



# EXPERIENCE MAKERS<sup>LIVE</sup>





# Redefining Government Experiences through Tailored Citizen Journeys

John Mackenney | Principle Digital Strategist

# Agenda

- > **Overview of the landscape**  
with John Mackenney
- > **Making it happen**  
Carly Lynch
- > **Fireside chat**  
hosted by John Mackenney and Carmen Michael



An abstract graphic in the top right corner featuring overlapping circles and organic shapes in teal, orange, red, and blue. A circular inset within this graphic contains a black and white portrait of a smiling man in a suit and tie.

# Overview of the landscape

John Mackenney | Principle Digital Strategist

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**Increase in global traffic to government websites since the pandemic began:**

**239%**



**It's time for  
government  
to get **personal.****



# A tailored citizen experience is one where government:

Understands my needs

Supports me through relevant content, application processes, or refers me to relevant services

Gives me information based on where I am in a process

Gives me status updates on my progress

Communicates consistently to me across all channels

Asks me once and only requests new information it needs

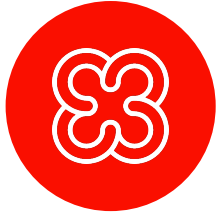


# Making it happen

Carly Lynch | Head of Business Consulting APAC

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# Building blocks of great government experience



## Digital First

Strong digital leadership is core to company strategy and the agency is empowered to prioritize the citizen.



## Data and Insights

Data is broadly accessible and provides insights that inform agency decisions.



## Scalable Content

Content is available at-scale, across any channel and based on personal needs and context.



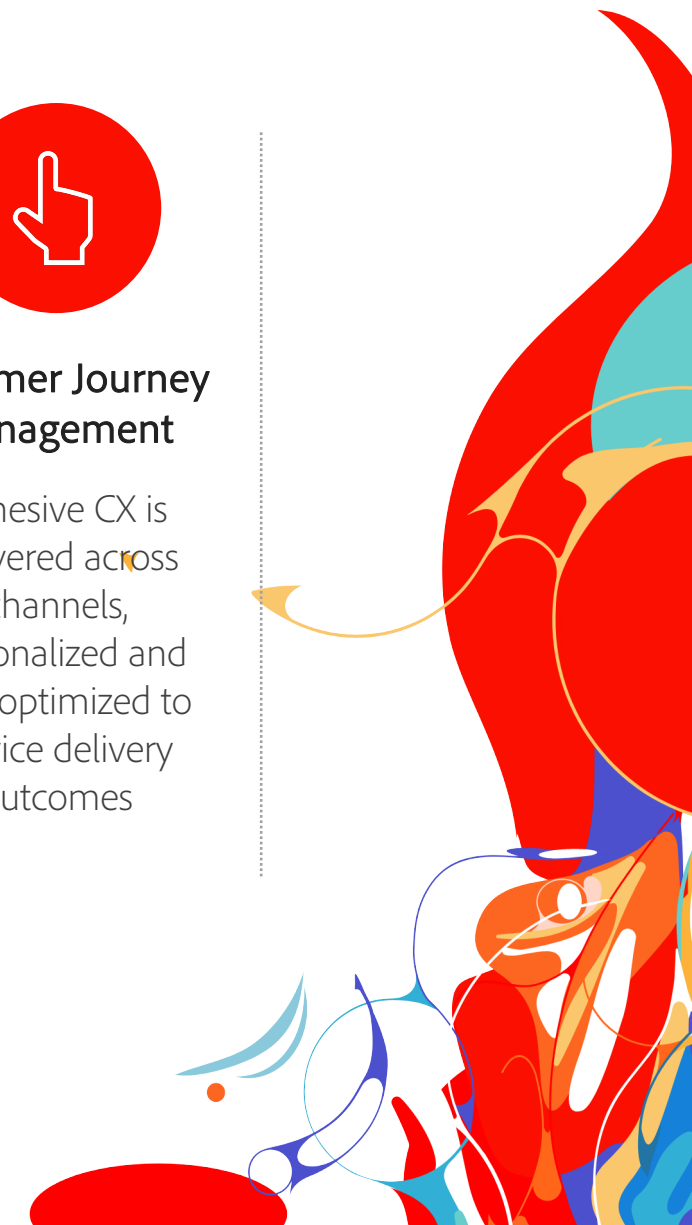
## Optimize for Personalization

Design and measure experiences that support citizens.

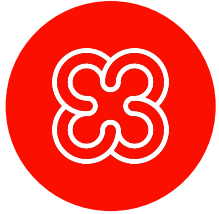


## Customer Journey Management

Cohesive CX is delivered across channels, personalized and with optimized to service delivery outcomes



# We have studied over 300 leading brands globally across these elements



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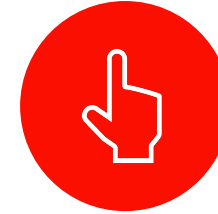
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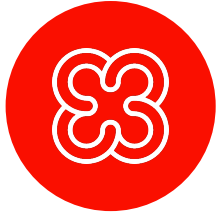


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**78%** of companies ranked themselves as “emerging” or less across all dimensions of digital maturity

# While progress has been made, the public sector globally lags in 3 areas....



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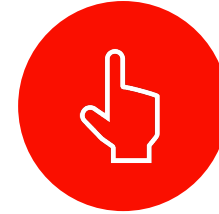
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# Creating a tailored citizen experience

- 1** Build a complete understanding of the citizen
- 2** Understand life event and journeys
- 3** Tailor each interaction based on the context of the visit

- 4** Orchestrate citizen journey to support them through life events
- 5** Build the public sector capabilities to move to more tailored service delivery





# Fireside chat



**John Mackenney**

Principle Digital Strategist



**Carmen Michael**

Director Digital Content and Engagement  
NSW Department of Education



