

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: Digital Transformation

Nomination Title: City of Sydney's CityConnect

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 4th of April 2024

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 347 words used.

Our user research revealed that the community was frustrated by the City of Sydney's limited online services, lack of visibility in council actions, and slow response times. Of over 200 council services, only 30 were available online, and most required paper forms submitted by mail or in person. Requests were handled by different teams using separate systems, with no central platform to track or manage them, and no way to notify community members of their request status.

In response, in April 2024 the City launched a world-first (for local government) community digital ecosystem, delivering an innovative and significantly improved digitised online experience for the community. Community members can now log in to their personalised portal 24/7 at their convenience and through their dashboard, make applications and requests online. The new service digitised 84 traditional council services, eliminating the need for paper forms, phone calls, and emailing PDFs.

Our digital ecosystem was custom built. Focusing on elevating the digital customer experience for the community, contractors and staff, we collaboratively worked to simplify and significantly re-engineer our business processes, integrate workflows, and incorporate user-experience design methods. For example, the online service forms are designed with advanced UX principles, asking minimal and context-relevant questions to reduce cognitive load. They dynamically adjust based on the information provided, creating a streamlined and user-friendly experience.

We built a new customer relationship management platform 'OneCRM', securely storing all community member interactions and outcomes in a single location. Our secure "one-stop-shop" CityConnect dashboard offers our community members transparency of all their requests and interactions with us. A logged-in user completing a smart digital form sees their contact details prepopulated, reducing time spent providing information in forms that they have shared previously. Forms integrate into our OneCRM platform, automating case creation and ensuring that cases and tasks flow to the most appropriate council unit for action. As cases and the associated tasks are completed, CityConnect dashboard provides real-time updates on progress, with the customer given the opportunity to receive notifications by SMS, email or both. Our automation and integration surpass the capabilities of many other Councils.

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.

Since launching in April 2024, CityConnect has shown significant results in service improvements and efficiency, and has delivered measurable value to the City and its community.

In the first 12 months the platform has processed over 83,900 financial transactions worth \$77.7 million, and handled over 203,000 digital community requests, reducing the need for phone calls and in-person visits for both community members and staff.

In the first quarter of its launch, Customer Service calls fell by 2,000 compared to the previous fiscal quarter, representing a 10% decrease in calls compared to the quarterly average of the past 2 years. Visits to Customer Service centres have also dropped by over 2,000 compared to the previous fiscal quarter, representing a 19% decrease in visits compared to the quarterly average of the past 2 years. Customer initiated follow-ups have decreased by almost 50% when compared to the same time the previous year due to automatic email and SMS updates on service requests.

In the platform pulse survey conducted, the CityConnect platform has demonstrated consistently high rates for ease of use, clarity and transparency. "I lodged a parking permit on my phone after hours and had approval the next morning. The text updates were brilliant." — Resident, May 2024

Lower call volumes, reduced foot-traffic and the removal of paper workflows translate into significant savings in staff time, printing and postage while cutting carbon emissions. The strong uptake and positive feedback confirm CityConnect as the City of Sydney's primary service channel and validate its roadmap for continued digital expansion.

The CityConnect project has greatly enhanced efficiency and productivity, improved service transparency, and strengthened community trust. It has transformed the City of Sydney's operations and interactions with the community, delivering real value by significantly improving the overall staff and customer experience.

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):

Attachments/Videos/Links:

[City of Sydney's CityConnect](#)



[HOW TO ENTER >](#)

REDACTED FOR PUBLICATION