Rialtas na hÉireann
Government of Ireland

Improving the Experience of Government for People through Life Events

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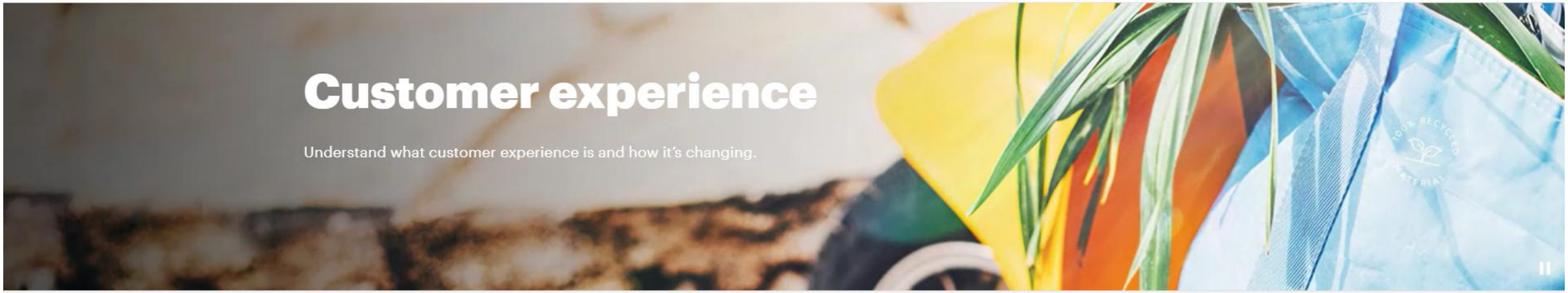
Government CIO
March 2025

SHARED SERVICES



Customer experience

Understand what customer experience is and how it's changing.

What Is Customer Experience? | Why Is Great Customer Experience Important? | How Is Customer Experience Changing? | Who is Responsible for Customer Experience? | How Can Companies Improve Customer Experience?

Introduction to customer experience

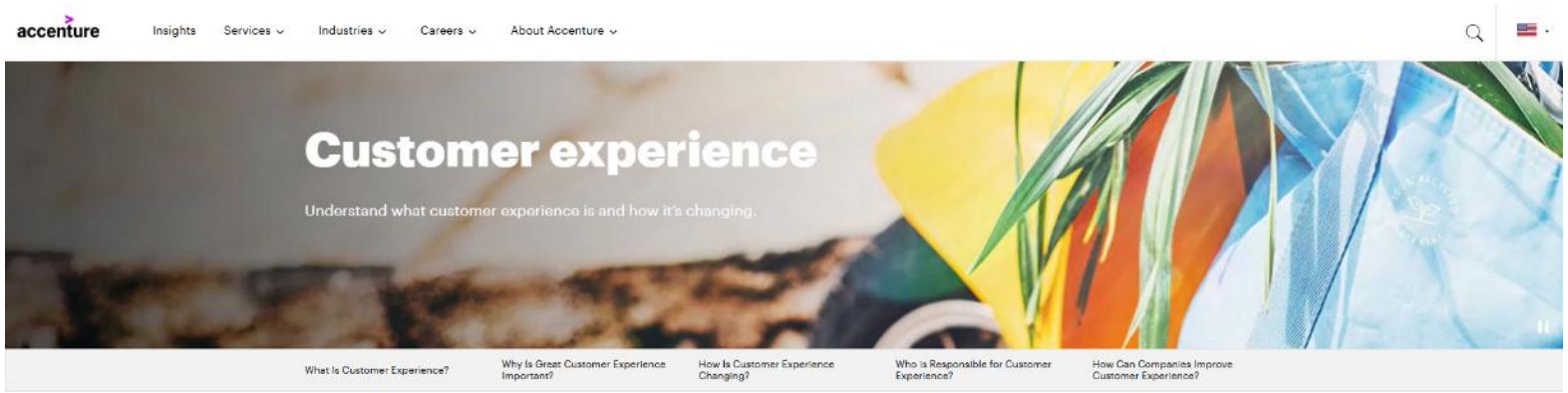
Customer experience is the heart of the relationship between a business and its customers. Typically, when people talk about customer experience (CX) they mean traditional sales and marketing touch points along the customer journey—for example, attentive store clerks in attractive stores, or simple and beautiful apps and websites. In the past, when executed well, CX investments have yielded good results: better customer retention and acquisition, increased sales and stronger loyalty.

But the world has changed. It's more than just the COVID-19 pandemic: A non-stop barrage of external life forces—economic, social, political and beyond—is affecting people's everyday decisions in unavoidable ways. In fact, according to Accenture research, 72% of consumers say that external factors, such as inflation, social movements and climate change, are impacting their lives more than in the past. Amid so much upheaval, people are revaluating what's important to them: 61% of consumers say their priorities keep changing as a result of everything going on in the world. As a result, the way they interact with brands is evolving, and so too is the idea of customer experience.

