



Improving Citizen Experience by Leveraging Digital Technology and Transformation

Part of the Digital Government & CX National Insights Series

Online → Thursday, 18 August 2022 | 11am – 1:10pm AEST

Your Inspiring Speakers



BRENDAN DOWLING

First Assistant Secretary Cyber, Digital and Technology Policy Division and Deputy Cyber Security Coordinator

Department of Home Affairs



CATHERINE PAYNE

Former Executive Director, Digital and Customer Communications

Department of Environment, Land, Water and Planning



PHILIP MUEHLECK

Director of Programs Delivery, Digital Identity

NSW Department of Customer Service



LISA ROBEY

Senior Director, Engagement, Community Services Directorate

ACT Government



PRASHANT SINGH

IT Business Partner

Main Roads Western Australia



DEBS MAJUMDAR

Associate Director, Innovation & Strategic Partnerships

NSW Telco Authority



THOMAS KOHLENBACH

Senior Product Specialist

Nintex



ANNA FAITHFULL

Victorian Government Lead - Public Sector

Publicis Sapient



MEGAN GORDON

Principal Business Consultant

Genesys



TONY WINTERBOTTOM

Principal, Government Business, ANZ

Genesys

Benefits of Attending



Strategise the design and implementation of omnichannel models to create streamlined CX for citizens and employees.



Consolidate data into common platforms that enable greater collaboration between agencies and stakeholders



Empower staff to deliver seamless experiences to citizens by equipping them with robust information management tools



Deliver quality essential services to citizens and meet their expectations by using personalised and streamlined interactions

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Improving Citizen Experience by Leveraging Digital Technology and Transformation

In the 2022-23 budget, the Australian Government has renewed its commitment to delivering quality essential services for all Australians.

Significant digital investments in the COVID-19 Winter Response Plan, Technology Investment Boost, Quantum Commercialisation Hub and 5G innovation will support the Whole-of-Government target to make Australia a top 10 digital economy and society by 2030.

To make the 2030 vision a reality, Government from across jurisdictions must invest in service delivery so that citizens reap the benefits from digital transformation upstream. By investing in omnichannel engagement, agencies can deliver critical digital services on citizens' terms, meeting their expectations with personalised interactions on trusted platforms.

As part of Public Sector Network's National Insights Series, the **Improving Citizen Experience by Leveraging Digital Technology and Transformation** virtual event will explore how the public sector can improve channels of engagement, points of entry and citizen experience across critical services. As the Federal Government delivers major digital initiatives throughout 2022-23, state and local agencies will follow suit with all jurisdictions sharing a commitment to efficient, seamless and customer centric services to citizens.

Who You'll Meet

Chiefs/Directors/Heads/Managers of:

- Digital Transformation
- Service Design & Delivery
- Innovation
- Enabling Technology
- Business Technology
- User Experience (UX)
- Customer Experience (CX)
- Digital Channels
- Digital Engagement
- Digital Products; Online Services
- Strategy



Explore the Agenda

11:00am PSN Welcome

11:10am Welcome from Chair

Anna Faithfull, *Victorian Government Lead - Public Sector, Publicis Sapient*

11:20am Government Keynote: The Department of Home Affairs Approach to Creating a Fully Digitised Government

- Outlining the benefits of using biometrics for the future of a fully digitised government
- Discussing the challenges around the use of biometrics in Australia and internationally
- Collaborating to ensure the safety of biometric data and storage of biometric data

Brendan Dowling, *First Assistant Secretary Cyber, Digital and Technology Policy Division and Deputy Cyber Security Coordinator, Department of Home Affairs*

11:35am Government Keynote: Using Digital Capabilities to Remain Agile and Responsive in a Changing Environment

- Embracing digital transformation, change Management and building capabilities to support Digital Transformation Agenda
- Exploring how automation, cloud and hybrid environment are helping the Main Roads realise greater efficiencies
- Keeping ahead of the digital transformation curve to ensure that the advancement and introduction of new technology does not outpace regulation

Prashant Singh, *IT Business Partner, Main Roads Western Australia*

11:50am Partner Session: Customer Experiences that Build Trust in Government

Join us as we discuss the importance of empathy in government customer experiences as a key driver of citizen trust in government and some of the key actions to achieving this, including leveraging digital channels and automation to deliver more successful customer outcomes.

Megan Gordon, *Principal Business Consultant, Genesys*

Tony Winterbottom, *Principal, Government Business, ANZ, Genesys*

12:05pm Government Keynote: Achieving Consolidated Service Delivery to Improve Citizens Access to Online Services

- Using digital identity to drive better privacy and security when citizens access to online services
- Exploring how digital identity has enabled consolidation of services via the Service NSW app, including digital licencing, fines, registration, check-ins and more via the
- Explaining how the NSW Government Identity Priorities are embedded in the Service NSW App to create coordinated and holistic management of identity

Philip Muehleck, *Director of Programs Delivery, Digital Identity, NSW Department of Customer Service*

12:20pm Break

12:25pm Panel Discussion: The Next Frontier of Streamlined Interactions - Assessing the Critical Factors for Successful CX

- Strategising how government agencies can integrate key digital support channels (such as contact centres, websites and social media) into consolidated systems
- Allowing citizens to interact with government on their preferred terms, improving experience, engagement and trust
- Enabling staff to efficiently manage public engagement and deliver streamlined CX in the services they deliver
- Modernising back-end technologies to better support contact centres and alternative channels of engagement

Catherine Payne, *Former Executive Director, Digital and Customer Communications, Department of Environment, Land, Water and Planning*

Lisa Robey, *Senior Director, Engagement, Community Services Directorate, ACT Government*

Debs Majumdar, *Associate Director, Innovation & Strategic Partnerships, NSW Telco Authority*

Thomas Kohlenbach, *Senior Product Specialist, Nintex*

12:55pm Close

Event Partners

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**Really good range of speakers
with different case studies**

Services Australia