

# Breaking down the CX Summit

## Summary

It's a year of change, which brings new dimension to the value of experience. Where is Customer Experience (CX) today and what does it mean for the federal government? We broke down what was discussed at the 2024 ACT-IAC CX Summit, giving us the opportunity to dig deeper into the latest CX insights with government and industry thought leaders.

## Agenda Highlights



### Reflecting on the 2024 ACT-IAC CX Summit

Amanda Damewood, Director of User Experience (U.S. Citizenship and Immigration Services (USCIS)) shared her thoughts and insights from the CX Summit. She discussed the Experience Pipeline—combining employee experience, customer experience and digital experience for improved outcomes both internally and externally. Lauren Oliver, AFS' CX Guru, joined her to further break down the CX Summit reflecting on how CX is leading the way to enable trust in how people receive critical services.



### Inclusive Design & Customer Experience

Ben Cannon, Principal Design Director, offered insights and thoughts on inclusive design and its crucial role in CX.



### Fireside Chat: Leading through Change

Wendy Bhagat, Director of Product Marketing and Delivery (Department of Education), joined Brian Whittaker, Industry Innovation Lead (AFS), for a conversation on leading through change.

#### KEY INSIGHTS

- Experience your own agency's process to identify and address gaps.
- Data is important—but only when contextualized within a story to show the impact, human side, and value of the work being done.

Hungry for more? Connect with Lauren Oliver and read her [blog post on LinkedIn](#).

