Nomination: 18137

3D Virtual Tours – Transforming the community venue booking journey

#### **Page: General Information**

#### Name of Organization / Company

City of Sydney

#### Logo

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#### **Web Site Address**

## **Page: Entry Information**

## **Entry Title**

3D Virtual Tours – Transforming the community venue booking journey  $% \left( 1\right) =\left( 1\right) \left( 1\right)$ 

#### Category

J01 - J04 Award for Innovation in Customer Service > J01. Award for the Innovative Use of Technology in Customer Service > Government

#### **Submission Format**

An Essay of up to 625 Words

#### **Essay**

\*\*Intro\*

The Digital Innovation Team learnt that at our community venues across the City of Sydney, significant time and effort was being spent by employees handling space-related enquiries and in-person tour requests from community members. In addition, we spoke to community members and learnt that it's difficult to gauge if a venue suits their requirements due to a lack of imagery and detailed information.

The Digital Innovation Team formed a design challenge to frame the problem: How might we reduce venue space-related enquiries and requests, saving community and staff time in the venue booking journey?

We cross-collaborated with stakeholders across the business to deliver an innovative solution that harnesses emerging technology to solve the unmet needs of our community members while also improving organisational outcomes.

The solution is a 3D virtual tour experience—a new self-service touchpoint the community can use 24/7. The tours use LiDAR capture technology that reconstructs the space in 3D and allows for real-time walkthroughs, measurement of the physical space, and birds-eye views at any angle. By enabling these benefits, we've provided a novel way for the community to experience our venues and help them assess suitability.

By rolling out this scalable solution we've transformed the booking journey and brought many benefits to the organisation including time savings, cost savings, and effort optimisation in relation to building management, while providing a radically new experience for the community that increases their engagement and confidence when booking our venues.

\*\*Business outcomes and community satisfaction\*

We planned this project strategically through a test-and-learn process so we could reduce risks around cost while increasing confidence on desired outcomes.

As a local council, one of our constraints is cost of solution. To alleviate this risk, we decided to pilot a solution with three venues first to ensure we were hitting the business and community outcomes we identified and increase confidence to roll out the solution to more venues.

The results showed the following outcomes:

Community impact: a better experience. Increased engagement with our venue touchpoints, and increased community confidence.

- 87% of community members surveyed said they felt more confident in booking a community venue.
- An experience rating of 4.2/5 (via a live survey).
- 44% increase in Google business profile interactions and over 1000 unique virtual tour visits in the first two months.

Business impact: staff time saved, and unlocked for use on higher-value community engagement tasks.

- An estimated 50% reduction in requests for in-person tours. For every in-person tour request that's redirected to a virtual tour, we estimate a saving of up to 65 minutes for staff.
- An estimated 44% reduction in space-related enquiries. The assumption here is that community members are finding answers to their enquiries using the 3D virtual tours.
- · Venue staff feel more empowered to proactively use the tool to answer tricky questions about the venue they couldn't answer before.

Feedback from the community has been very positive. We had an employee voluntarily share this positive feedback on the Community Venues team chat:

"I just had a call from a lady enquiring about Glebe Town Hall. I asked her if she'd seen the 3d tour. She said it was amazing, and it helped her because she hadn't seen the venue for two years and was able to see exactly what hall she wanted!"

The results of the pilot launch were incredibly positive both from the community and venue staff. This gave us the confidence to rollout the 3D virtual tours to 19 more community venues, which are now all live on our website.

## For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

# Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

## File 1

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