



PUBLIC  
SECTOR  
NETWORK



## DISCUSSION STRATEGIES FOR A SEAMLESS OMNICHANNEL EXPERIENCE

THOMAS RYAN, First Assistant Commissioner, Australian  
Electoral Commission

LISA JANSEN, Digital Service Performance Branch Manager,  
Digital Transformation Agency

LUKE HORAN, Senior Solutions Consultant - Digital  
Experience, Opentext

## CONNECTING GOVERNMENT

Success Is  
Working Together

## PANEL DISCUSSION

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# 7th Annual Public Sector Digital & CX Roadshow

March 6 - 20, 2024

ACT | SA | WA | NSW  
NZ | VIC | QLD

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## Powering 'Digital Simplicity' to Meet Next Gen Expectations

Mediocre digital interactions, and satisfying the next generation of citizens, are opposing forces.

No longer is digital experience just a competitive advantage; excellence is now a necessity and indication of competence. But digital doesn't have to be novel; citizens want simplicity - fast, personalised, and anticipatory experiences, kept very clean, clear and intuitive to use.

With platforms like Amazon and Netflix raising the baseline standard sky-high, there is constant pressure for the public sector to become better. Pinpointing precisely how citizens are interacting digitally and building that into a personalised experience, is crucial to gaining citizen confidence and trust.

With this in mind, the 7th Annual Digital and CX Roadshow 2024 will unveil how to navigate a new era of citizen expectations and align digital experience to deliver a next gen, inclusive service. We'll unpack how to collaborate to modernise service delivery, and how the State's public sector elite are approaching the creation of anticipatory and less repetitive, disjointed services. We'll also be exploring how to do this in a sustainable way to ensure digital services are able to keep up with constantly evolving demands.

## Benefits of Attending



**Embrace emerging digital tools** technologies and strategies to enhance user experience and gain citizen confidence and trust



**Accelerate your CX capabilities** through leveraging data, insights and latest design methodologies to deliver a personalised service



**Contribute and engage in** open, explorative discussion with your State's leading digital & CX executives to usher in the next phase of public service experience



**Join the progressive discussion** and collaborate as part of our specialist workshops: each designed specifically for Digital, CX, and Contact Centre leaders to deep delve and unpack their respective requirements, strategies and challenges

## Who You'll Meet

### Chiefs/Directors/Heads/Managers of:

- Digital
- Citizen Experience & Engagement
- Service Design
- Technology
- Digital Delivery
- Transformation, Improvement & Innovation
- Contact Centre/Customer Contact
- Information & Insights



## Your Guide

See what your city has in store



**Day 1**

Canberra, ACT

Wednesday, 6 March



**Day 2**

Adelaide, SA

Thursday, 7 March



**Day 3**

Perth, WA

Tuesday, 12 March



**Day 4**

Sydney, NSW

Wednesday, 13 March



**Day 5**

Wellington, NZ

Thursday, 14 March



**Day 6**

Brisbane, QLD

Wednesday, 20 March

## Showcase



**VIC CX  
Innovation  
Showcase 2023**

Melbourne, VIC

Tuesday, 19 March

## 2023 Snapshot



**358**

Delegates



**14**

Speakers



**18**

Case Studies



**9**

Partners

## Workshop: **Deep Delve Studio**

To take our Roadshow offering one step further, we have launched 3 x 2.5 hour deep delve conversations to be hosted either directly at the Roadshow venue or within 3 weeks of the event at a bespoke dining venue.

This is a uniquely designed opportunity for attendees to converse with peers and unpack more specialised themes aligned specifically with their current areas of focus. As an exclusive solution partner, your role will be to contribute throughout the group conversation, as well as share your industry insights in an allotted 15-minute time slot, before facilitating group discussion for a further 15 minutes around the topic you choose to address.

Depending on your target audience, we have 3 specifically designed bespoke opportunities for you to be positioned as a thought leader and network with either: Digital/Tech leaders, CX leaders, or Contact Centre leaders.

### **CX Laboratory Lunch**

There is not a more difficult role than pinning down something in a constant state of flux and evolution – i.e. human expectation. This is for the experience leaders wanting to accelerate connection, trust and tailor services to the 2024 citizen.

#### Topics for discussion:

- Developing a Next Gen, 'Simplified' CX Strategy
- Exploring emerging AI capabilities within the realm of CX – where do the opportunities for progression lie?
- Customer insights and personalisation – how can we continue to satisfy citizen demands when expectations are constantly evolving? Rethinking the systemic approach.

### **Contact Centre/Customer Service Leaders' High Tea**

For customer contact leaders wanting to usher in the next level of speed, accuracy and personalisation. We'll be exploring successful strategies to delivering a next-gen contact centre, and latest emerging technologies helping power this advancement.

#### Topics for discussion:

- Creativity within the contact centre – exploring innovative approaches to delivering a relevant and memorable experience and putting your contact centre at the heart of the Agency
- Optimising key channels through customer insights and embedding flexibility to meet fluctuating demand – the projection into 2024 and beyond
- Balancing digitisation and self service with human connection

### **Digital Experience Studio**

For digital leaders wanting to incorporate the next era of experience into their interaction with citizens. We'll be collaborating on how to up the ante in digital delivery, with a special focus on latest technology advancements shaping the future of public service within Australia, and how to harness these to create an unforgettable experience.

#### Topics for discussion:

- The future citizen – exploring emerging trends to develop seamless digital experiences and build citizen trust and confidence
- Digital Simplicity – designing smart, simple and connected services
- User-Centricity – harnessing co-creation and user feedback to design next gen digital experiences citizens want and need

**PRICE ON APPLICATION**

8:30am	Registration and Tea/Coffee
8:55am	Opening from Public Sector Network
9:00am	Welcome from Chair
9:10am	<b>Scene Setter:</b> The Personalised Experience: Do You Truly Know Your 2024 Citizen? Designing a ‘Simple’ Next Gen Digital Experience While Catering to Constantly Evolving Expectations
9:30am	<b>Partner Perspective</b>
9:50am	<b>Fireside Chat:</b> Inclusive by Design, Accessible by Default – Revolutionising the Approach to ‘Noone Left Behind’
10:10am	Short Break
10:15am	<b>Concurrent Roundtables</b>
11:00am	Morning Coffee and Networking Break
11:20am	<b>Concurrent Roundtables</b>
12:05pm	Short Break
12:10pm	<b>Fireside Chat:</b> Digital Delivery: Taking it From Zero to 100 - Unpacking the Execution for Better Speed, Accuracy and Efficiency to Keep Up with Citizen Expectations
12:30pm	<b>Partner Perspective</b>
12:50pm	<b>Panel:</b> The Trust Trifecta: Simplicity, Security & Serviceability – Assessing How to Hit the Pinnacle of CX Through Meeting the Foundational Human Need of Trust
1:20pm	Closing Remarks from Chair
1:30pm	Networking Lunch
2:30pm	Event Concludes



“

**It was very well organised, and the speakers were well chosen and knowledgeable**

Australian Taxation Office, SA

“

**I enjoyed the quality of the speakers and learning from their ideas**

Australia Nuclear Science and Technology Organisation

“

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

Australian Financial Security Authority

“

**It was exciting to hear the challenges and opportunities facing other public sector organisations**

Department of Energy and Public Works



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