



**PUBLIC
SECTOR
NETWORK**

2018

PUBLIC SECTOR CONTACT CENTRE SERIES

Transforming public sector contact centres to improve customer experience, cost and resource efficiency and business results

program

Partners



salmat

SYDNEY 12TH JUNE | **MELBOURNE** 13TH JUNE | **CANBERRA** 14TH JUNE | **BRISBANE** 19TH JUNE | **WELLINGTON** 20TH JUNE

Digitalisation and growing customer expectations are pressuring the public sector to improve their contact centre service delivery.

Customers expect a consistent experience across all channels and want to be able to choose the most convenient and preferred contact point, 24/7. By the time a customer calls the contact centre, they are already online and haven't been able to resolve their issue via any self-service channel.

Fast response times and first call resolution are a must for any public sector call centre in today's customer centric environment. A successful public sector call centre needs to be part of a customer focussed, omni-channel customer experience strategy, based on the latest technology and automation.

Regardless of the size of your contact centre, or if it is a federal, state or local government contact centre, this roadshow will enable you to meet your peers from all government levels, to discuss, network and benchmark the ultimate government contact centre. The series will head to 5 cities across Australia and New Zealand to benchmark the key challenges faced by the public sector in each state, and develop a comprehensive report on the findings.

The report will be created using a combination of interviews and surveys, as well as expert opinions, and released later in the year.

Join your peers to identify opportunities and to collaborate across government for greater efficiencies.

02 / WHY ATTEND?



Learn how to deliver a digitally and customer focused culture change in the contact centre



Understand how to create a customer first culture by upskilling and empowering employees



Achieve higher customer satisfaction rates by implementing automation and new technology



Creating a multi-channel operating environment across the organisation



Discuss key challenges and opportunities of public sector contact centres



Gain insights into best practice contact centre transformation strategies

Senior executives, directors and managers from federal, state and local government with responsibilities for:

Contact Centre | Customer Support | Customer Service | Customer Experience | Service Delivery
Customer Relations | Contact Centre Sales | Customer Care | Customer Engagement

03 / THIS YEAR'S SPEAKERS



SYDNEY 12TH JUNE



Claire O'Neill
Assistant Commissioner,
Service Strategy and
Assurance, Strategy and
Support, Service Delivery.
Australian
Taxation Office



Gabrielle Angles
Executive Manager
Customer Services
Strategy,
Northern
Beaches Council



Ashwin Kissun
Team Leader, Child
Protection Helpline,
NSW Department of
Family and Community
Services



Alice Roberts
Platform Lead Customer
Engagement, CRM,
Contact Centre and IAG
Branch Technology, IAG



Lisa Ippolito
Team Leader Training
and Development,
Hume City Council



Daniel Grabau
Team Coordinator,
Housing Call Centre,
Department of Health &
Human Services Victoria



Shannon Gibson
Operations Support
Manager, Information &
Dispute Services Centre,
Consumer Affairs
Victoria, Department of
Justice & Regulation



Catriona McKay
Director Integration,
Immigration
New Zealand, Ministry of
Business, Innovation
and Employment



Bernie Newman
National Customer
Services Manager,
Inland Revenue
New Zealand

MELBOURNE 13TH JUNE

WELLINGTON 20TH JUNE

CANBERRA 14TH JUNE



Josh Burns
Assistant Director, Digital
Engagement, Business
Improvement & Support
Centre. IP Australia



Amanda Rice
Director, Service
Delivery, Client Services,
Australian Financial
Security Authority



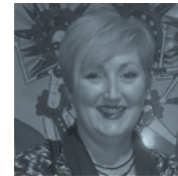
Ole Nielsen
Deputy Chief Digital
Officer and Director of
Digital Transformation,
Chief Minister,
Treasury and Economic
Development Directorate,
ACT Government



Vern Gallagher
GM, Communication and
Client Relations,
Defence Housing
Australia



Matt Clarke
National Manager,
Channel Operations,
Department of
Human Services



Renelle Forster
Home Affairs Sydney
Contact Centre,
Department of Home
Affairs



Monica Waters
Director - Customer
Access Management
(1800DEFENCE),
Service Delivery Division,
Department of
Defence



George Van Ooyen
General Manager,
Contact Centre Services,
Ministry of Social
Development



Peter Roberts
Business Manager
Contact Services,
Palmerston North
City Council

BRISBANE 19TH JUNE



Kimberly Wilson
Customer Experience
Manager, Brisbane City
Council



Kirrilly Rowan
Manager Customer
Service, Toowoomba
Regional Council



Nicole Mattson
Contact Manager -
Policelink, Community
Contact Command,
Queensland Police
Service



