cards each time the policyholder receives a payment, his card is credited and he/she can be paid at any bank counter. 50 000 cards are

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be paid at any bank counter. 50 000 cards in circulation today and we are working on that development. "

Pay benefits

## Develop new modes of payments

- Implementation of prepaid card / smart card (e.g. each time the policyholder receives a payment, his card is credited and he/she can be paid at any bank account)
- Conclude agreement with banks (facilitate opening of bank account for policyholders)
- The transition of benefits payment directly to policyholders (instead of payment made to company) when it was not already the case





#### **Performance element #4**



## Leverage actively external experience and expertise

Regional differences\*

# of organizations highlighting the importance for the performance\*





\*: Illustrative qualitative assessment made at the aggregate level

Social Security Organizations recognize the importance of leveraging external experience and expertise in order to optimize their performance



#### Main benefits identified

- Filling in the gap of resources
- Access to qualified staff/experts
- Sharing information (e.g. cross checking of databases)
- Cross-pollenation of ideas/ boost for innovation
- Benchmarking:

"Innovative ideas will benefit organizations

no matter what country"

- Understand areas of improvement
- Identify best practices

- Detection of fraud
- Reduced level of errors
- ✓ Increased efficiency
  - Improved employee retention/motivation
  - Services better customized to the citizens' needs
  - Higher quality of services

"Developing countries need more capacity building to help improve the process. The will to change is there but guidance and the opportunity to learn and put into practice is required"

Organisations in developing countries are more interested in leveraging others experiences and expertise

"There is a large percentage of what we do which

can benefit from using standard processes and disciplines. With what is consistent, we can learn

unique aspects which also need to be taken into

from each other, but each country also has

account"

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 $\checkmark$ 





#### **KEY CONTRIBUTORS**

Governmental

#### **GOOD PRACTICES**

organisations• Collab<br/>agenceNon governmental<br/>organizations (not for<br/>profits/communities)• Collab<br/>the participation

**Private sector** 

Universities

Service providers

- Collaboration with government agencies to share data
- Collaboration with banks regarding the payment of benefits
- Participation in programmes led by the government and other nongovernment agencies
- Benchmarking analysis
- Attending conferences and using networks / encouraging participation in various forums
- Creation of steering committees including external experts
- Membership in international associations
- Working with service providers to develop and implement new processes and tools

#### QUOTES

"Collaborate with other federal agencies and other communities to share and verify data"

"This collaboration is important as each group provides a different perspective which makes you realize there are different methods of improving service"

"The organization definitely requires the support of non-governmental and community-based organizations in order to drive innovation"

"Will also look at what other countries are doing before implementing a new system to see best practice"

"Most of the innovations come from regular discussions held with member organizations so we have antennas out for when certain things need to be changed and innovations are processes triggered from there. We ensure that we keep a broad dialog with members of the community, member organizations and society which keep us innovative" Differences in resources and infrastructure is the greatest challenge successfully leveraging the experience of organizations in other countries



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#### **Challenges to leverage international experience**

Number of mentions:	Challenges:	Examples:
7	<ul> <li>Diversity of infrastructure and resources across regions</li> </ul>	"Implementation by various funds management systems on the basis of international standards allows the diminishing of regional disparities. However, it is clear that many structures still suffer from national cultures issues and remain conserved in their wills
4	<ul> <li>Cultural differences that require customization of initiatives</li> </ul>	or initiatives for improvement in the economic or local environment"
2	<ul> <li>Lack of skilled people and skills to implement initiatives</li> </ul>	"Global differences impact the way we work and interact with other countries. Language and cultural differences can be challenging for non-US professionals to work on the system. "
1	<ul> <li>Language and time zone differences that impact the ability of countries to work together</li> </ul>	"Many structures still suffer from national cultures issues and remain conserved in their wills or initiatives for improvement in the economic or local environment"
1	<ul> <li>Political stability</li> </ul>	"Low income regions equals lower educational systems, turnover of staff due to political change or instability results"
1	<ul> <li>Lack of consistency with objectives/priorities defined by governments</li> </ul>	<i>"We have important regional differences within our country, especially between the Northern and the Southern workforce. So even if we have same standard processes, everyday management</i>
1	<ul> <li>Differences in literacy and access to services</li> </ul>	differs depending on the location."
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#### **Performance element #5**



## Position the organization as an active contributor to society



# of organizations highlighting the importance for the performance\*





\*: Illustrative qualitative assessment made at the aggregate level

To implement the social security mandate, Social Security Administration involves the performance in various tasks ...



