# LOCAL GOVERNMENT **CX FORUM**

**ENSURE A SEAMLESS & EFFICIENT CUSTOMER-CENTRIC EXPERIENCE AT EVERY TOUCHPOINT** 

**LIQUID**LEARNING be**better** 

## 29 & 30 **OCTOBER** INTERCONTINENTAL MELBOURNE THE RIALTO

## LEARN FROM



Colin Fairweather Chief Information Officer

CITY OF Melbourne



**Gabrielle Angles** Executive Manager, Customer Service



northern beaches council



**Cath Drinkwater** Customer Experience Strategy Manager

CITY OF **GOLDCOAST.** 



Shane Hackett Manager. **Customer Service** 





Sasha Lord Former Executive Officer, **Customer Experience** 



## **ALSO FEATURING**













CONTACT US Call +61 2 8239 9711 Priority Code - |





## PUTTING CUSTOMERS FIRST

The world of customer service has changed. In Local Government, you are working to serve your community and provide the best customer experience possible. The expectations of your customers are higher than ever before. So how can your organisation keep up?

Discover how your organisation can adopt a customer-centric business model through understanding the needs of the community, and empowering employees to deliver an excellent level of service. Learn from councils that are leading the way with adopting new

- Navigate digital transformation & embrace new
- **Embed** a customer-centric culture at every touchpoint
- Harness the power of data & feedback to find customer-focused solutions
- experience journey

## FORUM DAY 1

#### **CX STRATEGY & DESIGN**

#### LESSONS LEARNT FROM ROLLING OUT A CRM SYSTEM **KEYNOTE** 9:00 - 9:40

Following the amalgamation of three councils, Northern Beaches Council were the first Australian council to offer all their customer request types online through Salesforce. Gabrielle will share this journey, including the challenges and benefits this new software has presented.

#### **Gabrielle Angles**

Executive Manager, Customer Service Northern Beaches Council



#### EMBARKING ON A WHOLE OF BUSINESS CX PROGRAM CASE STUDY 9:40 - 10:20

To ensure the success of your customer experience strategy, Sasha will need to bring your whole organisation on the journey. Sasha will share the City of Whittlesea's CX story, discussing how they have streamlined processes and improved efficiency whilst always putting the customer first.

#### Sasha Lord

ormer Executive Officer, Customer Experience City of Whittlesea



#### **5 STEPS TO BETTER CX** CASE STUDY

| 0:40 | - 1 | 1:1 | 0 |
|------|-----|-----|---|
|------|-----|-----|---|

Real-world case studies that will help you implement strategies to record and measure calls, monitor caller sentiment through speech analytics using AI, and boost CX.

#### Mark Horwood CEO **Captivate Connect**

#### Captivate Connect

#### IMPLEMENTING A CUSTOMER EXPERIENCE STRATEGY WITHIN DIFFERENT SIZED ORGANISATIONS **FISHBOWL**

11:10 - 12:50

As the demand for superior customer experience within local government increases, it is crucial to develop and design a strategy that reflects this. Our speakers from councils of varying sizes will share how they created their CX strategies, how they intend to implement them, and how they will measure their success. A dynamic discussion will follow, comparing strategies and considering the similarities, differences, and transferable lessons

#### Cath Drinkwater CITY OF Customer Experience Strategy Manager **GOLDCOAST.** City of Gold Coast **Brad Tellis** Coordinator Customer Service

Macedon Ranges Shire Council Swathi Kartik

Manager, Customer Experience & Communications East Gippsland Shire Council Alexander Ajaka

Coordinator, Customer Service Campbelltown City Council



Macedon Ranges

## 29 OCTOBER

#### **UTILISING CUSTOMER INSIGHTS & FEEDBACK**

#### DEVELOPMENT GOES DIGITAL: DEVELOPMENT.I PLATFORM DELIVERING CX BENEFITS CASE STUDY

1:50 - 2:20

The innovative planning and development website Development.i is delivering clear CX benefits to Sunshine Coast Council, ratepayers and developers through greater transparency, improved accessibility and cost savings. Hear from Mark on how defining a clear vision and working collaboratively with stakeholders has delivered an awardwinning customer solution.

#### Mark Fox

Development.i Project Team Leader, Development Services Branch Sunshine Coast Council, QLD

#### DEVELOPMENT Sunshine Coast.

Supported by Sunshine Coast Council

#### **UNLOCKING & LEVERAGING CUSTOMER INSIGHTS** FROM BIG DATA CASE STUDY

2:20 - 3:10

When collecting feedback and data from customers, it can be challenging to analyse large data sets in a timely fashion. Shane will discuss how they are using AI to mine information across channels for sentiment and ways they are enabling staff to access data in real-time.

