**ACT/IAC Customer Experience Summit**

**Spring 2018**

*Abstract*

**Driving Operational Efficiency through Better Citizen Experience**

In the past, many federal agencies paid little attention to customer experience as many felt they were often the only place a citizen could go to get important jobs done such as filing for social security or Medicare, paying taxes, getting a passport or sending a letter in the mail. As citizen expectations have been shaped by their commercial experiences with service providers, federal agencies are now expected to provide speedy and efficient services over multiple channels whenever their citizen or business customers have need to interact with them. As the digital age has revolutionized the customer experience and subsequent expectations, agencies are challenged to deliver technical capabilities to provide service levels as never before.

While the pressure to conform to new norms and expectations has been somewhat motivating to move the CX conversation forward, there has been a large outage in the conversation that, if understood better, could accelerate adoption of Customer Experience as a key strategic pillar in also driving operational excellence. This additional perspective about the value of working to improve CX is particularly relevant today in support of the goals of the current administration to make government operate more efficiently. This area of CX management has been underplayed in the Federal CX sphere to date. It is time to not only bring to life relevant case studies citing CX-related operational efficiencies from both the public and private sector, but also highlight management techniques and new technologies that can quickly drive performance to new levels.

ACT/IAC Spring 2018 Customer Experience Summit will focus on answering the question of how a focus on Customer Experience can bring about significant cost efficiencies, better workforce engagement and performance, as well as the role leadership commitment plays in making progress against these goals. We will explore such questions as:

* What are the benefits of providing service outside of traditional channels?
* How to create data and a knowledge sharing infrastructure that can drive priorities and strategy?
* How can technologies such as robotics and artificial intelligence increase speed of service and reduce cost?
* How can self-service options have such a dramatic impact on decreasing call center volumes and their cost?
* How does a focus on employee experience manifest in performance efficiencies?
* What is a beacon metric, and how do I measure my CX with it?
* What is the role of leadership and where should CX management start?
* What is needed to facilitate agencies’ understanding CX as a strategic pillar?
* How do we get the C-suite to understand their role in driving CX and understand the possible efficiencies?

The Summit will follow its traditional agenda structure of a morning with 3 keynotes and 2 panel discussions. However, the 2018 summit will feature an entirely new set of topics delivered by an entirely new cast of leaders who are at the forefront of driving programs created with a dual purpose in mind: 1. Improve the customer experience for those interacting with federal agencies; and 2. simultaneously modernize and improve performance while also decreasing the cost of operations.

List here ideas for keynote speakers and panels/panelists:

* American Office of Innovation
* Deputy Secretary of USDA
* Panel on driving cost efficiencies comprised of half public/half private entity representatives (e.g., VA, Comcast, Marriott)
* Panel on how employee experience can improve service while also decreasing costs.