Company: The City Of Sydney
Company Description: An international city, Sydney is seen as the gateway to Australia. The City of Sydney is one of the largest councils in New South Wales, with employees numbering more than 2,200 and servicing over 246000 residents. The Council has a strong focus on sustainability, cultural activities and continues to always keep our community at the heart of everything we do.
Nomination Category: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Social Business Solution
Nomination Title: From Insight to Impact: City of Sydney's Social Media Metamorphosis

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

   Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

   The City of Sydney Council's Social Media Platform (SMP) was launched in February 2023, following a successful pilot during the City of Sydney's Lunar New Year celebrations. Its full rollout was in September 2023.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

   Total 270 words used.

   The City of Sydney Council's (the City) Social Media Platform is a sophisticated digital engagement hub utilising Sprinklr's Software as a Service (SaaS) architecture and is seamlessly integrated with Microsoft Dynamics 365. More than a tool, it is a transformational shift in how the City communicates, listens, and responds to its community.

   At its core, the platform offers a unified inbox where staff can handle every social interaction from Facebook, Instagram, LinkedIn, and X (formerly Twitter). Each message is intelligently tagged for sentiment, urgency, and topic, streamlining the triage process and ensuring no message is overlooked. Behind the scenes, automation directs inquiries to the most appropriate team based on predefined workflows, accelerating resolution times and improving service quality.

   Executives now have real-time dashboards that make data-driven leadership possible. They can view live engagement trends, community sentiment, and emerging issues immediately, empowering more proactive decision-making. Meanwhile, staff tasked with campaign delivery benefit from an intuitive, self-service advertising module that reduces the administrative burden and improves turnaround times.

   With a focus on governance, the platform employs single sign-on and role-based access control, making it both secure and inclusive. Integration with Dynamics 365 closes the loop between community feedback and City services, ensuring every digital conversation contributes to service improvement.

   Since implementation, the SMP has halved triage times, improved first-response performance from 60% to 93%, and saved $80,000 annually by consolidating licences and removing legacy systems. One full staff day per week has been reallocated to proactive community storytelling. More than just a system, the SMP has redefined what responsive, transparent, and data-led local government interaction with the community can look like.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

   Total 301 words used.

   The impact of the Social Media Platform has been nothing short of transformative for the City of Sydney Council. Within the first year, it enabled the City to manage over 330,000 social media messages, with significantly improved speed and accuracy. The shift from manual spreadsheet-based triage to automated, intelligent routing has revolutionised the City's ability to keep pace with public expectations.

   The solution also accelerated prompt and efficient customer service adhering to agreed Service Level Agreements (SLAs), we can ensure that we publish and respond to community queries promptly. It is also safeguarding our reputation through an enterprise-grade governance as we can proactively detect and manage crises. Our ability to listen and respond from a single platform ensures our community feels heard and supported.

   Public sentiment has responded positively. Community members have noticed faster and more tailored responses. During a public transport disruption in January 2024, the system's sentiment tracking alerted teams to mounting frustration. In response, communications were updated in real time, defusing concerns within 30 minutes. This was a feat previously considered impossible.

   Reporting analytics to measure the true impact of our Social Media campaigns has allowed us to fine-tune our strategies and continuously elevate our performance and community reach.

   Internally, staff across Customer Service, Corporate Communications, and the Lord Mayor's Office have praised the platform's ease of use and the strategic value of having live data. Executives no longer rely on outdated reports; instead, they operate with up-to-the-minute awareness of public sentiment and engagement.

   The system has also strengthened the City's voice. Outbound content is more impactful thanks to data-informed scheduling and sentiment insights. The volume and quality of user-generated content have increased, fostering stronger community bonds. Our solution has replaced outdated, reactive approaches with a model built on transparency, agility, and respect for the digital citizen.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   Total 44 words used.

   City of Sydney Council SMP - Presentation.pdf

   Supporting documentation includes a visual presentation of the platform in action, with screenshots of dashboards used during high-profile events such as Sydney's New Year's Eve celebrations. Imagery captures sentiment tracking, keyword analysis and real-time case management.

Attachments/Videos/Links:

From Insight to Impact: City of Sydney's Social Media Metamorphosis

[REDACTED FOR PUBLICATION]