

About ACT – IAC

ACT-IAC is a unique public-private partnership dedicated to advancing the business of government through the application of technology. Our agenda is government driven. We provide a forum for collaboration where government and industry can create solutions to the most pressing government IT issues and challenges. We provide education and training to build essential knowledge and skills for government and industry professionals who want to serve the IT community. We deliver strategic insight and actionable solutions to advance government’s ability to serve citizens and the nation. We are collaborative. We are trusted. We are knowledgeable. We are leaders. We are committed. And we welcome participation by everyone in government and industry who shares our commitment to improving government. For more information and to get more involved, check out our website at www.actiac.org or call the office at 703-208-4800.

Press Policy for this Event

ACT-IAC’s operating principles require that the organization and all of its activities be conducted in a manner that is objective, vendor-neutral and transparent. In accordance with these principles, the general assumption governing ACT-IAC activities is that they shall be open to the press unless an exception is specifically made in advance or, in some cases, on-the-spot due to a speaker request, or other unforeseen circumstances.



2016 ACT-IAC CX Summit

*“Delivering an Omni-Channel
Experience Through Measures
that Matter”*

Tuesday, April 5, 2016

**Washington Marriott at
Metro Center**

7:30 am—12:30 pm

ACT—IAC
Advancing Government Through Collaboration,
Education, and Action

2016 CX Summit Agenda
April 5, 2016

- 8:00 am – 8:05 am** **Welcome**
Martha Dorris, Chair, ACT-IAC Customer Experience Community of Interest
- 8:05 am - 8:15 am** **Overview**
Herb Strauss, Deputy Chief Information Officer & Senior Agency Official for Cybersecurity, Social Security Administration
Pete Wilson, Senior Fellow, ICF International
- 8:15 am—8:40 am** **Keynote**
Ghada Ijam, Senior Vice President, IT Business Relationship, Strategy & PMO, Amtrak
- 8:40 am - 9:20 am** **Panel 1 - What drives the need for an omni-channel experience?**
Moderator:
Katherine Kravchonok, Lead, Enterprise Platforms, Office of Technology & Innovation, Consumer Financial Protection Bureau
Panelists:
Kate Hammen, Project Manager, Social Security Administration
Joshua Peck, Center for Medicare and Medicaid Services
Tony Saudek, Former DC Chief Performance Officer, Current Senior Consultant, Incapsulate
- 9:20 am - 10:00 am** **Panel 2 – Why and how should you measure the entire customer journey?**
Moderator:
Jeanne Rae, Motiv Strategies
Panelists:
Stephen Buckner, Assistant Director of Communications, U.S. Census Bureau
Abby Herriman, Chief Strategy Officer, HighPoint Global
Rajive Mathur, Director, Online Services, Internal Revenue Service, Department of Treasury
Kevin Neher, Principal, Mckinsey & Company
- 10:00 am – 10:15 am** **Break**

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Notes



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10:15 am – 10:45 am

Keynote

Robert Klopp, Chief Information Officer, Deputy Commissioner for Systems, Social Security Administration

10:45 am – 11:30 am

Panel 3 – Aligning customer’s expectations with meaningful measures

Moderator:

Mary Ann Monroe, Chief of Staff and Director of Customer Experience, USAGov, GSA

Panelists:

Tim Lowden, Acting Program Manager, Digital Analytics Program, GSA

Mariela Melero, Associate Director, Customer Service & Public Engagement, USCIS

Stephanie Thum, Vice President of Customer Experience, EXIM Bank

Brenda Wensil, Chief Customer Experience Officer, Office of Federal Student Aid, Department of Education

11:30 am—12:00 pm

Keynote

Carolyn Colvin, Acting Commissioner, Social Security Administration

12:00 pm

Close and Wrap Up

Upcoming Events

April 7, 2016

NexUS Forum

Location: The Event Space, Washington DC

April 13, 2016

FITARA Forum

Location: Marriott Renaissance, Washington DC

April 21, 2016

Veterans Hiring Forum

Location: American Institute of Architects, Washington DC

April 25, 2016

Igniting Innovation Showcase & Awards

Location: Marriott Renaissance, Washington DC

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The ACT-IAC Strategic Mission Partnership is a unique and limited sponsorship offered to four ACT-IAC industry members. Strategic Mission Partners proudly declare their intention to stand side-by-side with ACT-IAC in support of our mission to improve government through the application of IT.

For complete information on the benefits of being an ACT-IAC Strategic Mission Partner, contact Glenda Henning at ghenning@actiac.org or Carol Miller at csmiller@tt-llc.com.

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