

# Virtual Bots and the Future of Customer Experience

Optimising Public Sector Services & CX with Emerging Technologies

Online → Wednesday, 1 September 2021 | 9:00am NZST

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## Agenda Overview

Modern citizen's expectations are evolving, demanding a drastic rethink of the technology that public sector organisations use to meet these needs and demands as more traditional channels of engagement become further outdated and inefficient.

While organisations are already taking steps towards modernising the services they provide, investing in the correct technology is critical. Emerging technologies, like AI-powered chatbots are helping organisations provide quicker resolutions and simplify the job of a customer service agent.

Our **Bots and the Future of Customer Service Virtual Event** will look at how future-facing organisations are using Chatbots to enhance their CX, decrease costs, and increase revenues. The virtual event will explore latest trends, hear relevant case studies, examine what is working best, and provide key take-aways for you to share with your organisation.

## Who Attends?

**Chiefs/Directors/Heads/Managers of:**

Engagement & Strategy | Customer Service |  
Media/Marketing | Digital Services | Community Engagement

## Speakers



**Jamie Crump**  
*Director Business Planning,*  
**Education New Zealand**



**Parma Nand**  
*Department of Computer Science and Software Engineering,*  
**Auckland University of Technology**



**Sonia Gerken**  
*Communications and Marketing Manager,*  
**Gore District Council**



**Nick Vaughn**  
*Service Owner - Change Design and Delivery, Enterprise Services*  
**Inland Revenue Department**



**Tiffany Chui**  
*Senior Project Manager, Provincial eHealth Delivery,*  
**Provincial Health Services Authority Canada**





**Grant Hamel**  
*Customer Services Manager,*  
**Timaru District Council**




**Gavin Whyte**  
*CEO*  
**Public Sector Consulting**

## Reasons to Attend

Hear from pioneers in the industry that are helping to shape the future of chatbots 

New ways to effectively design your Customer Experience Strategy 

Hear Government Case Studies about how technology can be used to strengthen and facilitate communication 



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09:00am	PSN Welcome	10:00am	Government Case Study <b>Utilising Bots to improve citizen experience</b> <ul style="list-style-type: none"> <li>Evaluating the ROI of chatbots, and harnessing actionable feedback to learn and improve how your customers feel about the services you offer</li> <li>Rethinking your CX Strategy: where will chatbots/technology add most value to your customers?</li> </ul> <b>Jamie Crump</b> , <i>Director Business Planning, Education New Zealand</i>
09:10am	Chair Opening: <b>Gavin Whyte</b> , <i>CEO, Public Sector Consulting</i>	10:20am	Refreshment Break
09:20am	Government Keynote: <b>Using new technology to build a stronger connection to the people you serve</b> <ul style="list-style-type: none"> <li>The benefits of using customer support chatbots to improve interactions across various touch points in a citizen's journey</li> <li>How technology is changing the relationship between government and citizen</li> </ul> <b>Tiffany Chui</b> , <i>Senior Project Manager, Provincial eHealth Delivery, Provincial Health Services Authority Canada</i>	10:25am	Panel Session <b>Points to consider – How to avoid the negative aspects of Bots and Automation</b> <ul style="list-style-type: none"> <li>What key internal systems need to be deployed, managed and regulated to ensure customer experience is not hindered by Bots?</li> <li>Ensuring Bots work for you not against you: How to best monitor automated processes to maximise organisational efficiency and safeguard your CX reputation</li> <li>Devising a digital strategy for the future of NZ's public sector services: Where to from here?</li> </ul> <b>Parma Nand</b> , <i>Department of Computer Science and Software Engineering, Auckland University of Technology</i> <b>Sonia Gerken</b> , <i>Communications and Marketing Manager, Gore District Council</i> <b>Grant Hamel</b> , <i>Customer Services Manager, Timaru District Council</i>
09:40am	Government Keynote: <b>Balancing speed and personalisation in CX</b> <ul style="list-style-type: none"> <li>Humans and Bots working in harmony: an integrated approach to CX</li> <li>Starting with your customer - knowing your customers, mapping their journey and knowing what they need</li> </ul> <b>Nick Vaughn</b> , <i>Service Owner - Change Design and Delivery, Enterprise Services, Inland Revenue Department</i>	11:00am	Close