#### TASKS LISTED BY THE ORGANIZATIONS INCLUDE: QUOTES Pay benefits, grant rights $\rightarrow$ "Our organization is more an administrator than a policy maker. Due to the nature of the social issues, we are not involved in the broader decision-making process" Minimize errors → "Being a social insurance organization, the organization is committed to provide need based Prevent fraud benefits- comprehensive medical care to insured and his family members as well as cash benefits in the contingencies of sickness, maternity, disablement Implement legislation ➔ (temporary as well as permanent) and death due to employment injury and unemployment allowance / medical care to insured and his family during unemployment insurance period" Mitigate change in legislation $\rightarrow$ "Our challenge is trying to achieve the goals set out in Manage efficiently their organization (quality, cost) $\rightarrow$ our strategic plan as well as implement structural reforms and laws passed by government"

"Our mission is mitigating and dealing with government policies and changes in government"

Manage financials

 $\rightarrow$ 

 $\rightarrow$ 



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#### ... and defining new priorities

#### New priorities identified by Social Security Administrators

	OE HC CS					
RM CM I		Learn from o	citizens	<ul> <li>Conduct satistic improvement</li> </ul>	ens' needs in order to anticipate future needs sfaction surveys in order to identify areas for pontaneous feedbacks	
	OE HC CS					
RM CM I		Be proac	tive	<ul><li>(e.g. work on in</li><li>Move toward</li><li>Make regular</li></ul>	cial situations such as current economic turmo itiative to reduce delay of payment) s a new mindset : Customer service culture assessments of performance and propose ons (e.g. Annual report identifying areas of	il
	OE HC CS			. ,		
RM CM I	Contribute to legislat		egislation	landscape : – Active cont – Required c grant famil	with governments to influence legislative ribution to initiatives (e.g. anti poverty plan) hanges in legislation to fit with society changes (e.g. y supplement for 2 parents of the same gender) ernment with feedbacks on the implementation ation	
	has signed a cor with the State: de implement a new	our organization htract program efine and v policy for l action, invest in pcio-economic	Survey are c Customer Se Representati kiosks at eac	ive are stationed in ch Branch Office; ervice complaints	"A recent example in measures we have propos to the government in order to propose a better coverage (new supplement) for the lonely paren who are more hit by the financial crisis. We have sent a communication to the lonely parents that have identified as being in this situation asking them to confirm (it was a very basic form of only two checkboxes to complete and send us back: they just needed to confirm the information). "	nts e we



#### **Performance element #6**



Fully embed risk management in the organization and the processes Regional differences\*

# of organizations highlighting the importance for the performance\*





\*: Illustrative qualitative assessment made at the aggregate level



# Social security organizations are facing risks in the three key areas of their activity

#### Main risks:

- IT security & Fraud
- · Financial risk or risk of poor investments
- · Political instability and change in legislation
- Natural disasters

#### Main risks:

- Skilled people retention
- Shortage of qualifications
- Resistance to change
- Low engagement
- · Pressure from unions

"The major risk in such area (HCM) is the brain drain. The organization faced the crisis of losing personnel in expert level."



"Major risks are: non-compliance, such as non registration and non-payment of contributions, information on the data base being lost or fraudulently manipulated, financials (the infrastructure is a financial institution: risk of investments or funds not properly managed)"

#### Main risks:

- · Loss of reputation
- Quality of service
- Difficulties in accessibility
- Economic crisis and pressure on services

"Operationally, the main risk is, of course reputation risk and also risk of the system breaking down and therefore not being able to give information to our members as they come to our counters, or to do transaction when they come to the counters" The majority of organizations address risk management on an ad hoc basis but some have developed an integrated approach



	Ad hoc approach				Integrated approach	
Focus on IT	n of operational areas o at are sensitive to risk or financial divisions jed on a project by proj		Processes	<ul><li>Risk map</li><li>Key performance</li></ul>	efined objectives and os, strategic risk matric ormance indicators ent of internal control e actions	ces and risk audits
<ul> <li>Identification and management of risk made by each units independently</li> <li>Risk reviews sometimes made by internal or external auditors</li> </ul>			Capabilities	<ul> <li>Dedicated risk management personnel and risk management teams</li> <li>Leaders trained as risk facilitators</li> <li>Staff support and training</li> </ul>		
No dedicate	ed IT system		ICT systems		or prediction and forec d IT systems and Con	0
dealt with of which need convince pe	gement is not integrated s n an ad hoc basis. This is s improvement . The chai cople that there is a need nt to improve our perform	s an area llenge is to for risk		performa the intern contribut organiza allows th that reve	anagement can improve ance in that it gives a cle nal control process and tion of each process to a tional objectives. Furthe ne realization of value-ac nal focal points on which idits and improvement e	ear idea of the achieve the ermore, it Ided audits to focus

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## Appendix



## Appendix # 1

#### Social Security ecosystem and key challenges



# Social Security providers operate in a complex ecosystem



# Social Security organizations are facing both external and internal challenges



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## Appendix # 2

# Contribution of the six elements in the performance of the organizations

• A qualitative assessment of the contribution of each element in the performance of the organizations regarding each of the 3 strategies have been made in order to understand the key drivers of the performance in each area.

