

Time: 9:00am – 5:00pm
Venue: The Hatton, 51-53 Hatton Garden, London, EC1N 8HN

For more information contact Chris Wood: chris@ictcomms.com
and +44 (0) 1932 340367 or visit our website:
www.customerengagementnetwork.com



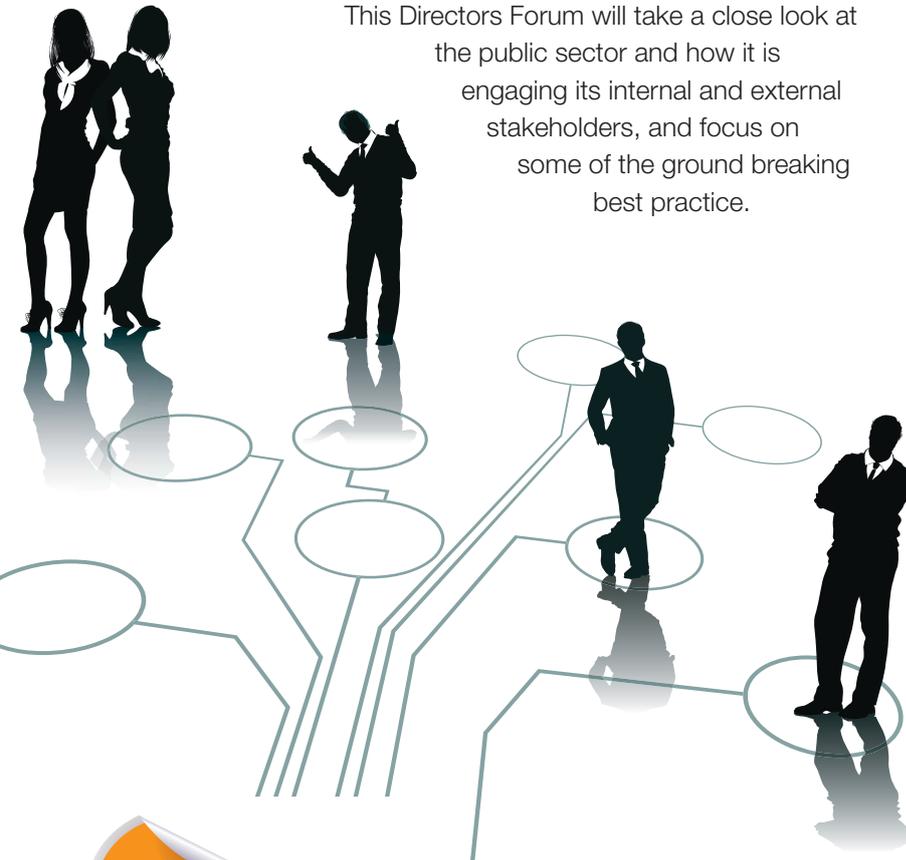
Customer Engagement in the Public Sector

Wednesday 17th July, London

A recent report from KPMG suggests that the public sector is showing the private sector the way forward when it comes to use of social media both for its employees and its customers.

Indeed the public sector is proving to be increasingly innovative and imaginative in the ways in which it engages with its stakeholders in the light of tough economic conditions when budgets are being continually scrutinised and cost savings are high on the agenda.

This Directors Forum will take a close look at the public sector and how it is engaging its internal and external stakeholders, and focus on some of the ground breaking best practice.



Agenda Summary:

