

LOCAL GOVERNMENT CX FORUM

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



LIQUIDLEARNING
bebetter

29 & 30
OCTOBER

INTERCONTINENTAL
MELBOURNE THE RIALTO

LEARN FROM



Colin Fairweather
Chief Information
Officer



Gabrielle Angles
Executive Manager,
Customer Service



Cath Drinkwater
Customer
Experience
Strategy Manager



Shane Hackett
Manager,
Customer Service



Sasha Lord
Former Executive Officer,
Customer Experience



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Customer Experience
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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 technologies to ensure an easy, efficient and exceptional experience.

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

FORUM DAY 1

29 OCTOBER

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, you 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
Former Executive Officer, Customer Experience
City of Whittlesea



5 STEPS TO BETTER CX CASE STUDY

10:40 - 11:10

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



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
Customer Experience Strategy Manager
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



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 award-winning customer solution.

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



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 RECONCEPTUALISE 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

Continue to network while you enjoy complimentary refreshments.



For this event, you can earn 6 Continuing Education Units (CEU) for the Certified Customer Experience Professional (CCXP) designation.

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 MazzoneTechnology Partnership & Sector Innovation Manager
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



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 GhulamBusiness 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 HughesActing 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 BearupManager, Community Strengthening
Frankston City Council

MAKING THE CONNECTION BETWEEN EX & CX

CASE STUDY

2:40 - 3:30

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'ConnorDigital Program Coordinator
Glen Eira City Council

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

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“ Very worthwhile and incredibly valuable. Liquid Learning is excellent. Really flawless, thank you. ”

“ 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

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