



VIC CX Innovation Showcase 2023

Prioritising Frictionless CX while Advancing
Digital Transformation

Thursday, 30 March 2023

Deloitte, Melbourne

Agenda at a Glance

Victorian agencies were thrown into a period of rapid digital transformation during covid, and it became more necessary than ever to implement new strategies to ensure the customer experience did not suffer as a result. Now it is important to consider what needs to be done to keep customer-centricity in focus in this permanent state of evolution.

We have witnessed an incredible shift in the operating behaviours of the public service across the globe as we grappled with formulating difficult and necessary stop gap responses to the CX challenges that fell in our laps. As the dust settles, we can now take stock of the major consequences for CX and reflect on ways to ensure that services meet customer expectations and interactions are seamless, frictionless and effective.

How do we realign our CX model to the new, broader business goals? How can we connect with our customers in a way that meets their needs, while delivering a desired outcome for the organisation that is rapidly changing? Shaped by the challenges of today and evolving in line with ever-changing needs and expectations of our customers, the public sector needs to seek continuous improvement to consistently deliver meaningful and relevant customer experiences.

To answer these questions, join Public Sector Network for the **VIC CX Innovation Showcase 2023**. This exclusive, all-day, in-person immersive event gives CX professionals the chance to network and deep dive into how government organisations are working to improve the citizen experience, while advancing digital transformation.

Who You'll Meet

Chiefs/Directors/Heads/Managers of:

- Deputy CEOs
- Customer Engagement
- Digital Transformation
- Digital Platforms
- Innovation and Insights
- Asset Management and Strategy
- Service Delivery

Benefits of Attending



Discover how to leverage customer insights to instigate, customer-focused real change



Learn strategies to align business units and empower agents to deliver a unified service and experience strategy to become truly customer-centric



Discuss methods to connect with customers in a more meaningful way through empathy and compassion



Understand how to assess the impact and ROI of CX transformation to improve future strategy

2023 Speakers



Nigel Cadywould

Executive Director Customer Engagement

Cenitex



Tim Renowden

Manager, Enterprise Insights, Data and Reporting

Solar Victoria



Laurel Chidgey

Chief Digital Officer (Acting) - Digital Branch

Digital Victoria



Mark Switkowski

Executive Director Asset Communications and Strategy

Department of Transport Victoria



Melanie Smith

Project Manager Digital Transformation

County Court Victoria



Steve Graham

Director Platforms and Digital Innovation, Victorian Agency for Health Information

Department of Health Victoria



Craig Barlow

Director Innovation and Insights

Worksafe Victoria



Melissa Boyd

Senior Manager Customer Service

Transport Accident Commission



Robin Penty

Chief Executive Officer

Ovarian Cancer Research Foundation



Richard Hodge

Director, Innovation & Service Experience, People & Innovation

Magistrates Court Victoria

2023 Speakers



Andrew Eriksen

Chief Executive Officer

The Greater Metropolitan Cemeteries Trust



Susan Brown

Partner, Deloitte Digital

Deloitte



Damian Keeghan

Director, Deloitte Digital

Deloitte



Kumar GB

Vice President, Asia Pacific

UserTesting



Amanda Warmerdam

Solution Consultant, Asia Pacific

UserTesting



Gerard Murphy

National Executive General Manager and Head of Digital Consulting APAC

Symplicit and HCLTech



Dr Tafline Ramos

Practice Director - Quality Engineering & Assurance

Planit Testing



Tim Morris

Sales Director, Government & Territories

OpenText



Brad Scott

Senior Account Executive, Government & Territories (VIC)

OpenText

Agenda at a Glance

8:00am Registration and Networking Coffee

9:00am Welcome to Country

9:10am Welcome from Public Sector Network

9:20am Welcome from the Chair

Susan Brown, *Partner*, Deloitte Digital and **Damian Keeghan**, *Director*, Deloitte Digital

9:35am **Ministerial Address:** Adaptable and Agile Digital Transformation that Leaves No Customer Behind

9:45am **Fireside Chat:** The Future of CX: Conquering the Chaos in the Digital World

Laurel Chidgey, *Chief Digital Officer (Acting) - Digital Branch*, Digital Victoria

10:05am **Partner Session:** Prioritising Citizen Experience for the future of a fully digitalised government

World events over the last two years have had a seismic impact on people's behaviours and attitudes; in particular, the shift from physical to digital experiences has accelerated like never before. Now more than ever, government agencies will be expected to move from having a system-centred experience to people-centred digital experiences.

Good citizen experience is a key driver of trust, loyalty and advocacy. Research by Forrester found that the stronger the customer experience (CX), the more effectively it drives five key behaviours: compliance, engagement, advocacy, trust, and forgiveness. Simply put, the better the customer experience an organisation provides for its customers—public or private—the better that entity can drive its mission.

Are you embracing the consumer voice to create better experiences in your services? Do you have the real human insights to know where to begin?

