

# Virtual US Citizen Experience 2021

Improving Citizen and Visitor Satisfaction Through Easy & Seamless CX Processes & Strategies

Online | Friday, January 29, 2021 | 9AM PT / 12PM ET



## AGENDA OVERVIEW

Changes continue in how local, state and federal governments operate and manage technology for improving service, including the focus on effective ways to foster citizen engagement.

Customer centricity becomes increasingly important in times of uncertainty. The ability for the Public Sector to adapt and respond quickly to society's changing needs is crucial at a time when habits and behaviors have been irreversibly changed, and where public trust is undoubtedly shaken.

Reforms aimed at improving service delivery have long been a focus in the Public Sector, and departments have certainly made significant progress in wrapping its services around its people through human-centered design and exploring emerging technologies.

However, with recent global events creating an increased reliance on digital services, coupled with the growing expectations of the digitally driven citizen, we are left wondering 'what's next', in how departments are planning for the 'future citizen experience'.





Our Virtual Citizen Experience USA Event will explore the policies, applications, critical systems, processes and technologies involved with improving customer experience and citizen services to better prepare for a thriving and modern Public Sector. This virtual event will be serving public sector professionals responsible for improving customer experience and citizen engagement through all aspects of serving citizens to include but not limited to onsite, online, social media, mobile, contact center operations, and more.

## WHO SHOULD ATTEND

Directors/Heads/Managers/Team Leaders of:

- Citizen Experience**
- Digital and Online Solutions**
- Customer Service & Care**
- Customer Intelligence / Citizen Intelligence**
- Customer Experience / CX**
- Customer and or Citizen Insights / Analytics / Cognitive Analytics**
- Marketing / Social Media / External Communications**
- Guest / Visitor Experience**
- Community Engagement**
- Contact Centers**
- Big Data / Analytics & Performance**

## REASONS TO ATTEND

-  Exploring the Best Tools and Techniques to Better Engage Citizens
-  Examining Why government Agencies need an Omnichannel Communication Strategy to be Successful
-  Identifying how Digital Document Management Fits into CX Planning
-  Learning How Data Can Support Citizen-Centric Websites and Digital Tools

## SPEAKERS



**CLAIRE OSBORNE**  
Chief Administration and Customer Service  
**Pennsylvania Department of General Services**



**G. NAGESH RAO**  
Acting Chief Information Officer  
**US Department of Commerce Bureau of Industry and Security**



**JACQUELINE STETSON**  
Director of Citizen-Centered Design  
**City of Gainesville, FL**



**OSWALDO MESTRE JR.**  
Chief Service Officer & Director of Citizen Services  
**City of Buffalo, NY**



**CHRIS GIANUTSOS**  
Managing Director, Digital Transformation  
**EY**



**PETE BREIL**  
Director of Citizen Service & Response  
**City of Richmond, VA**



**SCOTT DRAEGER**  
VP of Customer Transformation  
**Quadient**



**BRIAN CHIDESTER**  
Public Sector Industry Specialist  
**OpenText**



**SEAN CROWLEY**  
Area Vice President - Sales  
**Acquia**

## AGENDA

9.00am PT 12.00pm ET	<b>PSN Welcome and Opening</b>
9.05am PT 12.05pm ET	<b>Chair Opening</b> <b>Chris Gianutsos</b> , Managing Director, Digital Transformation, <b>EY</b>
9.20am PT 12.20pm ET	<b>Government Keynote:</b> The Importance of Establishing a CX Vision <b>Claire Osborne</b> , Chief Administration and Customer Service, <b>Pennsylvania Department of General Services</b>
9.40am PT 12.40pm ET	<b>Partner Session:</b> The Resilient Citizen Experience <b>Brian Chidester</b> , Public Sector Industry Specialist, <b>OpenText</b>
10.00am PT 1.00pm ET	<b>Government Case Study: Prioritizing User Experience &amp; Design</b> <b>Pete Breil</b> , Director of Citizen Service & Response, <b>City of Richmond, VA</b>
10.20am PT 1.20pm ET	<b>Partner Session:</b> It's Not Your Fault, But it is Your Problem: Handling Citizen Confusion at Scale <b>Scott Draeger</b> , VP of Customer Transformation, <b>Quadient</b>
10.40am PT 1.40pm ET	<b>Government Case Study: Enabling a CX Perspective Within a DevSecOps Model</b> <b>Nagesh Rao</b> , Acting Chief Information Officer, <b>US Department of Commerce Bureau of Industry and Security</b>
11.00am PT 2.00pm ET	<b>Break</b>
11.05am PT 2.05pm ET	<b>Panel:</b> Citizen Engagement - Building an Inclusive, Passionate and Multi-Generational Culture in Your Community <b>Oswaldo Mestre Jr.</b> , Chief Service Officer & Director of Citizen Services, <b>City of Buffalo, NY</b> <b>Jacqueline Stetson</b> , Director of Citizen-Centered Design, <b>City of Gainesville</b> <b>Sean Crowley</b> , Area Vice President - Sales, <b>Acquia</b> <b>Moderator:</b> <b>Chris Gianutsos</b> , Managing Director, Digital Transformation, <b>EY</b>
11:45am PT 2.45pm ET	Closing Remarks from Chair
12.00pm PT 3.00pm ET	End of session

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