Conversational Customer & Citizen Services

campaign

AUSTRALIAN/NEW ZEALAND DIGITAL AGENCY OF THE YEAR

FINANCIAL REVIEW

TOP 50 AFR BOSS MOST INNOVATIVE COMPANIES

Great Place To Work.

NO 7 GREAT PLACES TO WORK (1-100)

FAST COMPANY

TOP 50 BEST WORKPLACES FOR INNOVATORS

WELCOME TO VERSA

Why VERSA

Everything we do at VERSA helps our clients have a better conversation with their customers.

Microsoft

VERSA

What does the future look like?

Driven by technology

Technologies such as cloud computing, (AI), Natural Language Processing and Internet of Things (IoT) can help streamline citizen services and align them with changing consumer preferences.

Virtual over physical

The public sector will shift to focus in virtual technologies rather than expanding their physical footprint.

Frictionless experiences

Ai & centralised data models will provide omni-channel experiences which are frictionless and familiar. This will provide businesses a much deeper view of the customer.

Human Centred

Human-centred design is the guiding principle of our process as we work on any project; big or small. We believe that the best products are created through collaboration, and our process is structured so that we never strategise, design or build any product in isolation.

We are dedicated to understanding the business case and objectives, as well as gathering information about customer needs and behaviour. We take insights from various sources and collaborate with our clients and, most importantly, with end-users in order to build solutions that meets their needs.
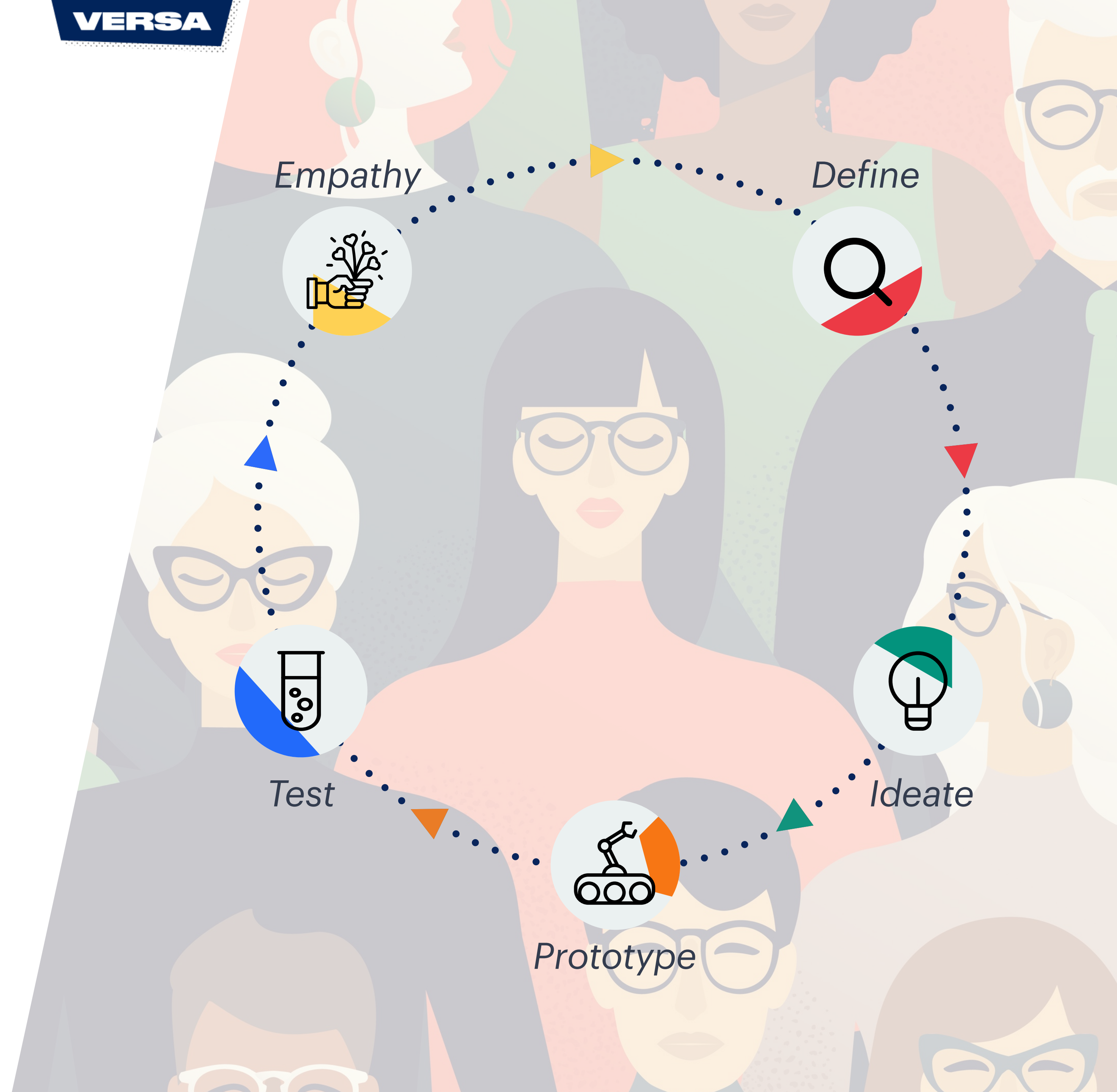
Half-Day Workshop Overview

Discovery

- Project overview, goals and conversational experience strategy

Ideate

- Identify intended audiences
- Creative Exercises i.e HMW's/Crazy 8's

Define

- Business Needs and challenges/opportunities
- Use-case definition - Alignment with overall business value
- Technology discovery

Delivery Feedback & Inform

- Top-level technical discussion
- Top-Strategy rollout plan (completed post workshop)

Optional

- Prototype Delivery
- Technical design

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CUSTOMER & CITIZEN SERVICES

Engagement

① Workshop

Define customer goals and desired outcomes

Identify intended audiences

Understand user needs and challenges

Align with business needs and opportunities

Creative exercises (HMWs)

② Document

Review existing documentation, data, and research

Record and refine the outcomes of the stakeholder workshops

Detail actionable insights that can be further developed into an implementation roadmap

Human Centered Design roadmap

Customer journey mapping / storyboarding