Digital Government & CX

Reengineering the Customer Journey

TRAINING

Reimaging Digital Experiences to Deliver Better Outcomes

Facilitated by
PIA ANDREWS
Serial Government Transformer

Online ⟶ **16 & 23 February 2022**

PUBLIC SECTOR NETWORK

Certified B Corporation

Reimaging Digital Experiences to Deliver Better Outcomes

Seamless CX is the key to positive digital experiences. But the recent transition of in-person services to the virtual realm has added a layer of complexity to service delivery, presenting problems regarding security, accessibly and digital inclusion.

Despite the emerging challenges, the public sector continues to transform service delivery to support citizens throughout all stages of life. Today, with almost all aspects of life being digitally enabled, the number of government services delivered online continues to grow – along with the expectations of consumers.

Despite the progress to date, service providers must continue to work proactively to bridge the divide between citizen expectations and their digital experiences. Innovative technology and methodology can be used to reimagine customer journeys to reinvent service design, identify pain points, amend infrastructure deficits and ensure that public confidence in government is supported by positive their digital experiences.

Through an innovative mix of lecture-style presentations, interactive group exercises and expert feedback, the **Reengineering the Customer Journey** online training session will allow participants to improve CX by learning how to map, analyse and engage with each stage of their citizen's digital journey to transform service delivery and align with organisational purpose. By replicating and interrogating a digital journey on their customers' behalf, participants will be able to identify, analyse and resolve pain points through citizen-centric methodologies and technological solutions.

Under the guidance of our expert facilitator, this training session will equip attendees with human- centred approaches that help to tackle growing expectations, fluctuating demand and changing operational environments. Participants will leave with both theoretical and practical knowledge, as well as implementable strategies they can embed in future projects and share with their multidisciplinary teams.

Not Just a `Training Session`

Build digital products around user needs – reverse engineer service delivery to align with citizen expectations through a number of strategies, including user research, iteration, feedback loops, journey mapping and more

Balance Human Centred Design (HCD) with business restraints – strategise how to embed customer-centric, outcomes-based approach, despite legislative limitations

Explore the 'opt in' environment to build trust - maintain respectful boundaries with citizens by communicating how their data is collected and applied in service delivery

Drive digital access and inclusion – establish an intersectional view of customers and create channels of engagement that facilitate a range of languages, geographies and abilities

Who `Attends`

The **Mapping the Customer Journey** online training session has been specifically designed for public sector professionals working in service delivery and improvement, Customer Experience (CX) and outcomes, online services and products, and digital transformation. It has been designed to equip participants with implementable strategies to better inform decision-making, identify areas of focus and drive an outcomes-focused CX and digital transformation strategy.

The course is suitable for any public sector professional seeking to establish a proactive and human- centred CX strategy to elevate their digital service delivery beyond COVID-standards. It's also suitable for public servants who are early in their digital transformation journey, and want to understand how to embed customer-centric approaches in their work moving forward.

Meet Your Facilitator

PIA ANDREWS
Seral Government Transformer

Pia Andrews is an open government, digital transformation and data geek who has been trying to make the world a better place for 20 years. Working within the (public sector) machine, Pia helps to transform public services, policies and culture through greater transparency, democratic engagement, citizen-centric design, open data, emerging technologies and real, pragmatic actual innovation in the public sector and beyond.

Most recently, Pia was the Director General for Digital Experience and Client Data and Special Advisor for the Benefits Delivery Modernization program at Service Canada (ESDC) in Ottawa, Canada. Prior to her work overseas, Pia has held a number of executive roles in across various agencies including the NSW Department of Customer Service, the Service Innovation Lab (New Zealand government), AUSTRAC, Department of Prime Minister and Cabinet, Department of Finance and ACT Government.

Pia is a community leader both in Australia and internationally. She was a founding member of OLPC Australia, and OLPC Friends – a community-based organisation focused on bringing the OLPC vision to Australia, New Zealand and the Pacific. She was at various times also the President of Software Freedom International, the President (then VP) of Linux Australia, and on the linux.conf.au 2007 organising team. She has spoken at Software Livre in Brazil, FOSS events in China, the Open Source World Conferences in Spain, the World Summit of Information Society (United Nations) in Switzerland, linux.conf.au in New Zealand and linux.conf.au, education au, Making Links, various TechGirls events and many more in Australia! She is passionate about improving the world by getting great technologies to people who need them, and creating a well-connected global society where anyone can play and succeed.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

- To participate you'll need:

