

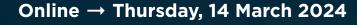
Customer Journey Mapping for the Public Sector

TRAINING

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



Facilitated by
PETE SAUNDERS
Consultant
Pete Saunders Consulting







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 surveys 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% said that speed, simplicity, convenience and transparency.

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.

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 presentations 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 and look beyond siloes to 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 softwareas-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 12 th Jan	Register by 9 th Feb	Register by 13 th Mar
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-



*Group Discounts Available - Contact Registration at

registrations@publicsectornetwork.com or Call on (02) 9057 9070

Explore the Agenda

12:00pm

Lunch Break

Module 1	. – Benefits and Obstacles of Customer Journey Mapping	Module 3	- Customer Journey Mapping in Practice
09:00am 09:15am	 Welcome and Introductions Exploring Customer Journey Mapping in the Public Sector Understanding the benefits: from improving services and the customer experience to identifying areas for improvement How does this differ from process mapping 	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
	Introducing the key artifacts and the process The Challenges of the process The obstacles of introducing journey mapping Strategies to overcome this Planning your next steps	01:30pm	Activity: Apply concepts from the previous session and start building a customer journey map.
		02:30pm	Feedback and Evaluation Present these back to the group
10:00am	Morning Tea	02:45pm	Afternoon Tea
Module 2	- Personas and Demographics	Module 4	- Service Blueprinting
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 	03:00pm	 An Introduction Creating a Service Blueprint The purpose of service blueprinting How to tackle a blueprint Stakeholder engagement and involvement
	Tiow to synthesise and present quantative data	4:00pm	Final Questions and Closing Remark
10:45am	Activity: Using the lessons learned from the previous session to start building personas of your customers.	4:30pm	End of Training
11:45am	Present these back to the group		





Get In Contact

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