Come find out how to include customer voice in your digital transformation from our expert:

1. The benefits of customer feedback for government agencies.
2. Best road map for agencies to improve CX effectively.
3. Simple, seamless, and secure government experience examples.
4. How to increase citizen engagement and build trust through customer feedback

Kumar GB, *APAC Vice President*, UserTesting

Gerard Murphy, *National Executive General Manager*, Symplicit, *Head of Digital Consulting APAC*, HCLTech

10:25am Morning Tea and Networking Break

11:00am **Government Case Study:** Improving the Customer Journey in Victoria's Solar Hot Water Program

- Combining program analytics and voice of customer to inform future program design
- Mapping out what a good customer journey looks like
- Outcomes review - What is the customer experience with the changes

Tim Renowden, *Manager, Enterprise Insights, Data and Reporting*, Solar Victoria

11:20am Partner Session: Prioritising Quality to Elevate your Customer Experience

- Identifying and understanding what matters the most to your customers
- Translating that knowledge into measurable, buildable and testable requirements
- Making customer experience a whole-of-team priority

Dr Tafline Ramos, *Practice Director - Quality Engineering & Assurance*, Planit Testing

11:40am Government Keynote: Developing Customer Experience and Employee Experience Strategies to Transform Total Experience with Cenitex

- Customer journey mapping and the improving touchpoints to increase engagement
- Addressing pain points – Progress through monitoring and feedback
- Improving customer trust through successful and seamless interactions

Nigel Cadywould, *Executive Director Customer Engagement*, Cenitex

12:00pm Panel Discussion: Defining the Critical Steps to Transform Products for Better, More Accessible Services

- How customer insights can positively impact the planning of future transformation strategies
- What are the products being implemented to aid in better quality services
- How is Victoria improving strategies for more accessible services for all citizens?
- What are your top tips for defining the most important steps in product transformation?

Melanie Smith, *Project Manager Digital Transformation*, County Court Victoria

Steve Graham, *Director Platforms and Digital Innovation*, Victorian Agency for Health Information, Department of Health Victoria

Craig Barlow, *Director Innovation and Insights*, Worksafe Victoria

12:40pm Lunch and Networking Break

1:40pm Concurrent Roundtables: Breakout into specialised conversation areas and join engaging discussions to deep dive into different topic areas

Roundtable 1: Find out what others are doing to improve Citizen experience in digitised government.

Following the main keynote presentation from UserTesting, where you will hear why prioritising customer experience is the key to the future of a fully digitalised government, the roundtable session will offer the opportunity to listen to what other government departments and agencies are up to and learn some of the most common challenges

Facilitated by **Amanda Warmerdam**, *Solution Consultant, Asia Pacific*, UserTesting and **Gerard Murphy**, *National Executive General Manager*, Symplicit, *Head of Digital Consulting APAC*, HCLTech

Roundtable 2: Practical Techniques for Delivering a Quality Customer Experience.

- Discover practical techniques to understand your customers' needs
- Gain processes to translate that knowledge into measurable, buildable, testable requirements
- Explore the benefits and ROI of the approach

Facilitated by **Dr Tafline Ramos**, *Practice Director - Quality Engineering & Assurance*, Planit Testing

Roundtable 3: Cracking the Code on the Total Citizen Experience

As citizens demand from the government more and better digital services that are on-par with the private sector, it is increasingly important for governments to take a holistic view and citizen-centric approach to digital public service delivery. The focus should be on the customer journey and feedback rather than on individual touchpoints or transactions. By using a digital customer service experience platform to create a “Total Citizen Experience”, governments can deliver the right service at the right time, helping to enhance citizen satisfaction levels and rebuild their trust.

Implementing integrated technology, services and service channels that improve both the front-office customer experience and back-office employee experience is equally important, to strengthen organisational capability, technology, talent and leadership, while enabling accessible and citizen-centric work. Achieving last change in services is a journey that requires using human-centred design and continuously measuring the success of these efforts.

Facilitated by **Tim Morris**, *Sales Director, Government & Territories*, OpenText and **Brad Scott**, *Senior Account Executive*, Government & Territories (VIC), OpenText

Roundtable 4: Scaling Customer Support Without Compromising

Facilitated by **Susan Brown**, *Partner*, Deloitte Digital and **Damian Keeghan**, *Director*, Deloitte Digital

2:40pm Cross-Pillar Keynote: Reflections on transformational leadership and innovation in the customer experience: What do we think ‘the customer’ is buying from us? What do they actually want from us?

- Transforming the human experience of our organisations: Case studies, tools and approaches
- Making meaning for customers: What’s the secret sauce?
- Transferable leadership across pillars of society and within government teams: Fostering the new hybrid leader
- Equity and inclusion: What does it really mean to say we’re ‘of service’ in today’s world?

Robin Penty, *Chief Executive Officer*, Ovarian Cancer Research Foundation

3:00pm Partner Session: Unifying Customer Service & Operational Excellence to Enhance Experiences and Adoption of Desirable Behaviours

3:20pm Panel Discussion: Sharing Digital Learnings to Strengthen Inter-Agency Relationships for a Future Focused Customer Experience

- How inter-agency collaboration can enhance citizen experience and improve digital services across Victoria
- Building relationships – How these partnerships can be cost and time savers
- What can be improved with inter-agency communication and how does this benefit the customer?
- Where can your organisation improve collaboration and communication to better the customer experience?

Melissa Boyd, *Senior Manager Customer Service*, Transport Accident Commission

Mark Switkowski, *Executive Director Asset Communications and Strategy*, Department of Transport Victoria

Richard Hodge, *Director, Innovation & Service Experience, People & Innovation*, Magistrates Court Victoria

Tim Morris, *Sales Director, Government & Territories*, OpenText

4:00pm Closing Remarks and Networking Drinks

Thank You to our Partners

Host

Deloitte.

Platinum



Gold



Silver

opentext™

“

The speakers were amazing and shared a lot of useful information

Sustainability Victoria

“

A great opportunity to network and pick up new ideas and get inspired

Australian Financial Security Authority

“

Very interesting and insightful. Great food, venue, organisation, speakers

Melbourne Polytechnic



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