- A computer with camera and microphone

- Strong internet connection

- Quiet, well-lit space

- Current challenges you are facing

CLICK HERE TO REGISTER
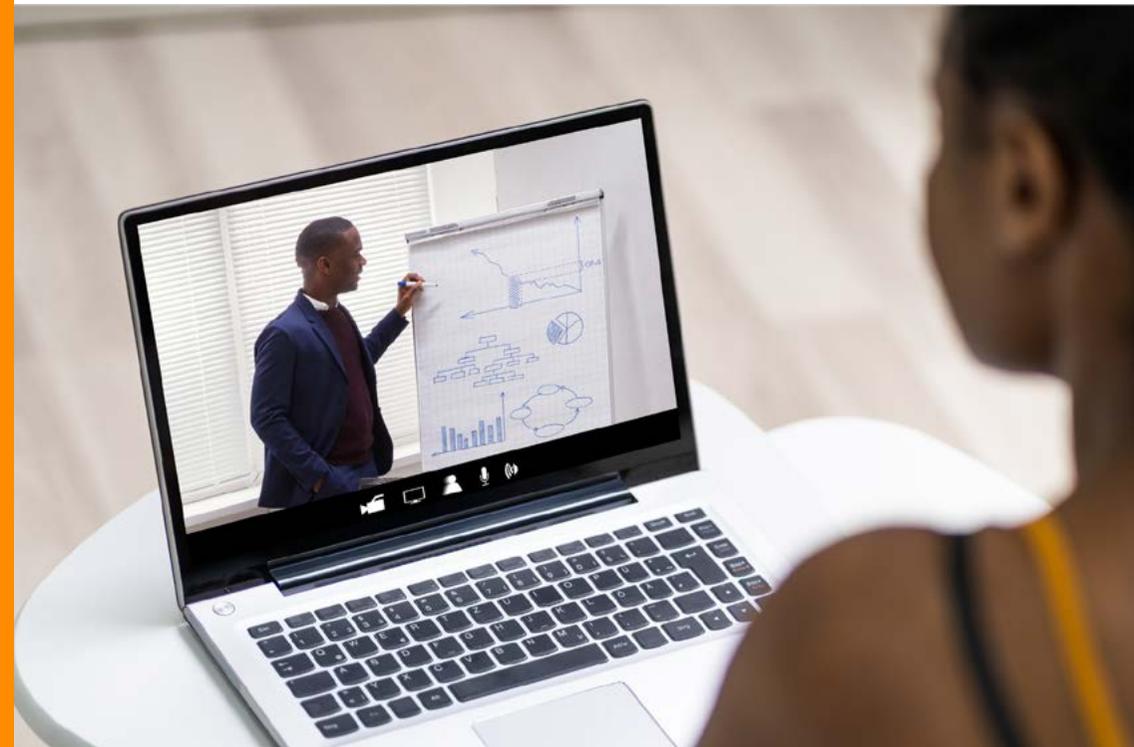
Explore the Agenda

Day 1 | 16 February

10:00am	**PSN Welcome and Introductions**
10:10am	**Training Overview, Objectives and Outcomes and Icebreaker**

Module One – Introduction, Purpose and Approach

10:30am	**An Introduction to Journey Mapping** • What are customer journey maps, and how do they tell the story of citizens' experience and satisfaction with government services • How customer journey maps can be used to drive seamless CX and deliver smoother digital experiences to citizens • Review examples of customer journey maps are being leveraged by CX leaders in the public sector
11:15am	**Aligning your Approach with Purpose** • Establish a values-driven approach to journey mapping that helps to guide decision making and inform service design and delivery • Learn how to measure your agency's services across four key pillars – performance, user, policy and quality of life • Imagine services for future states by employing holistic journey mapping rather than deficit driven design
11:45am	**Breakout Activity:** **Create your purpose statement and measure your agency's current services against key metrics (performance, user, policy and quality of life)**
12:15pm	**Break**

Module Two – Mapping Methodologies

12:45pm	**Welcome Back and Recap**

1:00pm	**Mapping Customer Journeys**
	• Personalisation of Mapping Customer Journeys
	• Compare and contrast two universal approaches to journey mapping employed in the public sector:
	  • Life-journeys
	  • Speculative design
	• Integrate both methodologies to reimagine a customer journey that better fulfils citizen outcomes and organisational purpose
	• Begin ideating how your current models might be improved by design (strategic) and delivery (technical)

2:00pm	**Breakout Activity:** **Journey mapping in practice: Working on public sector case studies to reinvent delivery models**
2:30pm	**End of Day 1**

Day 2 | 23 February

10:00am	**PSN Welcome Back**
10:10am	**Overview, Recap and Reflections**

Module Three – Application & Evaluation

10:30am **Group Project:**
Project Brief – Redesign your Service Delivery Model
- Breakout into groups for a hands-on learning experience
- Harness both theoretical and practical knowledge and apply it to public sector service delivery models
- Work on government case studies and explore leading examples

11:15am **Group Project:**
Project Brief – Redesign your Service Delivery Model
- Ideate ways to promote customer journey maps to citizens, and increase transparency, communication and trust
- Role-play citizen engagement, forecast digital experience and proactively mitigate faults
- Establish a collaborative and mutual engagement between citizens and service providers, driving efficiency and improving outcomes

12:00pm **Break**

12:30pm **Welcome Back and Final Preparations**

12:45pm **Group Project:**
Project Presentation – Pitch and Share
- Present your mini-project with the group
- Harness the design and application techniques learned to communicate your customer's journey across multiple points of contact
- Benchmark against your peers

1:45pm **Group Project:**
 Project Review – Evaluation and Feedback
- Peer-review fellow participants projects
- Receive professional feedback and constructive criticism from facilitator
- Discuss visualisation, charting and narrative building best practices and top tips

2:15pm **Summary and Closing Notes from Facilitator**

2:30pm **End of Day 2**

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