



Customer Journey Mapping for the Public Sector

TRAINING

Step into your customers' shoes to create seamless interactions and drive meaningful connections



Facilitated by
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Overview

Understanding your users and customer centricity is more important than ever as government agencies increase investment in modernisation initiatives and transformation.

A series of survey has revealed something that we have long suspected, citizens are seeking responsive governments. When it comes to using government services, 81% of citizens expect their requests to be resolved in a single interaction. Meanwhile, more than 85% have said that speed, simplicity, convenience and transparency are important to them.

Putting customers at the centre and designing services that fit people's lives and skill-levels, will not only increase engagement. But it will build trust and lasting connections.

Customer journey mapping is a series of tools and frameworks that organisations can use to gain a better understanding of their customers; their needs, motivations, expectations and pain points. These insights can then be used to create seamless interactions and drive meaningful connections.

This online course has been designed to give public servants who are striving to improve customer experiences, an opportunity to step into their customers' shoes. It will enable you to reflect on and uncover their needs, motivations, expectations and pain points. These insights can then be used to create seamless interactions and drive meaningful connections.

Through a mix of presentation and activities this workshop-style session will give you tools, frameworks and insights to unveil your diverse customers. It will enable you to adopt a customer centric lens, look beyond siloes and deliver seamless interactions.

Who Should Attend

- Customer/Citizen experience
- User Experience
- Service delivery
- Process improvement
- Innovation and Digital
- Product Manager/ Product Owner
- Service Design
- Content Design

Learning Outcomes

- Gain** a comprehensive view of the customer's experience: understand their needs, motivations, and expectations
- Explore** a range of customer journey mapping techniques
- Uncover** personas to deliver personalised customer experiences
- Understand** how to deliver seamless customer interactions and reduce friction
- Drive** powerful and meaningful connections with quantitative and qualitative customer insights
- Adapt** customer journey mapping for different functions to help decision-making for successful project and service delivery

Why Attend

- Gain** an in-depth understanding of your diverse customers
- Identify** the broken processes and gaps in your customer interactions
- Adopt** a customer-centric view of your systems, beyond siloes
- Build** empathy and meaningful connections with your customers
- Understand** how to streamline and uplift your customer experience

Meet Your Facilitator



PETE SAUNDERS

Consultant

Pete Saunders Consulting

Pete Saunders calls himself a strategy nerd playing at the intersection of design, experience, technology, and operations. His focus is on improving experience and outcomes through service design, patient mapping, innovation, digital strategy, and commercialisation, working with health and education clients, as well as government at a State and Federal level. Previous work has included:

- The first ever digital strategy for the (then) Victorian Department of Health and Human Services
- A patient experience and innovation roadmap for a multi-site radiology provider in New Zealand
- A five-year roadmap for patient and carer services for Australian impacted by upper GI cancers
- A digital transformation and commercialisation strategy for workplace mental health services provided by one of Australia's best known research organisations
- Service blueprinting and go-to-market strategies for brand new health insurance products.

He has also been COO at TALi Health (ASX:TD1), a software-as-a-medical-device company, and previously founded and commercialised a health-tech start up. His diverse work experience and background in design, marketing, and advertising gives Pete a unique perspective and a variety of tools to effectively solve challenging and impactful problems in complex systems. This results in improved outcomes for those who need it the most.

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

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 14 th Jul	Register by 11 th Aug	Register by 19 th Sep
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

[CLICK HERE TO REGISTER](#)

*Group Discounts Available - Contact Registration at registrations@publicsectornetwork.com or Call on **(02) 9057 9070**

Module 1 - Benefits and Obstacles of Customer Journey Mapping

09:00am **Welcome and Introductions**

09:15am **Exploring Customer Journey Mapping in the Public Sector**

- Understanding the benefits: from improving services and the patient experience to identifying areas for improvement
- How does this differ from process mapping
- Introducing the key artefacts and the process

The Challenges of the process

- The obstacles of introducing journey mapping
 - Strategies to overcome this
 - Planning your next steps
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10:00am **Morning Tea**

Module 2 – Personas and Demographics

10:15am **Understanding Personas and Demographics**

- The purpose of personas in customer journey mapping
 - Interviews and customer research: Best practice and ideas
 - How to synthesise and present qualitative data
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10:45am **Activity:** Using the lessons learned from the previous session start building personas for your customers.

11:45am **Present these back to the group**

12:00pm **Lunch Break**

Module 3 – Customer Journey Mapping in Practice

01:00pm **Customer Journey Mapping in Practice**

- What are the questions you need to ask yourself before you begin
 - Understanding the main elements of your map: actions, needs and pains, touchpoints, feelings, questions, variations, opportunities
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01:30pm **Activity:** Apply concepts from the previous session start building a customer journey map based on one persona.

02:30pm **Feedback and Evaluation**
Present these back to the group

02:45pm **Afternoon Tea**

Module 4 – Customer Journey Mapping in Practice

03:00pm **An Introduction Creating a Service Blueprint**

- The purpose of service blueprinting
 - How to tackle a blueprint
 - Stakeholder engagement and involvement
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03:30pm **Activity:** Apply the concepts from the previous session start building a service blueprint.

4:00pm **Feedback and Evaluation**
Present these back to the group

4:15pm **Closing Remarks**

4:30pm **End of Training**



Get In Contact

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