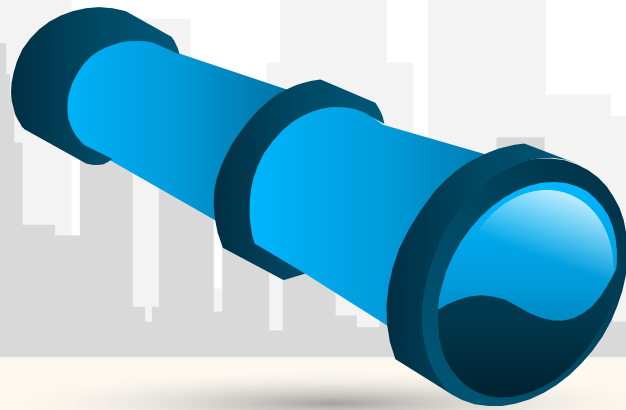
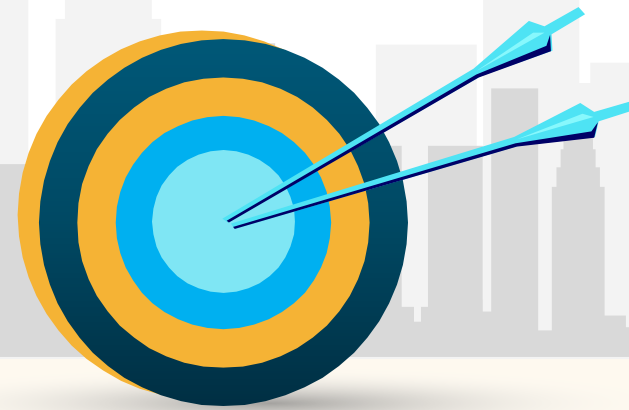


Enhancing Citizen Experience



Learnings

From the Private Sector



Applied

In the Public Sector

Customer Service

With the Everything Customer



Customer Service Excellence



The Private Sector

What can public sector learn from private sector?

Most importantly

What does excellence look like.



Customer Service Excellence Defined

Key elements and considerations



Customer Service

With the Everything
Customer



What is baseline for expectations?

- Want it yesterday
- Want it in multiple channels
- Want it with a smile
- The experience matters
- Excellence is the new baseline

What is customer service excellence?

- How did it make you feel?
- What was the experience?
- How were you treated?
- How was the issue handled?



Customer Service Excellence Defined

Key elements and considerations

How can we deliver excellence?

- Efficient response is not sufficient
- The customer is not always right but ...
- Where is the common ground?
- Anticipation is a key element
- Win – Win relationship



The Private Sector

What can public sector
learn from private
sector?

Most importantly

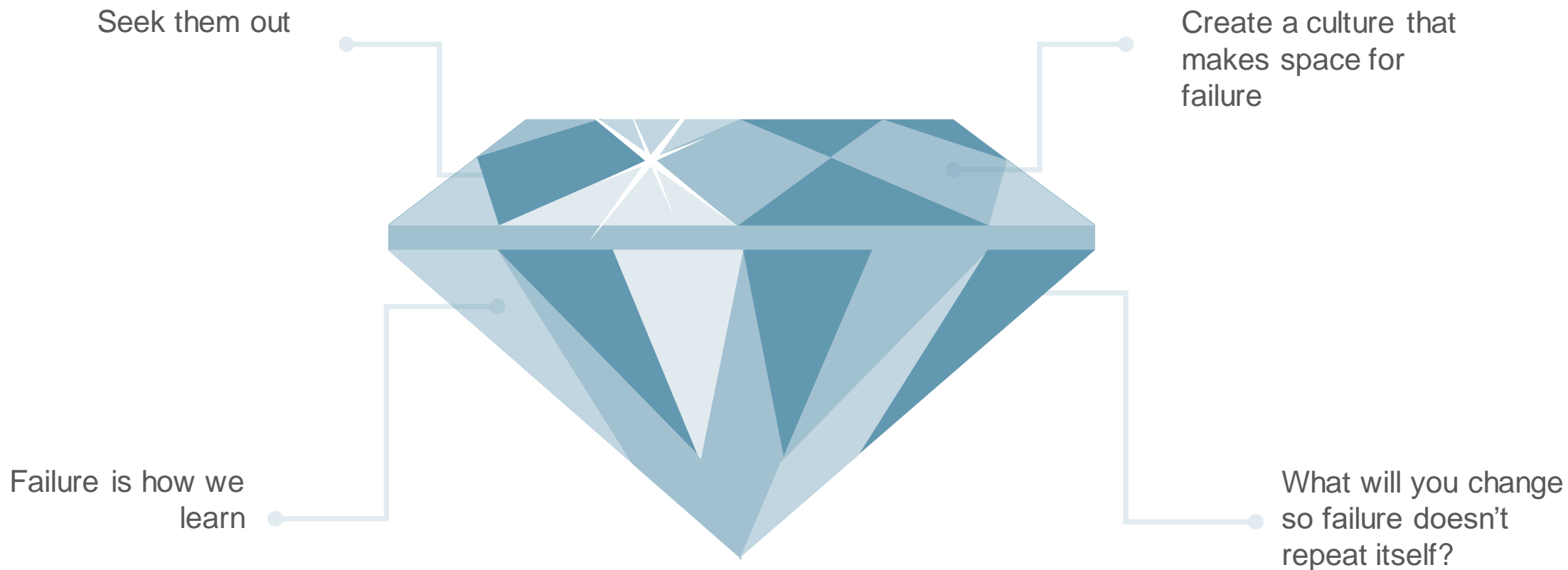
What does excellence
look like.