Accenture Song

Accenture Life Trends 2024

Five trends exploring fluctuations in culture, behavior and tech –



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Good customer experience involves building a relationship by understanding what people want, need and value. It goes beyond the act of using the product or service itself: The full experience includes pre-purchase connections with the brand (via marketing or awareness), the process of researching and making the purchase (either in-store or online) and post-purchase interactions (regarding service, repairs, additions and more). The goal is to create smooth and efficient connections between the brand and the customer.

https://www.accenture.com/us-en/insights/song/customer-experience-index

YOUR
M&S

RYANAIR

Currys
PC World

Booking.com

amazon

The future of customer experience is life-centric

Brands are looking for ways to harness the changes the world is experiencing to emerge stronger and more prepared for the road ahead. To do so, they need to hone in on the complex life forces and paradoxical behaviors driving consumers today. Through data, technology and a holistic, human-centered approach, they can respond to people's diverse, often paradoxical and ever-changing needs.

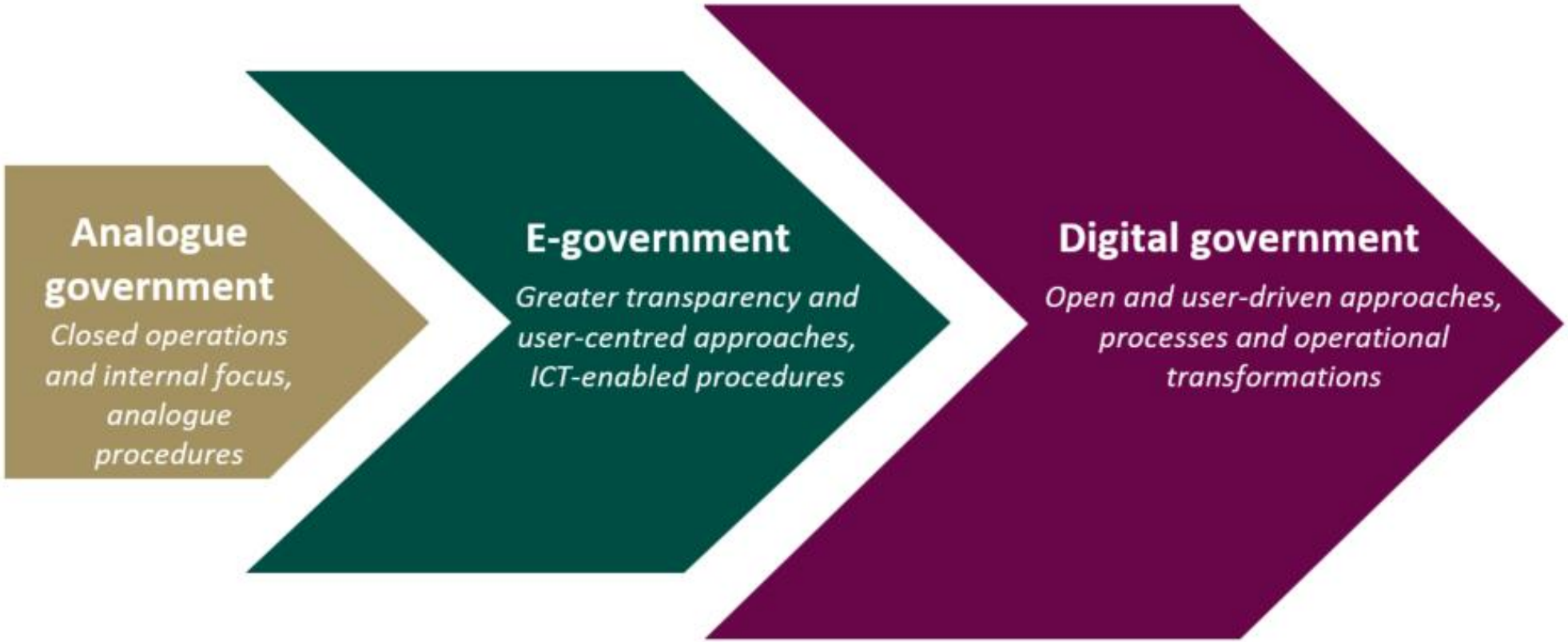
To achieve this, an evolution is needed: It's time for companies to become life-centric.

Explore more about what it means to be life-centric and find out how to create a life-centric strategy that works for your business.