Kilian Boushel
Operations Manager,
Customer Contact,
Smart Service
Queensland



Michael Gerndt
Chief Customer
Experience Officer,
eHealth, Department
of Health



John McDiarmid
General Manager,
Customer and Business
Services, Department of
Agriculture and Fisheries



Peter Greet
Customer Support and
Governance Manager,
Western Downs
Regional Council



Shona Raemaki
National Service
Excellence Manager,
Direct Channels,
Kiwibank

04 / AGENDA



8:40am

Welcome from PSN

8:45am

Transforming government contact centres

Growing customer expectations and multichannel touchpoints have made customer engagement more complex than ever before. Keeping up with the 24/7 service offerings of the private sector, while staying in budget and meeting government mandates and requirements is a huge challenge. This session will look at the various forms and levels of best practice contact centre transformation, at a federal, state and local level.

9:00am

Keynote: Creating a digital omni-channel contact centre to improve customer experience

- Understanding your customers and their journey to streamline your service offering
- Transforming front-end processes and technology to improve response times
- Leveraging new backend technology to achieve consistency, relevance and convenience across all channels
- Discussing how to create a customer first culture from the inside out

9:25am

Case Study: Valuing your most valuable asset – contact centre staff

- Empowering your staff to increase first call resolution and minimise complaints

9:50am

Sponsor Session: Improving efficiency and results through contact centre transformation

- Developing digital and multi-channel solutions to meet changing customer needs
- Utilising technology to reduce call waiting and call abandonment rates
- Streamlining dashboards to achieve a single view of the customer
- Assessing IVR, AI, virtual assistants and chatbots

10:10am

Roundtable Session A

Attendees choose 1 session

RT 1: Integrating the latest technology

This roundtable will assess the latest technology available for contact centres and attendees will be able to discuss pros and cons of each. The discussions will cover IVR, AI, chatbots and virtual assistants and attendees can share their experiences and where each technology has worked or not worked for them.

RT 2: Creating a true omni-channel customer experience

Implementing a proper omni-channel customer experience approach will not only satisfy customers more, it will also help with resource efficiency, cost savings and quicker resolution times. Providing solutions to common questions and problems of your customers via self-serve will free up contact centre staff to assist customers with more complex issues. Join this roundtable discussion to gain insights into how to best set up a true omni-channel customer experience strategy.

RT 3: Complaint management and staff empowerment

By the time customers get through to the contact centre, they have already exhausted all self-service options and are still unable to resolve their issue. Equipping your contact centre staff with the right tools, authority and skills to resolve issues is vital for a good customer experience and morale in the contact centre. This roundtable will equip you with strategies and insights into effective complaint handling, upskilling your staff and giving the right level of authority to each agent.



10:10am

RT 4: Balancing data collection, analytics and security

Government agencies collect and hold huge amounts of data about their customers, infrastructure, assets and businesses. Through digitalisation, increased automation and more web-enabled services cyber risks are increasing by the day. Join your peers to discuss how to balance adequate data collection, analytics and providing contact centre agents with detailed dashboards about each customer, versus data security and meeting government mandates and requirements.

RT 5: Effective KPIs and workforce management strategies

Attend this roundtable to discuss the most effective standard contact centre KPIs as well as soft and hard skills and emotional intelligence criteria to be considered. Identify the best strategies on how to track and analyse the results to translate them into training, upskilling and change management strategies, along with suitable recognition, incentive and reward management.

RT 6: Staff engagement and culture

Creating the right culture in your contact centre is vital to keep your staff happy, arguable your

10:50am

Morning Tea and Networking

11:15am

Case Study: Creating an omni-channel experience that meets your customers' needs

- Identifying the channels most used by your customers to focus on transforming them
- Creating one omni-channel desktop for contact centre agents to have a holistic and single view of each customer
- Effectively managing social media under the public eye
- Routing each interaction to the most suitable channel to ensure fast resolution

11:45pm

Roundtable Session B

Attendees choose 1 session

RT 1: Integrating the latest technology

RT 2: Creating a true omni-channel customer experience

most valuable asset. It can be draining to deal with customer calls and complaints all day and most contact centres have high turnover rates. Join this roundtable discussion to identify the best staff engagement strategies and how to realise them in your contact centre. This will help create a good working culture that puts the customer first and rewards your agents.