- 8:15 - 9:00 **Registration and Coffee**
- 09:05 **Opening Keynote: PPMA (Public Sector People Managers Association)**
Martin Rayson, Divisional Director HR & OD, London Borough of Barking and Dagenham
- 09:40 **London Borough of Merton case study**
Simon Foot, Principal Consultant at Ember Services
- 10:10 **Harrow Council case study: "The Importance of being Earnest!"**
Jonathan Milbourn, Head of Customer Services, Harrow Council
- 10:40 **Energy Saving Trust case study**
Andrew Benfield, Head of Government Programme, Energy Saving Trust
Rob Irons, Director of Public Sector Services, HGS
- 11:10 **Coffee**
- 11:30 **Public Sector Case studies**
Derek Williams, Chairman WOW Awards
- 12:00 **Essex County Council case study: TLC to engage Essex**
Lisa Sibley, Employee Engagement Manager, Essex County Council
- 12:30 **BBC case study: The BBC in a brave new world: Transformational procurement for a multi-channel future**
James Milner, former Head of Contracts & Programmes BBC, Director, Ember PS
- 13:00 **Lunch**
- 14:00 **Panel debate with Steve Hurst**
Steve Hurst, Forum Chairman, Editorial Director, Customer Engagement Network
- 15:00 **NHS case study**
Rita Lawrence, Head of Organisational Development, Medway NHS Foundation Trust
- 15:30 **Coffee**
- 15:50 **Norfolk CC case study: How the Big Conversation turned continuous.... using daily customer interactions**
Joanna Hannam, Head of Customer Services and Communication, Norfolk County Council
- 16:20 **The Carbon Trust case study**
Joseph Williams, Manager, Technical and Change, The Carbon Trust
- 16:50 **Chairman's Forum Summary, followed by drinks and networking**



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Customer Engagement in the Public Sector

17th July 2013, London

09:00 Welcome

09:05 Opening Keynote: PPMA (Public Sector People Managers Association)

Martin Rayson, Divisional Director HR & OD, London Borough of Barking and Dagenham

- Public sector spending squeeze means a fundamental change in relationship with customers
- How do we sustain the best customer standards in a time of austerity?
- The crucial link between staff and customer engagement
- The engagement challenge for staff

My interest is in the way in which effective people management, development and engagement supports enables organisations to achieve their goals. I have worked in organisations (primarily in the public sector), both large and small and have contributed to the improvement agenda in those organisations.

I have developed and delivered significant Organisational Development initiatives, linking them into the strategic plans and planning processes of organisations. I have managed a broad range of services, ensuring their focus on the customer and the improvement agenda. I am a qualified business coach. I am currently President of the Public Sector People Managers' Association (PPMA)



Martin Rayson

09:35 London Borough of Merton case study

Simon Foot, Principal Consultant, Ember Services

A case study in deep-dive speech analytics and the relevance to the public sector

Simon is a Principal Consultant with Ember Services with 15 years' experience, both as a transformational consultant and an industry practitioner. Simon joined Ember from the UK Lottery operator, Camelot, where, as Head of Service Improvement & Development, he led a transformation of contact centre operations and spearheaded the introduction of enhanced self service delivery and digital developments. Earlier in his career, he spent several years working at Verint Consulting where he was Head of Verint's Performance Optimisation Practice with responsibility for their Speech Analytics solutions. He is passionate about understanding and enhancing the customer experience whilst driving commercial benefit for the organisation.



Simon Foot

10:10 Harrow Council case study: "The Importance of being Earnest!"

Jonathan Milbourn, Head of Customer Services, Harrow Council

No sight of a handbag but an insight in to how Harrow Council have adhered to their core principles in order to increase customer satisfaction and significantly reduce cost.

Currently Head of Customer Services for Harrow Council (for the last five years) and previously five years at Newham Council running their call centre. Worked with the IDEa to improve Customer Service at a District Council for 9 months. In the private sector, I worked for Lloyds Bank, Lombard Direct, Marsh McLennan and EWA improving Customer Services.



Jonathan Milbourn

10:40 Case study: Energy Savings for the Nation - Delivering the Nationwide Helpline for The Department for Energy and Climate Change

Andrew Benfield, Head of Government Programme, Energy Saving Trust
Rob Irons, Director of Public Sector Services, HGS

Since 2008, The Department for Energy and Climate Change (DECC) has been working with the Energy Saving Trust (EST), to deliver the UK government's climate change agenda, through providing households with a range of public information services on energy savings. When DECC decided to move to a procured service solution in 2011, EST partnered

with HGS to create the Energy Saving Advice Service –delivering an innovative customer management solution, which centralised the helpline operation and reduced operational costs by 80%. Now in its third year, the customer service centre is helping households across the UK reduce their energy bills and shrink their carbon footprint. In addition it has been a vital adjunct to the Government's Green Deal, delivering the necessary customer support and advice service for the program. Andrew and Rob will explain how they have created this service which offers expertise and technical delivery through a partnership approach, elaborating on how they continue to innovate and develop the functions of the contact centre team to meet the ever-growing needs of DECC and citizens.