Are you seeing your customers simply as
walking wallets…
or are you being relevant to their everchanging needs?

accenture

Enabling the Digital Transformation of Governments (OECD)



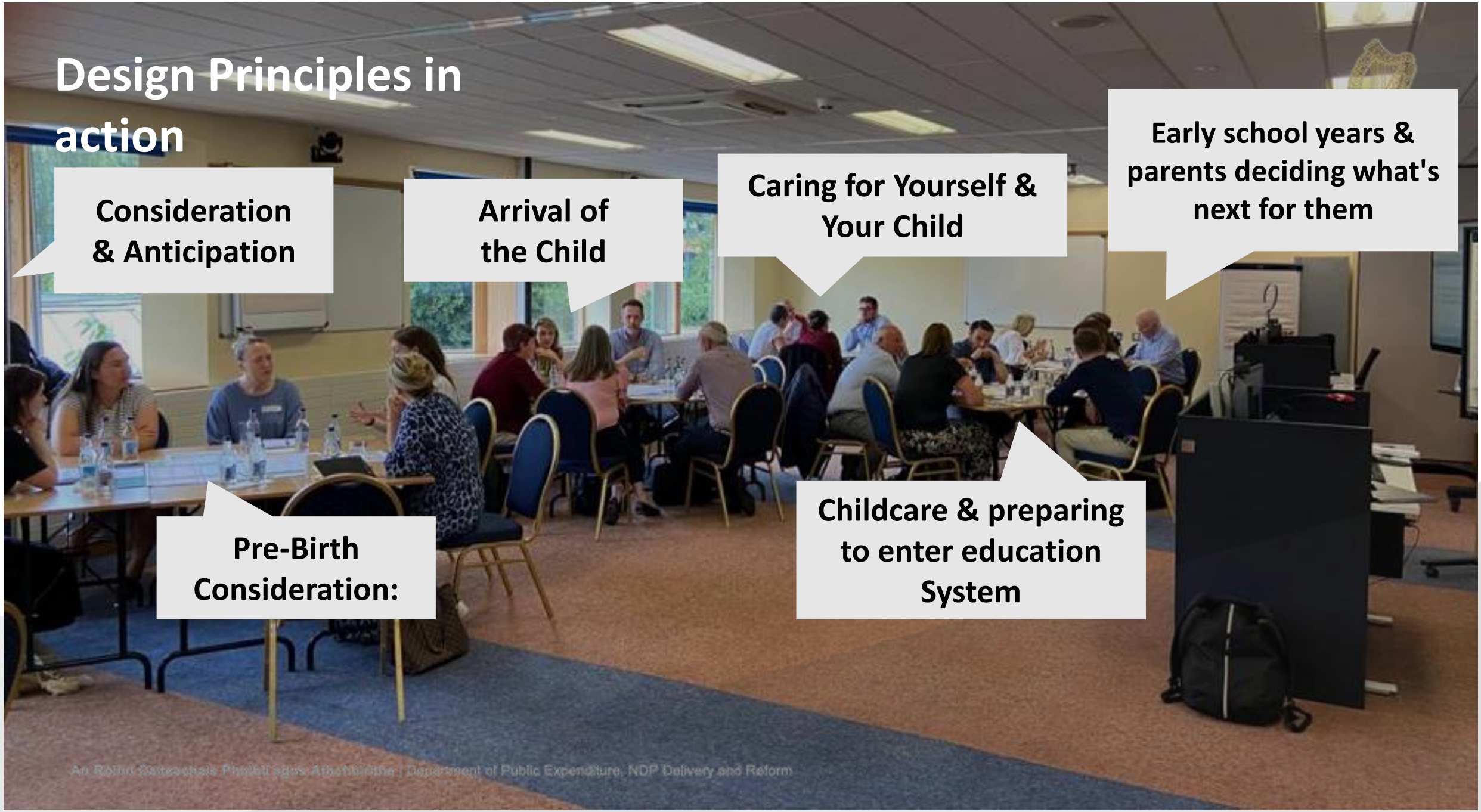
Life Events

Life events refer to significant experiences or changes in an individual's life that can have a profound impact on their circumstances and/or well-being. These events often necessitate interactions with multiple services or agencies

Our Vision :

"To assist our people through all life events via a single trusted point of entry, which anticipates the needs of the user, is proactive, co-ordinated and automated where possible, supports a unique (digital) identity and uses shared data and design across all public services".

