



**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** 12<sup>TH</sup> JUNE | **MELBOURNE** 13<sup>TH</sup> JUNE | **CANBERRA** 14<sup>TH</sup> JUNE | **BRISBANE** 19<sup>TH</sup> JUNE | **WELLINGTON** 20<sup>TH</sup> 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?

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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 12<sup>TH</sup> 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 13<sup>TH</sup> JUNE

## CANBERRA 14<sup>TH</sup> JUNE



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



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



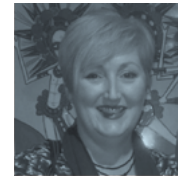
**Ole Nielsen**  
Deputy Chief Digital  
Officer and Director of  
Digital Transformation,  
Chief Minister,  
Treasury and Economic  
Development Directorate,  
ACT Government



**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 19<sup>TH</sup> 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

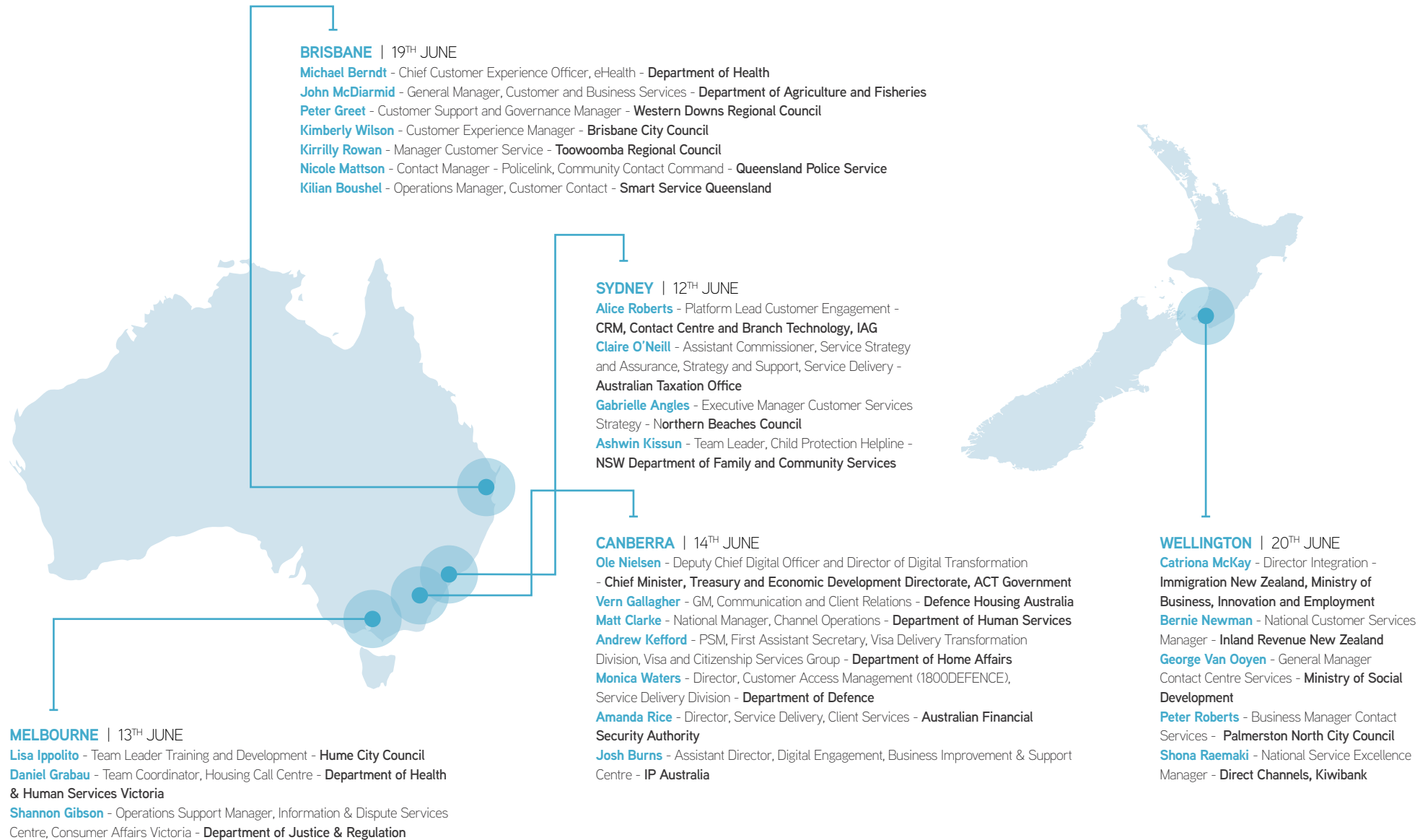
**Panel Discussion: The future of public sector contact centres**

- 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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