



Local Government and Municipalities

# Local Government and Municipalities

TRAINING

## Customer Strategy and Experience Design for Local Government



Facilitated by  
**MARILYN KEARNEY**  
Owner and Consultant  
Inspired Advisory

Online → 23 & 30 March 2022



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## Building Customer-Centric Council Services for Improved Customer Engagement

Councils across Australia are emerging from a period of significant change. There is an ever-increasing expectation to deliver services and amenities in a timely and cost-effective way. Meanwhile, the financial positions of local government have been impacted by droughts, bushfires, floods and the COVID-19 pandemic.

Local governments in Australia are typically very complex organisations providing numerous services to a very diverse range of people and communities. Aside from services around property, waste management and roads, over 50% of council budgets are spent on community services that can include anything from health care and aged care services to recreation facilities and public parks. Customer-centricity is the key to providing these services better and more efficiently, in turn building greater trust and engagement within the communities served.

Through an innovative mix of lecture-style presentations, interactive group exercises and expert feedback, the Customer Strategy and Experience online training session will allow local government participants to increase organisational agility, streamline processes and implement modern CX programs to improve citizen relations. 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

- Develop proactive approaches to enable facilitate ongoing CX improvements in a shifting environment
- 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
- Map your CX processes to identify pain points, bottle necks and areas for improvement
- Discover how to tackle windfalls in your CX strategy and ensure that skills and knowledge are maintained and developed for future adaptability and resilience

## Who Attends

The Customer Strategy and Experience training has been specifically designed for anyone in the local government space that focusses on CX and is looking to expand their technical knowledge and decision- making capabilities.

The course is suitable for those looking to expand on their knowledge of CX methodologies, those looking to refresh their skills and explore new approaches and those looking to formalise their training with CX and citizen trust best practices.

## Meet Your Facilitator



Facilitated by  
**MARILYN KEARNEY**  
Owner and Consultant  
Inspired Advisory

Marilyn is the owner of boutique management consultancy, Inspired Advisory. The consultancy provides advice and helps organisations across several areas of expertise including:

- Development of strategic frameworks and plans for Business Transformation & Customer Experience;
- Advisory services for the suite of corporate services functions including procurement and tender specification development and evaluation;
- Governance for Audit Committees, recruitment, and membership.
- Independent panel member for CEO and senior executive recruitment, performance, and remuneration reviews; and
- Mentoring and coaching for senior leaders

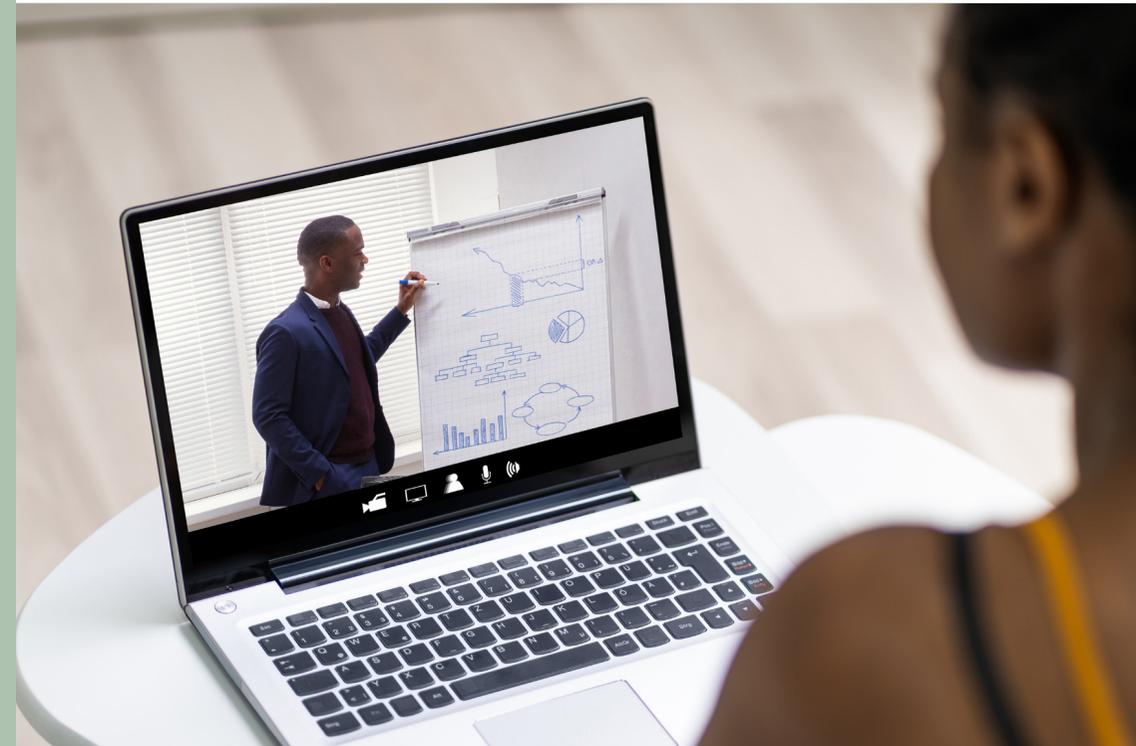
Marilyn has over 20 years' executive experience working with government, local and state in a variety of roles, largely across corporate and shared services, technology and transformation, customer experience and broader communications. As a member of the Executive Leadership team Marilyn held roles at several councils including the inaugural Project Director for the Boroondara Customer First project – Digital transformation. Previously she has occupied roles on several boards and committees across academia, not for profit and professional organisations. She also holds several independent roles on Council Audit and Risk, CEO Employment and Remuneration committees.

