

# Virtual Improving Customer Experience and Citizen Engagement in Local Government

Creating an effective multi-channel customer experience strategy to meet expectations and manage cost to serve

Online → Wednesday, 19 May 2021 | 09:00am NZST

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## Agenda Overview

Local Governments provide numerous services across several channels every day. In most cases, these are delivered on shrinking budgets and compete with the evergreen task of meeting the needs and expectations of our increasing populations New Zealand-wide.

While citizens don't get to choose their council, as this depends on where they reside, it's unanimous and essential that every council prioritises the delivery of a great multi-channel customer experience to all residents, businesses and visitors to ensure the prosperity of the region, buoy the local economy, and maintain the liveability of the community.

Creating an effective multi-channel customer experience is paramount to this paradigm, and in order to embrace improvements well, the focus rests on all key areas: technology, data, people, service design and delivery and service channels.

Public Sector Networks **Improving Customer Experience and Customer Engagement in Local Government Virtual Event** will equip attendees with ideas and strategies for refining their customer experience, particularly in a post-COVID-19 world that grapples with volatile outcome shifts and burgeoning customer expectation going forward.

## Who Attends?

Chief Executive Officers, Chief Customer Experience Officers, Councillors, Mayors, Chief Digital Officer, Chief Information Officer and Executives and Leaders from local government in charge of:

Customer Experience | Corporate Services | Data & Analytics | ICT | Innovation | Service Delivery and Operations

## Speakers



**Gareth Green**  
*Chief Executive,*  
**Taupo District Council**



**Tracey Lee**  
*Chief Executive,*  
**Plymouth City Council, UK**



**Debbie Lascelles**  
*Group Manager Strategy and Community Services,*  
**Waipa District Council**



**Vibhuti Chopra**  
*Director Strategy Partnerships and Growth,*  
**Upper Hutt City Council**



**Jen Baird**  
*General Manager City Growth,*  
**Hamilton City Council**



**Matt Lane**  
*Digital Services Manager, Smart Council,*  
**Wellington City Council**

## Reasons to Attend

Find out how to effectively keep up with growing customer expectations and demands



Understand how to maximise the use of existing technology and harness benefits of new innovative and emerging technologies



Learn how to adapt your customer experience strategy to a growing and changing population and city



Identify how to put the customer at the centre of everything you do when planning, designing, and delivering services



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09:00am	<b>PSN Welcome</b>	10:05am	<b>Government Case Study:</b> <b>Creating and Increasing Citizen Engagement in Local Government</b> <ul style="list-style-type: none"> <li>Communicating the 'why' - Why should citizens engage? What's in it for them?</li> <li>What does 'good engagement' look like?</li> </ul> <b>Vibhuti Chopra</b> , <i>Director Strategy Partnerships and Growth</i> , Upper Hutt City Council
09:10am	<b>Chair Opening</b> <b>Gareth Green</b> , <i>Chief Executive</i> , Taupo District Council	10:20am	<b>Refreshment Break</b>
09:20am	<b>International Keynote:</b> <b>Building an effective multi-channel customer experience</b> <ul style="list-style-type: none"> <li>Finding balance between cost efficiency and meeting citizen needs and expectations in an innovative way</li> <li>Integrating a digitally-driven strategy for seamless operation and service</li> </ul> <b>Tracey Lee</b> , <i>Chief Executive</i> , Plymouth City Council, UK	10:25am	<b>Panel Session:</b> <b>How to successfully keep up with growing customer expectations and demands</b> <ul style="list-style-type: none"> <li>How to adapt your customer experience strategy to complement an ever-evolving population and city?</li> <li>How to maximise the use and insights from existing technology?</li> <li>How to ensure staff are customer-centric and well trained?</li> <li>What are your top three tips to advise councils currently updating their customer experience strategy?</li> </ul> <b>Jen Baird</b> , <i>General Manager City Growth</i> , Hamilton City Council <b>Matt Lane</b> , <i>Digital Services Manager</i> , Smart Council, Wellington City Council
09:35am	<b>Government Case Study:</b> <b>'Community Engagement for Post-Pandemic Recovery'</b> <ul style="list-style-type: none"> <li>Improving external relationships and leveraging community networks to enable local government leadership for recovery</li> <li>Building capability within local government to ensure that community needs are understood and comprehensively addressed within recovery planning and responses.</li> </ul> <b>Debbie Lascelles</b> , <i>Group Manager Strategy and Community Services</i> , Waipa District Council	11:00am	<b>Close</b>
9:50am	<b>Partner Session</b> Presented by Ingram Micro NZ		

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