

# Virtual Contact Center Innovation

Reframing the Role of the Contact Center through Innovation & Citizen Experience

Online | Tuesday, September 28th, 2021 | 12pm ET

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## Agenda Overview

The contact center is one of the most important touch points for citizens and residents anywhere. Whether searching for information, sharing information, or searching for assistance – well appportioned and reliable contact centers are key to effective and efficient government.

As the recent year has brought about new challenges, and allowed older ones to resurface, the role and responsiveness of governments of all levels has taken on increased importance. While shifting to remote work models has been challenging across the board – contact centers are unique – with a unique role and challenges to overcome. With those challenges however comes opportunity.

Our nation is faced with mounting crises ranging from COVID-19 to climate change, from societal injustice to economic inequality – the role that contact centers play are allowing for more in-depth and valuable communication with residents and citizens.

How society communicates has changed however – and it's imperative that contact centers maintain pace with that change. With additional digital technologies supporting the mission and a reassessment of the key skills that contact center Agents should bring to the table; those changes are causing contact center leaders to drive change at an unexpected pace.

Public Sector Network's Contact Center Innovation Virtual Event will help shed light on the evolving landscape of public sector contact centers; what we can learn from the private sector and how focusing on citizen experience will help to facilitate our broader mission to the public.

## Speakers



Oswaldo Mestre Jr.  
*Chief Service Officer & Director of Citizen Services,*  
City of Buffalo (NY)



Danielle W. Barnes  
*Executive Director, Markets & Business Development, EY & Former-Commissioner,*  
Tennessee Department of Human Services (TDHS)



Dr. Lynda Davis  
*Former - Chief Veteran's Experience Officer,*  
US Department of Veteran's Affairs



Louie Guan  
*Deputy Director at Contact Center West,*  
USCIS



Lindsay Plunkett  
*RPA Product Owner/Senior Digital Process Architect,*  
Maximus



Michelle Reed  
*Principal,*  
EY



Kristie Lowery  
*Principal and National Director of EY Workforce Advisory Tax Services and Employment Taxes,*  
EY

## Reasons to Attend

A must attend event for public sector professionals looking to maximize the impact of their contact centers and improve service delivery 

Learn how to extract added insight from the public and develop a strong foundation for contact center innovation 

Explore best practices, strategies, and practical applications from fellow public sector contact center and service delivery leaders 

## Who attends?

- Federal, State, Local, & Tribal Government Representation

Chief/Director/Head of:

- Service Delivery
- Contact Center
- Enterprise Contact Center
- Customer Experience
- Operations Officer
- Operations
- Digital Communication & Experience

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12:00pm ET	Welcome from Public Sector Network
12:05pm ET	<b>Chair Opening:</b> Exploring the Future of the Contact Center in 2021 & Beyond Michelle Reed, <i>Principal, EY</i>
12:20pm ET	<b>Government Keynote Fireside Chat:</b> Reframing the Role of the Contact Center through the Lens of Customer/Citizen Experience Dr. Lynda Davis, <i>Former - Chief Veteran's Experience Officer, US Department of Veteran's Affairs</i> In conversation with: Danielle W. Barnes, <i>Executive Director, Markets &amp; Business Development, EY &amp; Former-Commissioner, Tennessee Department of Human Services (TDHS)</i> With decades of expertise and a career spanning the public, private, and not-for-profit sectors; Dr. Lynda Davis knows a thing or two about managing and leading with accountability. Throughout her career, and most recently at the US Department of Veteran's Affairs – Dr. Davis has been able to successfully ensure that 'experience' is a top-tier consideration whether exploring challenges relating to social determinants of health, how contact center reform can improve communication, and the importance of a sound multi-channel communication strategy with your end users. Join Dr. Lynda Davis in conversation for an exploration of how to keep Customer/Citizen experience at the core of your contact center innovation initiatives.
12:40pm ET	<b>Panel Session:</b> Supporting the Mission: Leveraging the Contact Center to Drive & Further Organizational Initiatives Danielle W. Barnes, <i>Executive Director, Markets &amp; Business Development, EY &amp; Former-Commissioner, Tennessee Department of Human Services (TDHS)</i> Oswaldo Mestre Jr., <i>Chief Service Officer &amp; Director of Citizen Services, City of Buffalo (NY)</i> Louie Guan, <i>Deputy Director at Contact Center West, USCIS</i> Andrew Martin, <i>Group Vice President, Public Sector, TTEC</i> Moderator: Kristie Lowery, <i>Principal and National Director of EY Workforce Advisory Tax Services and Employment Taxes, EY</i> We are all trying to do more with less and achieve as much as possible despite shifting budgetary priorities and other on-going challenges. Leveraging the contact center as a means to further organizational initiatives such as information and data collection, key touch points with the community, and how to improve and facilitate service are important, but how else can you ensure that your message is disseminated effectively and engage the community to help you affect change? <ul style="list-style-type: none"><li>• Explore innovative uses of contact centers to further organizational missions</li><li>• Discuss the challenges surrounding reframing the focus of your contact center to include active information gathering</li><li>• Examine the key skills needed by Agents to be effective in a changing role</li></ul>

1:15pm ET	Break
1:20pm ET	<b>Partner Session:</b> Improving Citizen Experience: RPA for Contact Center Innovation Lindsay Plunkett, <i>RPA Product Owner/Senior Digital Process Architect, Maximus</i> The COVID 19 pandemic has driven a greater need for access to care over the course of the last 16 months. This need has significantly increased engagement between consumers and contact centers of all types. By increasing information accuracy and reducing call handle times, Robotic Process Automation can help contact centers provide the best possible customer service during these unprecedented times.
1:35pm ET	<b>Government Case Study:</b> Shifting to a Remote Contact Center: Exploring Successes in the Age of COVID-19 Oswaldo Mestre Jr., <i>Chief Service Officer &amp; Director of Citizen Services, City of Buffalo (NY)</i> A year ago we entered into the largest 'work from home' experiment in human history. While largely a successful endeavor – many organizations and insitutions had more to do in order to ensure continued and ongoing operations; especially critical public services. Contact centers can consitute a life line for so many, especially in this age. We'll point towards successes in the space and how those dynamic changes will impact public contact centers in the future.
1:50pm ET	Closing remarks from the Chair Michelle Reed, <i>Principal, EY</i>
2:00pm ET	Virtual event adjourns

## Partners

Chair



Gold



Silver