My “aha” moments for customer service excellence

- Lead by example!
 - Internal and external customers
- Unlock potential by empowering your people
- Be ready to listen
- Be willing to pivot and adapt

Remember to Celebrate ... Your Failures!



Our Problem to Solve



PROBLEM

- Ever advancing citizen service expectations (FAANG)
- Citizen movement from traditional delivery to mobility and digital
- A disjointed citizen / customer experience – One City
- Increasing technical landscape and associated technical debt
- Inefficient and at times unrepeatable processes
- Smart City movement promising municipal efficiency

The Standard Approach

PROBLEM



Internal Assessment



Set Direction



SOLUTION



Citizen Validation?

A Citizen Centric Approach

PROBLEM



Seek to understand



Develop meaningful Insights



Prototype

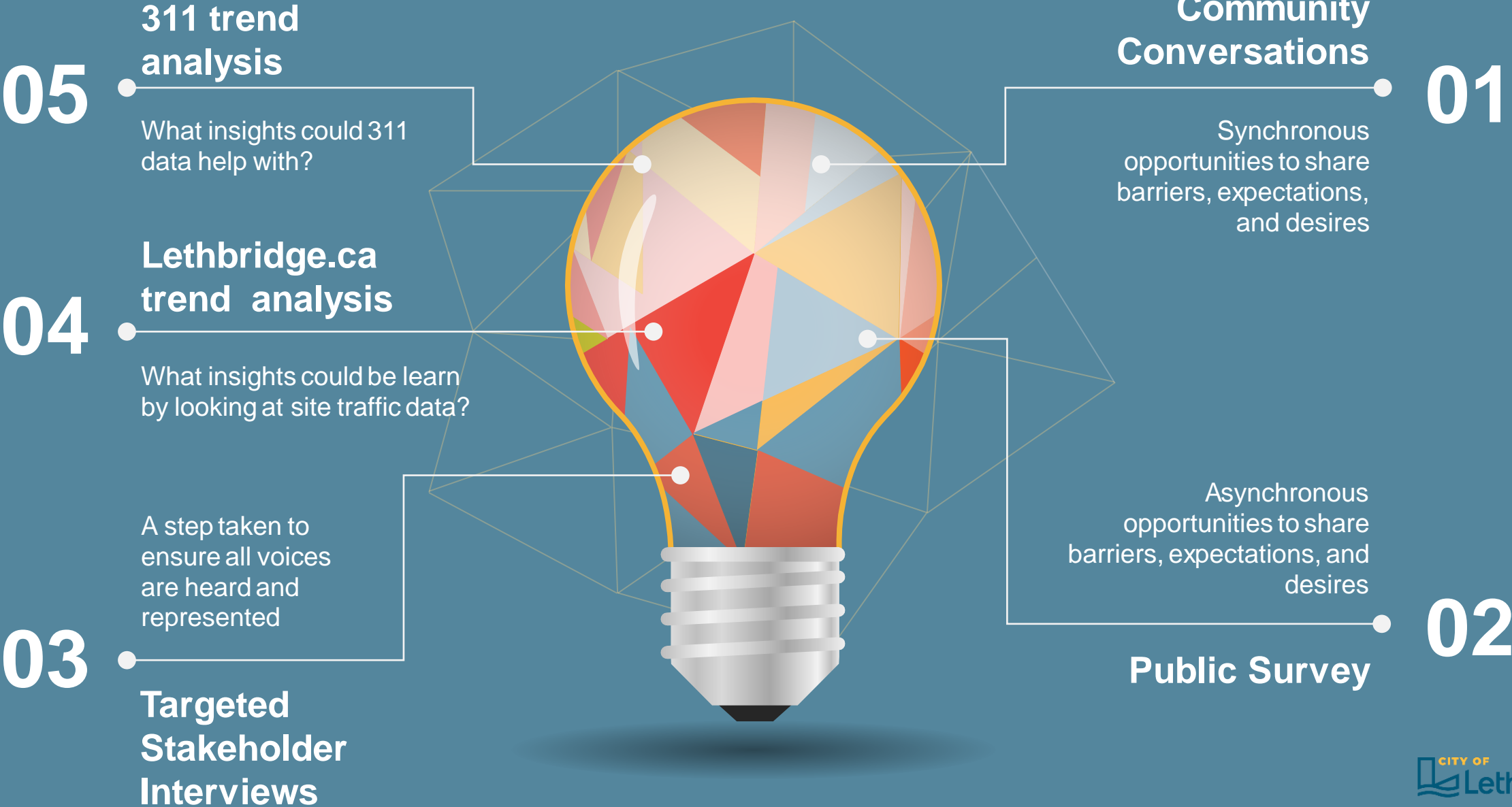


Design Thinking Principles

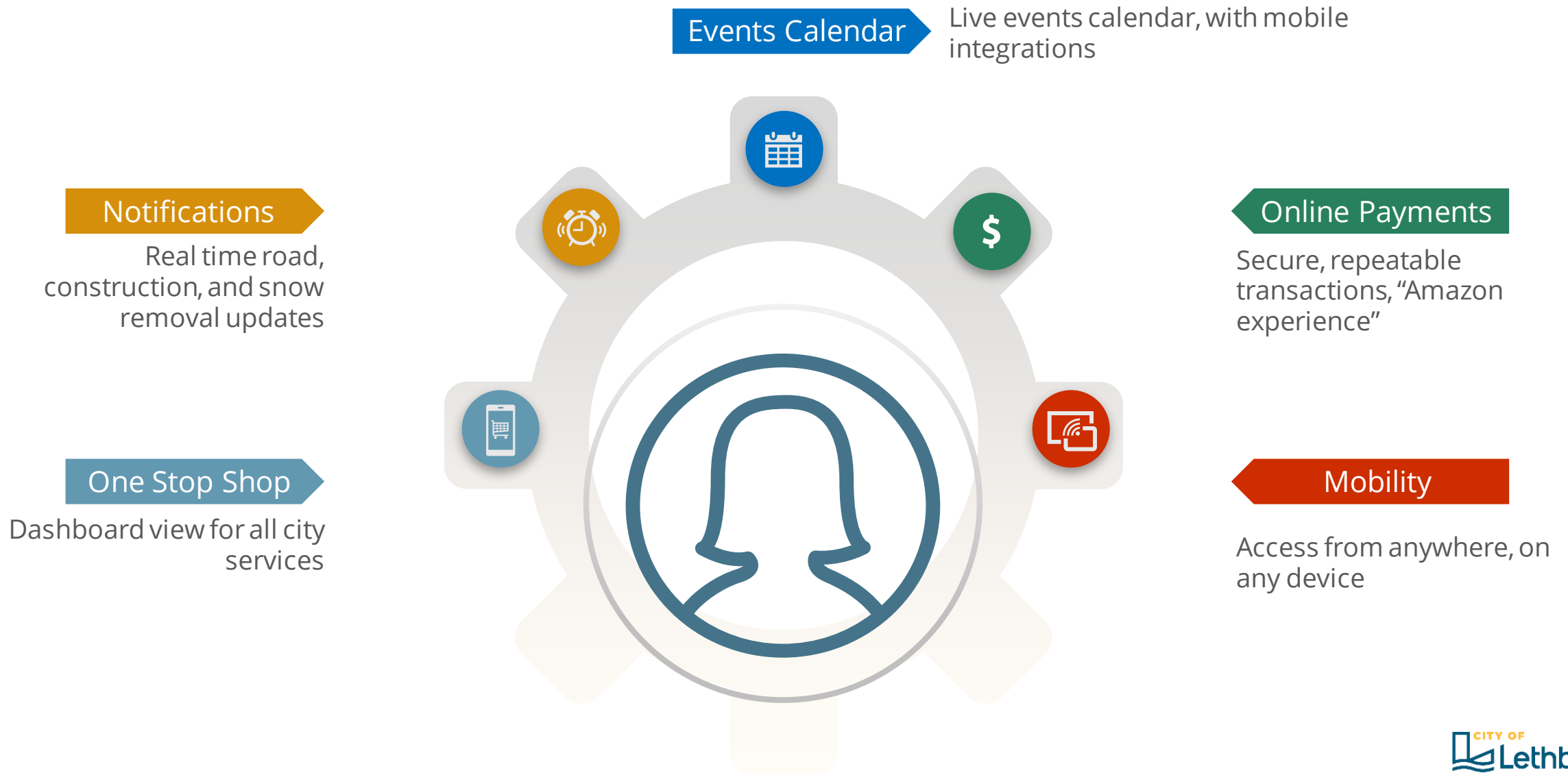
SOLUTION



Seek to Understand



Key Insight: Citizen at the Centre



The Solution



Digital in Customer Experience (DiCE)

The Digital Customer Experience Program is a **key enabler** for the City of Lethbridge



Thank you

Lisa Trent

Director of Corporate and
Customer Services

lisa.trent@lethbridge.ca

Trevor Butler

GM of IT Services & Digital
Transformation

trevor.butler@lethbridge.ca