

Virtual Service Design and Delivery

Designing and embedding a seamless and innovative end-to-end service

Online → Thursday, 9 September 2021 | 11:00am AEST

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Agenda Overview

Government delivers a lot of services; redesigning these can often be difficult with so many isolated pieces needing to be brought together to achieve the overarching goal of a seamless user experience.

With effective service design, government is able to better determine which of these pieces of their digital and physical services need to fit together, whether and how well they meet citizen needs, and then rebuild them to meet these needs.

The Public Sector Network's "Government Service Design and Delivery" Virtual Event provides the platform for collaboration, helping participants share and understand the evolving landscape and harness the power of effective end-to-end service design in order to increase CX.

Who Attends?

Chiefs/Directors/Heads/Managers of:

Service Design | CX | Digital | Data/
Insights | Operations | Process |
Innovation

Speakers



Carlia Hoy
Director Customer Strategy,
NSW Department of Customer Service



Matt Clarke
General Manager, Digital Services Division,
Services Australia



Andrew Dadswell
Senior Manager, Service Design,
Australian Securities and Investments Commission



Kate Harrington
Head of Strategic Digital Initiatives,
NSW Department of Customer Service



Peter Krieg
Global Head of Creative & Consulting
Squiz



Paul North
Senior Vice President Asia Pacific & Japan
Optimizely



Elizabeth Ogle
Director, User Experience,
Digital Transformation Agency



Ken Prokopec
Account Director - Public Sector,
Oracle CX




Stephanie Salter
Director, Future Transport Digital Accelerator,
Transport for NSW




Jeremy Sullivan
Director, Health Design Lab,
Department of Health

Reasons to Attend

Design and build a seamless end-to-end service to improve citizen experience 

Understand the most beneficial tools/methods in service design 

Hear from peers about how they have tailored and embedded service around user needs 



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11:00am	PSN Welcome
11:10am	Chair Opening Carlia Hoy , <i>Director Customer Strategy, NSW Department of Customer Service</i>
11:20am	Government Keynote: Connecting Real World Experience to Policy Making <ul style="list-style-type: none"> Creating and embedding an agile approach Embedding design thinking principles to boost effectiveness, productivity, and citizen satisfaction Jeremy Sullivan , <i>Director, Health Design Lab, Department of Health</i>
11:35am	Partner Session: A Modern Council Service Organisation: Building an agile, flexible & scalable cloud-based infrastructure to: <ul style="list-style-type: none"> Transform service delivery & enhance citizen services using Intelligent automation solutions, predictive analytics, and artificial intelligence (AI) Empower your employees by enabling data-driven decision-making, remote work orchestration, advanced case management, guided assistants, and smart knowledge creation and sharing Simplify service requests & , permits & applications through digital service design & self- service Eliminate data -silos by operationalizing data from the back office to the front office to build citizen centric service experience Ken Prokopec , <i>Account Director - Public Sector, Oracle CX</i>
11:50am	Government Keynote: Designing Your End-to-End Service Around User Needs <ul style="list-style-type: none"> Re researching with users through all stages of design Leveraging data analytics to deliver better physical and digital services Building end to end services that aligning with overarching business goals Stephanie Salter , <i>Director, Future Transport Digital Accelerator, Transport for NSW</i>

12:05pm	Partner session: Creating Consistency in Your Digital User Experience In large organisations, it's common to find fragmentation across digital platforms - with multiple people adding and updating content, the design, tone and formats used can become inconsistent. As a result, users have disjointed experiences with varying degrees of satisfaction. Join Squiz to discover; <ul style="list-style-type: none"> The importance of defining the tone, look and feel, and format of your content How to create consistency without it resulting in uniformity Tools and approaches for identifying the causes of fragmentation, creating blueprints and collaborating to improve the user experience Peter Krieg , <i>Global Head of Creative & Consulting, Squiz</i>
12:20pm	Government Keynote: The People Element: Building and Managing Effective Teams <ul style="list-style-type: none"> Establishing a multidisciplinary team to design, build and maintain services Building capability, upskilling and fostering culture to underpin agile processes Kate Harrington , <i>Head of Strategic Digital Initiatives, NSW Department of Customer Service</i>
12:35pm	Refreshment Break
12:40pm	Panel Session: Understanding the Right Tools, Processes, People and Technology to Drive Forward and Embed your Vision <ul style="list-style-type: none"> Developing the roadmap for a seamless end-to-end experience Integrating physical and digital services Leveraging insights to identify citizen needs Matt Clarke , <i>GM Digital Services Division, Services Australia</i> Andrew Dadswell , <i>Senior Manager, Service Design, ASIC</i> Elizabeth Ogle , <i>Director, User Experience, DTA</i> Paul North , <i>Senior Vice President Asia Pacific & Japan, Optimizely</i>
1:10pm	End of Session

Partners



Platinum Partner



Gold Partner



Silver Partner