

Virtual Using Technology to meet your Customer Needs

Delivering a seamless and integrated customer experience

Online → Tuesday, 3 August 2021 | 11:00am AEST

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Agenda Overview

Local councils across Australia recognise the need to digitally transform their organisation to improve customer experience. Most councils have started the journey to successfully transition to a citizen-centric digital local government. However reduced levels of funding and staffing, post-COVID constraints, cost of resourcing and limited technical capability make this journey difficult for most councils. Achieving a holistic transformation is another key challenge, to ensure front and back-office processes and systems get upgraded.

Public Sector Networks Using Technology to meet your Customer Needs Virtual Event will equip attendees with the knowledge to redesign their CX journey, choose the best technology and transform the customer experience journey.

Who Attends?

Chiefs/Directors/Heads/Managers of:

Corporate Services | Customer Experience | Strategy | Customer Care | Customer Relations | Performance | Community Engagement | Business Improvement | Economic Development | Visitor Experience

Speakers



Jeffrey Griffith
Deputy General Manager
Devonport City Council



Nabil Saleh
Chief Information Officer
Woollahra Municipal Council



Cass Gannon
Project Manager CRM
City of Marion



John Mantzios
Chief Information Officer
Waverley Council



Martin Hopley
Director Governance and Information Services
Baw Baw Shire Council




Gaya Gounder
Chief Information Officer
Camden Council




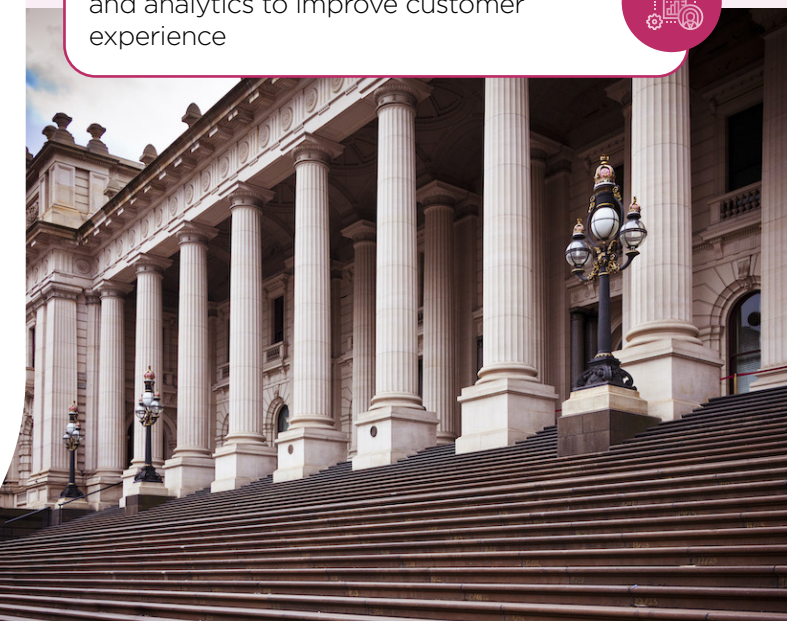
Jodie House
New Business Manager - Government and Community, Australia
Bang the Table

Reasons to Attend

Learn how to improve your customer experience design and experience 

Understand how to best digitise customer transactions 

Find out how to make the most of data and analytics to improve customer experience 



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11:00am	PSN Welcome
11:10am	Chair Opening
11:20am	Government Case Study: Focus on community outcomes, better customer engagement and improved experience <ul style="list-style-type: none"> • Create a holistic integration of back, middle and front-end components on your customer experience transformation journey • Identifying how to best achieve a whole-of-council digital transformation Jeffrey Griffith, Deputy General Manager, Devonport City Council
11:35am	Partner Session: Digital Transformation at speed and scale <ul style="list-style-type: none"> • The last 18 months has seen digital transformation accelerate at all levels of government • As citizen expectations evolve, we share how local government has approached digital transformation with speed and scale and identify future opportunities
11:50am	Government Case Study: Rethinking and redesigning your customer experience journey to create an interconnected council <ul style="list-style-type: none"> • Understanding what will drive the most significant value and benefits • Leveraging data and insights to create better service across various channels Cass Gannon, Project Manager CRM, City of Marion
12:05pm	Partner session: Enhancing the citizen experience through omnichannel engagement Jodie House, New Business Manager - Government and Community, Australia, Bang the Table

12:20pm	Government Case Study: Embedding a user-centric approach to drive innovation and engagement <ul style="list-style-type: none"> • Creating the framework for designing, improving, managing and tying together existing channels • Mapping the customer journey to create a seamless multi-channel engagement strategy Nabil Saleh, Chief Information Officer, Woollahra Municipal Council
12:35pm	Refreshment Break
12:40pm	Panel Session: How to build a technology enabled and future ready council? <ul style="list-style-type: none"> • How can you best transition to a digital culture and mindset to foster innovation and collaboration? • How to find 'fit for purpose' technology in support of creating a better customer experience? • How to improve community engagement? • How to upskill existing staff and bring them along on the journey? Martin Hopley, Director Governance and Information Services, Baw Baw Shire Council John Mantzios, Chief Information Officer, Waverley Council Gaya Gounder, Chief Information Officer, Camden Council Thomas Kohlenbach, Senior Product Specialist, Nintex
1:10pm	End of Conference

Partners



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