## Shane Hackett

Manager, Customer Service Brisbane City Council

APPLYING A HUMAN-CENTERED DESIGN APPROACH TO RECONCEPTIONALISE ONLINE SERVICE DELIVERY CASE STUDY

3:30 - 4:30

The human-centred design approach can give great insights about what your customers think and the type of service they want to receive. Hear how Catherine's team leveraged this approach when developing the next stage of their digital services.

Catherine Veronesi Manager, Customer Service City of Sydney

## **DRINKS & CANAPÉS**

4:30 - 5:30

CITY OF SYDNEY ()

Continue to network while you enjoy complimentary refreshments.



#### FORUM DAY 2 **30 OCTOBER**

## **EMBRACING NEW & EMERGING TECHNOLOGIES**

#### CUSTOMER FIRST & DIGITAL FIRST - AN END-TO-END DIGITAL TRANSFORMATION JOURNEY **KEYNOTE** 9.00 - 9.50

Digital transformation enables councils to be more streamlined, efficient, and accessible - the ingredients for providing an excellent customer experience. Colin and Daniela will share the City of Melbourne's digital transformation journey, considering strategy vs operational perspectives.

Colin Fairweather Chief Information Officer Daniela Mazzone Technology Partnership & Sector Innovation Manager City of Melbourne

CITY OF Melbourne

#### RISE OF THE CHAT BOTS - HOW YOU CAN IMPROVE SERVICE DELIVERY AROUND THE CLOCK CASE STUDY

9:50 - 10:40

Built from a community demand for alternative channels to make contact both in and out of hours, Kingston was one of the first councils to develop a chatbot. Brandon will take you through the journey of 'Ceebs' from idea to implementation.

Brandon Davis Customer Service Manager City of Kingston NGSTON

#### UNDERTAKING VOICE OF CUSTOMER & USING HUMAN CENTRED DESIGN TO DRIVE THE IMPLEMENTATION OF ROBOTICS & AI CASE STUDY 11:00 - 11:30

At Willoughby City Council, Mustafa's team have leveraged customer feedback to understand channel preference. As a result, they have balanced human-centred design with implementing robotics and AI to streamline services.

#### Mustafa Ghulam

Business Improvement & Customer Experience Manager Willoughby City Council



#### INCREASING TRANSPARENCY THROUGH INNOVATIVE TECHNOLOGIES - THE CAPITAL WORKS DIGITAL DASHBOARD CASE STUDY 12:15 - 1:00

With the rising demand to put the community first and be transparent with the spending of public money, Wyndham City designed its Capital Works Digital Dashboard. Eilis will discuss how her team have rolled this out, the challenges they've overcome, and the opportunities it has presented for improving the customer experience.

#### **Eilis Hughes**

Acting Manager, Project Management Office Wyndham City Council



### LINKING EMPLOYEE EXPERIENCE

#### CRITICAL SUCCESS FACTORS FOR BUILDING A CUSTOMER-CENTRIC ORGANISATIONAL CULTURE CASE STUDY

2:00 - 2:40

Tim's mantra is: 'To build a customer-centric service culture, an organisation must do more than just put the customer in the middle, it must also centralise the customer experts who are there alongside them'. Tim will explore some practical measures that can be taken to support the success of transformative customer first initiatives.

Tim Bearup Manager, Community Strengthening Frankston City Council



2:40 - 3:30

#### MAKING THE CONNECTION BETWEEN EX & CX CASE STUDY

Employees play a crucial role in shaping customer sentiment, so it's your responsibility to make sure your employees are brand ambassadors that deliver a consistent customer experience. Join Chris to hear about the inextricable dual mandate to improve customer and staff experience and how digital leadership can foster a customer-centric environment.

Chris O'Connor Digital Program Coordinator Glen Eira City Council

# GLEN EIR



#### PUTTING CUSTOMERS FIRST ROUNDTABLE

3:50 - 4:30

Return to work with a clear plan of how you are going to implement new ideas and ensure your organisation is putting customers first.

For extended program information please visit www.liquidlearning.com.au

## WHAT OUR **DELEGATES ARE** SAYING

Very worthwhile and incredibly valuable. Liquid Learning is excellent. Really flawless, thank you. \*\*

> <sup>44</sup> The best conference I have been to. Packed an extraordinary amount of information, speakers, and messages into the 2 days. \*\*

## WHO WILL ATTEND?

C-Level Executives, Directors, Managers, Team Leaders & Coordinators working within:

- Customer Service
- Customer Experience
- Customer Engagement
- Service Delivery
- ► ICT & Digital
- Communications
- ► People & Culture



### Local Government CX Forum

29 & 30 October 2019

#### Intercontinental Melbourne The Rialto

## **Booking Form**

Event Reference: LGCX1019A - M Priority Code: I

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