A Bite of the Apple: Lessons from the Retail Experience

Video Transcript

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A lot of you will be familiar with the Apple Store concept, and we’ve used this quite a lot to triage our customers. So the notion of a store in retail that’s changing, it’s more a richer experience. If you want to buy something, you go online and get the cheapest price you can. At Ms. Brisso’s (ph) store in Sidney, it’s in prime real estate, you go in, you have a coffee, you don’t buy it there ’cause it’s probably more expensive, you go online and you get it from Harvey Norman or wherever you get it, but the investment is in the customer experience being a value adding that store. So, too, Apple, it really turned the retail experience around on what it means to check in and check out and what it is to experience product.

So, we do triage. We have a self-service kind of area in every physical location we have now. And if you’re able to do it and it’s online, you know what, we’re going to send you there. Now it’s hard because when you’ve got queues out the door, or if you’re on the call center and you’ve got one hour call time waiting for some queues, it’s really hard to go, you know what, do you want to register for self-service, and take them through that. But we are finding the investment’s worth it, and we even have wrote in our interpreters where we have a very diverse service center, our interpreters have also been trained in teaching online services, as well, so we’re investing relentlessly in getting people to be online and then
never come in and see us again for those more low value transactions.

Key to that triage approach, like what we learned from retail, is the CLO or the client liaison officer. Don’s got a Blue Tooth headset on so he kind of works the queue. He’s a very like your hospitality kind of person, and he’s taken to our first point of contact resolution in the queue and get people out the door on their way, he does it. He’s supported by Emma who’s got her – she’s online and supporting him through the transactions. So if a customer doesn’t really need to line up for an hour because they’re really just updating their address data or doing something again very low value, then we get through them very quickly.

And a recent innovation for us is we are now rolling out to the CLO, and I’ve had, that they can actually put the customer’s details in so they’ll have that information there, that can do a lot more for his contact resolution without being supported. And like the Apple Store, they can do transactions mobily, they can walk people over to the sales service center, they can deal with a customer that has other issues somewhere else, they can do simple Medicare transactions. So this is really the start of us trying to do a national queuing approach, as well, because we’re finally getting Medicare and Centrelink transactions in the one front of health’s tool.

And so the idea is just to free people up to have the one on one discussions, the more intimate discussions.