

## Enhancing Public Sector Customer Experience through Digital Innovation

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# Enhancing Public Sector Customer Experience through Digital Innovation

#### **Moderator:**



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Scott Lacharite.

#### Panelists:

**Ronda Kent**, Senior Account Executive, Visa



Matt Garber, Chief Customer Officer at the Bureau of the Fiscal Service, U.S. Treasury

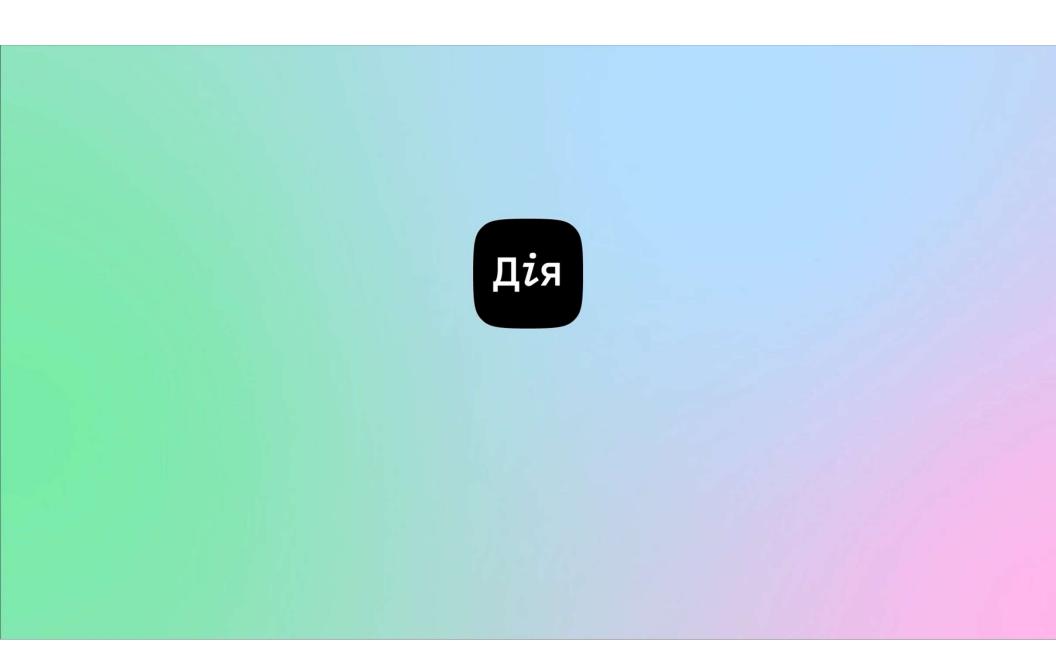
#### **Description:**

We explore how public agencies can draw inspiration from the private sector to revolutionize their digital services, ensuring that citizen interactions are as intuitive, convenient, and satisfying as commercial experiences.

#### Key takeaways:

- 1. Gain insights into how public sector organizations can implement omnichannel strategies to provide a cohesive and seamless service experience across various digital and traditional touchpoints
- 2. Learn from successful case studies where digital platforms and tools have been effectively used to enhance customer
- 3. Understand the critical role of customer experience officers in driving digital transformation initiatives within public agencies, including their approach to integrating user feedback and adapt analytics to refine services

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