## 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

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## Explore the Agenda

DAY 1 - 23 March 2022

### Module One – Customer Experience Fundamentals

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**10:00am** PSN Welcome and Introductions

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**10:05am** Training Overview, Objectives and Outcomes and Icebreaker

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**10:20am** An Introduction to Customer Experience Management in Local Government

- The role of customer experience in a public organisation
  - What differentiates a good CX strategy from a poor one
  - Finding the balance between service level, customer experience and cost
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**11:00am** Creating an Integrated and Seamless Customer Experience

- Meeting customers' needs and expectations in a cost effective and innovative way
  - Reducing customer effort by increasing and improving digital offerings
  - Involving the customer by getting customer feedback and implementing findings
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**11:40am** Breakout Activity:  
Assess CX Strategies Against Best Practice Guidelines

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**11:50am** Lunch Break

### Module Two – Employees at the Centre of Customer Experience Design

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**12:20pm** Creating a Customer-First Culture From Within Your Council

- Fostering a culture of innovation and continuous improvement
  - Ensuring buy-in at all levels: from management to employee
  - Implementing effective customer centric staff training, mentoring, and upskilling opportunities
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**1:00pm** Keeping Up With Growing Customer Expectations and Demands

- Adapting your customer experience strategy to a growing and changing population
  - Ensuring the customer comes first, even with budget constraints
  - Staying fluid with your CX strategy
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**1.40pm** Breakout Activity:  
Select and design a strategy to best visualise the case study presented

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**2:00pm** End Day 1

## DAY 2 - 30 March 22 | Module Three - Application & Evaluation

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### 10:00am **Group Project: Project Brief**

- Breakout into groups for a hands-on learning experience
  - Harness the theoretical and practical knowledge gained and apply it to realistic scenarios
  - Work on realistic CX strategies and unique projects
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### 10:40am **Group Project: Upskilling in Action**

- Ideate ways to increase transparency, communication and trust
  - Communicate findings for improvement in current learning and development strategy
  - Develop a compelling strategy to present to stakeholders to secure buy-in
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### 11:30am **Breakout Activity**

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### 11:50am **Lunch Break**

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### 12:20pm **Group Project: Project Presentation - Pitch and Share**

- Present your mini-project with the group
  - Harness the design and application techniques learned to deliver a contemporary upskilling approach
  - Benchmark against your peers
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### 1:00pm **Group Project: Project Review - Evaluation and Feedback**

- Peer-review fellow participants projects
  - Receive professional feedback and constructive criticism from training facilitator
  - Discuss improving current methods of response, building best practices and top tips
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### 1:50pm **Summary and Closing Notes from Facilitator**

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### 2:00pm **Training Close**

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