A senior manager with extensive knowledge of the UK's energy saving sector, I have led the conception and delivery of all major energy saving advice services to UK householders during a career spanning ten years at the Energy Saving Trust. My experience of working with UK governments, the private sector and NGOs allows me to design and implement activities that deliver transparent and robust CO2 savings. I have broad expertise across energy efficiency, micro-generation and sustainable transport sectors working with consumer, business and community audiences. As well as leading input for EST into the formation of the government's flagship Green Deal policy, I have run both major project initiations and successful procurement projects from both the client and supplier-side. I am skilled at building and leading teams to successful delivery of complex multi-stakeholder projects.



Andrew Benfield

A senior customer contact centre operations specialist, I focus on strategic development, operational management, innovation and end-to-end transformation of nationwide multifunctional contact centre services. Proactive, with a view to future trends, I have a genuine dedication for the improvement and implementation of solutions that deliver excellent customer experience.



Rob Irons

11:10 Coffee

11:30 Public Sector case studies

Derek Williams, Chairman, WOW Awards

Derek's experience of working with major organisations in the UK, USA and Australia is now helping to improve both customer engagement and employee engagement in both the public and private sectors. And it's not a one way street. "We have learnt as much about customer engagement and employee motivation from the public sector as we have from the private sector. The organisations we work with all have three things in common – they have customers, they have employees and they have a strong desire to give great service." This presentation challenges what Williams calls, "The Myths of Management" and provides powerful insights into what really motivates people.

Derek Williams is one of the UK's leading experts on customer service and employee motivation. His latest book, "WOW! That's what I call service!" contains more than 100 great stories of truly exceptional customer service. He is the founder of The WOW! Awards – an incredible process that is helping to improve employee engagement and customer service. Organisations as diverse as Cadbury, United Utilities and Richer Sounds are using The WOW! Awards with incredible results. We especially asked Derek to speak at this event so that you could hear about what some of the biggest and best businesses are doing. Today Derek will be sharing with you some of his own thoughts and experiences about Leadership and how to win hearts and minds of your people.



Derek Williams

12:00 Essex County Council case study: TLC to engage Essex

Lisa Sibley, Employee Engagement Manager, Essex County Council

Essex is one of largest local authorities in England with 9,000 employees and has been on an ambitious transformation journey for the last four years. The Council's commitment to employee voice and conversational practice now flows from the very top of the organisation. Accessible leadership has been crucial to instill trust and belief – Lisa will demonstrate that by creating and embedding the Council's mantra of

'talk, listen, connect to engage and act', employee engagement has become a crucial driver of cultural change at Essex.

Lisa has been at Essex County Council for eight years and prior to taking up her current role as Employee Engagement Manager in 2009, she has enjoyed a variety of roles at Essex which have included developing and launching the Council's Leadership Academy and a range of organisational development projects.



Lisa Sibley

An active member of the Engage for Success Taskforce's Practitioner Forum as well as a member of the CIPD's Employee Engagement Steering Committee and ORC's Think Tank, Lisa and her team's progress particularly in relation to their dedication to employee insight and voice has been recognised nationally via various professional communication and HR awards. A diverse working background spanning both communications and HR, Lisa's passion for employee engagement has been gained through a mix of sectors including telecommunications, IT and local government.

A counsellor and coach in her spare time, she is committed to practising what she preaches, striving to help organisations create happy working environments that enable people to fulfil their potential.