Design Principles in action



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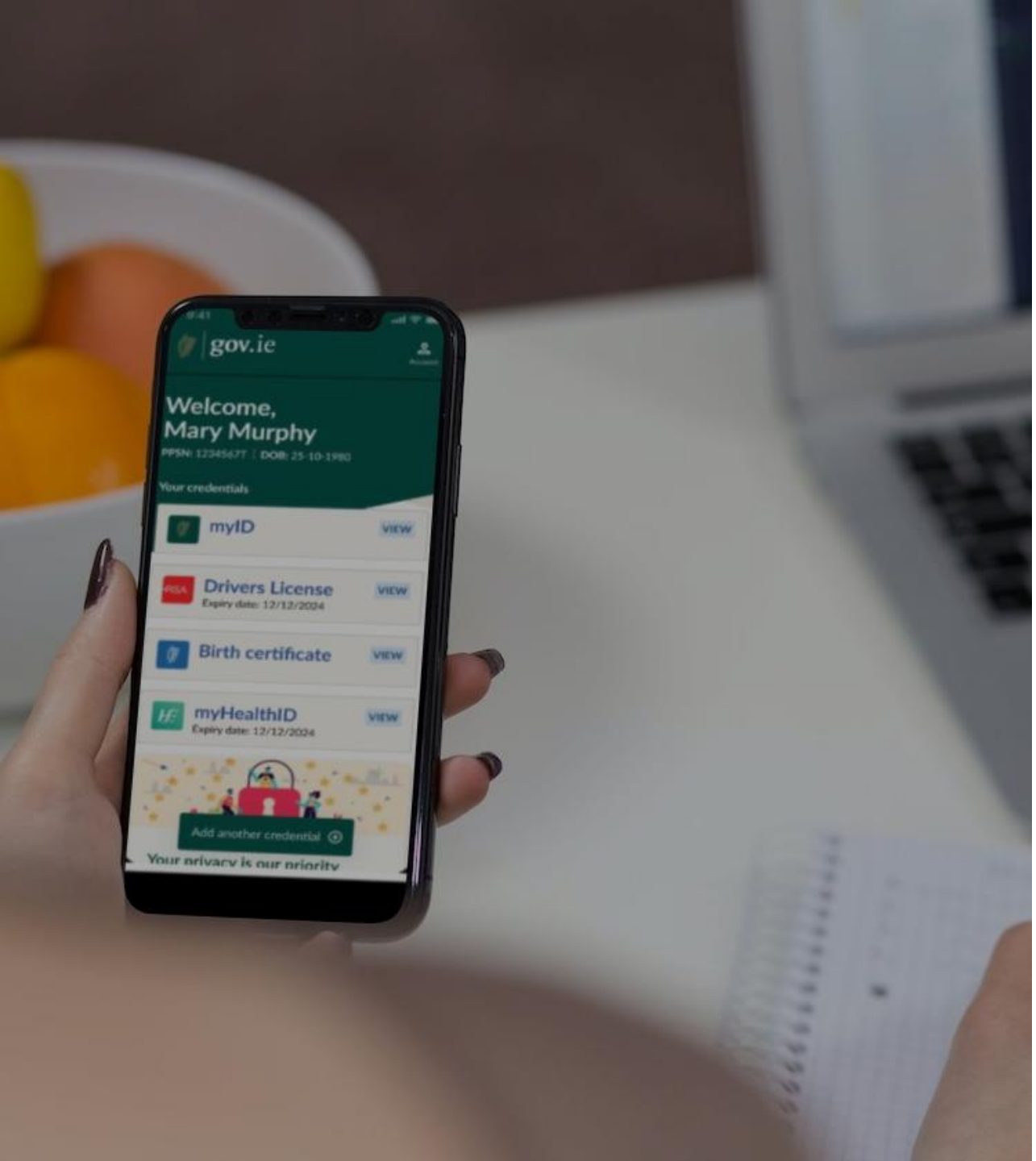

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Introducing the Government Digital Wallet

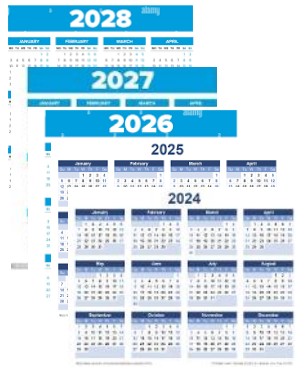
Birth Life Event

Pre-birth (conception) advice on health/benefits etc.

One notification

- Health System
- Welfare System
- Education System
- ?

Proactive services/advice



Service Planning

Health/Vaccination Needs
Accommodation
Benefits
Pre-school supports
Education

(Innovative use of) Technology
(Re-training of) People
(Synchronisation of) Channels
(Re-purposing of Buildings)

Education Policy
Family Policies
Housing Policy
Healthcare structure

Strategic Foresight Planning

Short-term → Medium-term → Long-term

Empower people to access a host of public services easily, whether online or in person including through enhanced digital platforms. Ensure the integration of digital services across government departments as an alternative access channel for users, including through continued investment in the Digitalisation of Life Events and the Digital Wallet, and establish a single digital unit to enhance the delivery of public services online.

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Thanks!