12:25pm

RT 3: Complaint management and staff empowerment

RT 4: Balancing data collection, analytics and security

RT 5: Effective KPIs and workforce management strategies

RT 6: Staff engagement and culture

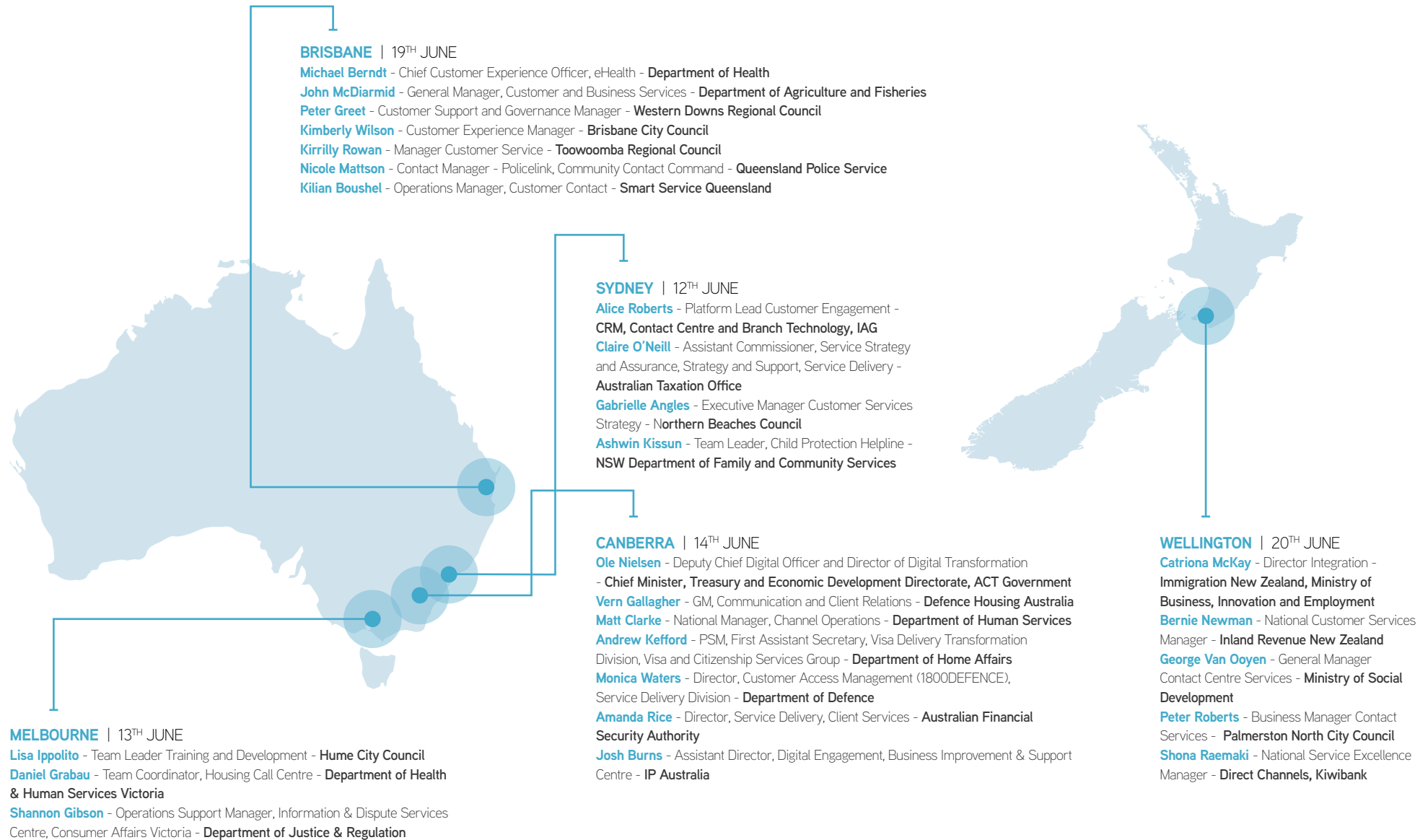
Panel Discussion: The future of public sector contact centres

- Will government contact centres ever become redundant?
- How to reward staff with the restrictions government face?
- Doing more with less - how to stretch your budget
- How to personalise services while complying to privacy laws
- Which channels and technologies will impact government contact centres the most?

1:00pm

Lunch and Networking

06 / LOCATIONS



About us

PSN is a research company that represents public sector professionals across Australia and New Zealand and develops roundtables, seminars, and conferences to suit current areas of interest. Our growing online community spans across Federal, State, and Local government departments, healthcare, and education, allowing members to share information, access the latest in government news and innovation, and engage with other like-minded individuals on a secure and closed-door network.

PSN Events Pty Ltd

A Subsidiary of Public Sector
Network Holdings Pty Ltd

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