12:30 BBC case study: The BBC in a brave new world: Transformational procurement for a multi-channel future
James Milner, former Head of Contracts & Programmes BBC, Director, Ember PS

When the 10-year contract for TV Licencing's contact centre operation came up for renewal in July 2012 it heralded a major procurement exercise for a new world order. Since 2002 online had replaced telephone as the consumer's channel of choice and calls to the centre were down 50%. James Milner negotiated a deal that would build multi-channel service delivery, bring cost savings of £220 million and link the BBC's outsourcing partner's remuneration to revenue gains and innovation. It has become a test-case in transformational procurement that was named public sector outsourcing project of the year by the National Outsourcing Association (NAO) in 2012. Find out how the BBC has:

- Optimised the cost saving opportunities of channel shift within its outsourced contract
- Built a long term outsourcing relationship that anticipates technological innovation
- Protected its bottom line by linking supplier remuneration to cost reduction and revenue enhancement
- Secured its future by motivating innovation
- Run a major procurement exercise – without disrupting business as usual

As Head of Contracts & Programmes at the BBC, James led this award winning procurement exercise. He has over 20 years' experience working on high profile business transformation and outsourcing initiatives across multiple sectors. Today he advises public sector organisations on the procurement of complex outsourced services and their ongoing management



James Milner

13:00 Lunch

14:00 Panel debate with Steve Hurst
Steve Hurst, Forum Chairman, Editorial Director, Customer Engagement Network



Steve Hurst

15:00 NHS case study
Rita Lawrence, Head of Organisational Development, Medway NHS Foundation Trust

Rita will describe the journey at Medway over the last 12 months as they have embarked on a cultural change programme designed to improve how they engage with their people. We want this way to be the "way we do things around here" so our story will describe, what we did, why we did it and share some of our results so far. Come and find out about the

lessons we have learnt and the importance of engaging with our people and how we will further embed this way of working

I am currently working at Medway NHS Foundation Trust in Kent as their Listening into Action Lead & Head of Organisational Development. I have previously worked in Financial services working in various organisations in the City for over 10 years. I have always worked in Organisational Development or Learning and Development and enjoying supporting people to develop as leaders, as individuals to be the best they can possibly be.



Rita Lawrence

15:30 Coffee

15:50 Norfolk CC case study: How the Big Conversation turned continuous..... using daily customer interactions
Joanna Hannam, Head of Customer Services and Communication, Norfolk County Council

Two years ago, faced with having to save over £140m Norfolk County Council launched its multi channel 'Big Conversation' which saw over 9,000 individuals and groups help shape the council's three year plan. Since then the conversations have continued. On track with its third year savings delivery programme, the Council's sharp strategic focus on customer access and development and use of daily customer feedback continues to help save money and improve customer satisfaction.

Joanna is Head of Customer Services and Communications for Norfolk County Council. She leads an integrated service responsible for helping the council deliver frontline customer service improvement, transformation and efficiency objectives and meet and manage customer expectations and satisfaction levels. Joanna has extensive experience in working in and across the sectors to engage service users, communities and other key stakeholders and helping organisations use the customer insight gained to deliver change and improvements. She has carried out a number of senior communication and public affairs roles for the public and third sectors, including the NHS in Norfolk where she was previously Executive Director responsible for Health Improvement and the Campaign to Protect Rural England (in London and Norfolk). Joanna is an honours graduate of the University of Liverpool and holds a postgraduate certificate of Education.



Joanna Hannam

16:20 The Carbon Trust case study
Joseph Williams, Manager, Technical and Change, The Carbon Trust

Employee Engagement is becoming more and more important within the public sector. With budgets tightened, an engaged, efficient and motivated staff is vital. The Carbon Trust have run successful behaviour change programmes and designed an innovative online platform "Empower" with a wide range of public sector organisations. Joseph will talk about how the public sector, using these tools, has managed to save carbon, money whilst keeping staff happy and motivated.

Joseph Williams is the Behaviour Change lead for the Carbon Trust. He has worked in the field of energy efficiency and carbon reduction in the public and private sector for nearly 8 years. At the Carbon Trust, Joseph has run a number of successful programmes to help reduce carbon and energy use through low and zero cost interventions. His recent programme, the Low Carbon Behaviour Change programme, applying Social Marketing techniques to drive changes in behaviour is closely aligned with the online employee engagement and behaviour change tool: Empower.



Joseph Williams

16:50 Chairman's Forum Summary, followed by drinks and networking



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For Sponsorship opportunities contact: Chris Wood
 E: chris@ictcomms.com
 Tel: 01932 340367
 M: 07775 604011

For Speaking opportunities contact: Steve Hurst
 E: steve@ictcomms.com
 M: 07545 088407

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