**Contribution of the six Elements in the** performance of the organizations – Risk Management



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### Impact of the elements on the performance of the organization in risk management\*

		Risk Management				
		Operational efficiency	Human Capital	Citizen Service		LEGEND
)	Empower employees					High impact on
	Promote social security services				ļ	the performance
	Innovation centered on citizens		٠			Low impact on the performance
	Leverage external experience & expertise					
	Position as an active contributor to society					
-	Embed risk management					

\*: Illustrative qualitative assessment made at the aggregate level

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Performance Elements

Contribution of the six Elements in the performance of the organizations – Change Management



#### Impact of the elements on the performance of the organization in change management\*

		Change Management				
		Operational efficiency	Human Capital	Citizen Service		LEGEND
Performance Elements	Empower employees				- the perf	High impact on
	Promote social security services					the performance
	Innovation centered on citizens					Low impact on the performance
	Leverage external experience & expertise					
	Position as an active contributor to society					
	Embed risk management					

\*: Illustrative qualitative assessment made at the aggregate level

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#### **Contribution of the six Elements in the performance of the organizations - Innovation**



## Impact of the elements on the performance of the organization in innovation\*

		Innovation				
		Operational efficiency	Human Capital	Citizen Service		LEGEND
Performance Elements	Empower employees				High imp	High impact on the performance
	Promote social security services					the performance
	Innovation centered on citizens					Low impact on the performance
	Leverage external experience & expertise					
	Position as an active contributor to society					
	Embed risk management					

\*: Illustrative qualitative assessment made at the aggregate level



## Appendix # 3

# Mapping of Performance Elements in terms of frequency of mentions and regional difference

# Mapping of Performance Elements in terms of frequency of mentions and regional difference





\*: Illustrative qualitative assessment made at the aggregate level

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Source: Accenture High Performance in Social Security Administration Survey, June 2009



## Appendix # 4

# Processes developed and implemented by the organizations in risk management, change management and innovation

The majority of organizations interviewed employed centralized risk management processes that are integrated into all processes across the organization



## Risk management processes can be classified into three categories:

#### Centralised processes (12) mentions

Centralized processes are streamlined and integrated across the organization, often with a single department or unit overseeing the execution and planning

#### **Decentralised process (8)**

Decentralized processes involve streamlined processes but these processes are unique to different departments and often restricted to financial procedures

#### No specific processes (8)

Processes are defined and carried out often only when a problem arises. No centralized units or processes are in place



#### **Examples:**

"Integrated into organization's processes (selection of files based on pre-established criteria and the control of these files). Units at each control level"

"Risk management is well integrated in all organizational processes, it is at the centre of our structure's concerns, we have developed a risk map to identify, assess, predict and manage potential risks"

"Risk management is not present in all processes but is handled in strategic projects through a methodological approach which seeks to identify and mitigate them"

"We manage risks indirectly and sometimes ad hoc" "Risks are dealt with as they arise"



The majority of organizations interviewed utilized ad hoc change management processes that are engaged only when the need arises





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Source: Accenture High Performance in Social Security Administration Survey, June 2009



# Most organizations have specific processes in place to encourage innovation within the organization

## Processes to encourage innovation can be classified into three categories:

## Specific processes to encourage innovation (11)

- "Compulsory objective for every department to contribute to innovation"
- "Each staff member has a KPI for idea generation"
- "The organization has created an innovation board."
- "Sending people abroad to learn more about best practices"

Innovation encouraged through general company processes (10)

- "Promotion of innovation is organized decentralized in the respective units."
- "Investment Department researches global best practice to trigger innovation"
- "Employees also used as triggers for innovative ideas through the portal"

#### No specific processes in place to encourage innovation (7)

- "No specific process to manage innovation - no mechanisms to support or promote it"
- "Understand that innovation is present in all processes and tasks and how these are being used to improve service delivery and innovating social security"



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Source: Accenture High Performance in Social Security Administration Survey, June 2009



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### Appendix # 5

#### ICT systems used by the organizations in risk management and change management

Almost half of the organizations use IT programs or systems to support risk and change management however no two organizations use the same type of system



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# Use of IT in Risk Management Use IT Don't use IT Use of IT in Change Management



- "Task flow management system (automatic cross checking generating a task if inconsistency with database information"
- "Simple tool developed in excel in order to monitor risks (collection of risk assessments and determination of priorities) + data warehouse and reporting system (detect and monitor strengths and weaknesses of the risks + forecast risks)"
- "Have a major risk operational system which assesses and monitors key risks per department on an automated basis"
- "Risk assessment tool in place (Risktracker) = Microsoft excel tool"
- "IT Have a Risk Identification Management system which identifies risks as well as possible mitigating factors. Also have monthly meetings to identify and deal with identified IT risks"
- "A number of process tools such as BPM, IBM websphere, business modeler are used"
- "Online software release form and change management system"
- "Operational Guidelines for Incorporation Monitoring, Control and Collection were developed - a IT tool to capture information that tries to generate an improvement in management and contribute to the operational processes of the sub IMSS has been done following the laws and regulations in force, and policies and programs of the Directorate of Integration and Collection are correctly applied."
- "Have developed a portal whereby employees can see internal information and knowledge and can contribute their opinions"