Application: 4690

CityConnect ecosystem

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## Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

City of Sydney Council

**Additional Contacts**

I would also like to have others receive emails about the disposition of our entries.

## Page: Entry Information

**Entry Title**

CityConnect ecosystem

**Category**

N04. Technology Breakthrough of the Year - Government Technology

**Technology Breakthrough of the Year Submission Format**

Written Answers

### a. Briefly describe the organization that achieved the nominated technology breakthrough: its history and past performance (up to 200 words). Required

City of Sydney Council services over 210,000 residents, 540,000+ workers, and millions of visitors annually. Historically, customers' digital interactivity was limited: only 30 of our 200+ services were accessible online for community members. Making applications or requesting services often required accessing a PDF form, downloading, printing, completing the form, uploading and either emailing, posting or attending one of our offices to submit. Next, our Customer Service staff would then triage the request and send an email or Microsoft teams message to the business unit that owned the request or application. Delays to service fulfilment were commonplace as there was a lack of upfront data validation or the request could not be categorised easily internally. More than 30% of all requests and applications required the community member to call the Council for updates.

In 2019, a research and consultation program began to understand how we could improve the digital experience for members of our community and visitors. Consultation participants described their customer digital experience as "confusing", "lacking in transparency", "broken," "inconsistent," and "fragmented". They wanted to do everything in one place online. Alarmingly many people did not know the range of the services our Council provided for community members.

### b. Outline the nominated technology breakthrough. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

The CityConnect ecosystem project aimed to replace outdated tools and processes with a simplified, connected, and omnichannel platform. Goals included driving greater self-service, offering a more customer-centric view of services, improving accessibility and transparency. This innovation resulted from the digital technology team collaborating with key business areas, contractors and community members to design, build, and integrate an ecosystem enabled for exponential growth, benefiting all involved. In April 2024 our new technology ecosystem, achieved elevating the customer's digital service experience. Smart digital forms integrate with a variety of internal and contractor platforms enabling upfront data validation. This, combined with complex backend integrations, now supports a personalised and streamlined experience for customers. The new customer relationship management (CRM) platform processes requests into tasks and channels these directly to relevant business areas, improving staff and contractor efficiency to fulfil requests, issuing real-time customer progress notifications, uplifting satisfaction.

Today, in real time, community members can login or create an account with us to initiate, monitor and track their requests at their leisure. The dashboard consolidates all customer information, from payments to real-time updates on requests and applications. For instance, they can view current and historical requests, applications, parking permits, property titles, rate payments, and property certificate purchases. Accessible from computers, tablets, and mobile phones, the personal dashboard provides a secure, unified platform for customer's digital interactions with the City of Sydney Council. Online services available to our community members rose from 30 to 84, significantly increasing accessibility, with future services planned to be added.

### c. Explain why the technology breakthrough you have highlighted is unique or significant (up to 250 words). Required

Research undertaken during 2019 on the digital customer experience found "Government websites are notoriously difficult to navigate", with 25% of users agreeing with having low expectations toward the usability of government websites, and 13% strongly agreeing.

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 consolidate our business processes, undertaking a significant re-engineering of business processes, integration of workflows, and incorporated user-experience design methods. 103 individual services and workflows were consolidated into 30+ 'smart' digital forms. 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. Our advancements in service expansion, system unification, smart form implementation, transparency, automation, customer-centric design, and digital adoption make it a uniquely impactful technology breakthrough in Australian Council customer experiences.

**d. 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). Optional**

See a short clip - Webpage link 1

See details about City of Sydney Council area - Webpage link 2

I encourage you to try a form yourself - Webpage link 3

The images 1-6 show you the design interface.

I have included images 7-9 to assist if you need on how to launch the form, and where to click to create your own CityConnect account.

**Webpage Link**

https://youtu.be/YOGONr8L3lQ (https://youtu.be/YOGONr8L3lQ)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

https://www.cityofsydney.nsw.gov.au/guides/city-at-a-glance#:~:text=At%2030%20June%202022%2C%20the,square%20kilometre%20for%20Greater%20Sydney. (https://www.cityofsydney.nsw.gov.au/guides/city-at-a-glance#:~:text=At%2030%20June%202022%2C%20the,square%20kilometre%20for%20Greater%20Sydney.)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

https://www.cityofsydney.nsw.gov.au/report-issue/make-general-enquiry-or-provide-feedback (https://www.cityofsydney.nsw.gov.au/report-issue/make-general-enquiry-or-provide-feedback)

**Would you like to add an additional webpage link?**

**Supporting Document**

Download File (https://stevies-tech.secure-platform.com/file/67154/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzE1NCwiYWxsb3dRTaWduZWRVcmwiOiJGYWxzZSIsImlnbm99CityConnect_Dashboard.jpg)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (https://stevies-tech.secure-platform.com/file/67155/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzE1NSwiYWxsb3dRTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9d1jsJpVrrusdN97qEikKO7msoR8w5eKE?CityConnect_hero.jpg)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File (https://stevies-tech.secure-platform.com/file/67156/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzE1NiwiYWxsb3dRTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9yXKzskx779sRxuxeXHPBqHQXsJ8JZ4?CityConnect_Rates-and-profile.jpg)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 4**

Download File (https://stevies-tech.secure-platform.com/file/67157/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzE1NywiYWxsb3dRTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9yCityConnect_Request-tracker.jpg)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 5**

Download File (https://stevies-tech.secure-
platform.com/file/67158/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzE1OCwiYWxsb3dd3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9r
CityConnect_Smart-digital-forms.jpg)

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**Would you like to add an additional supporting document?**

Yes

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**Supporting Document 6**

No File Uploaded

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**Would you like to add an additional supporting document?**

Yes

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**Supporting Document 7**

Download File (https://stevies-tech.secure-
platform.com/file/67163/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzE2MywiYWxsb3dd3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9r
7yeMfBWayNxJRW_c?Make%20a%20general%20enquiry%20of%20provide%20feedback.png)

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**Would you like to add an additional supporting document?**

Yes

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**Supporting Document 8**

Download File (https://stevies-tech.secure-
platform.com/file/67164/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzE2NCwiYWxsb3dd3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9r
bIM9EexvUgwKqkJn9aPXVSDF9uLP5Er9Q?
Feedback%20using%20a%20smart%20digital%20form%20where%20to%20create%20an%20account.png)

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**Would you like to add an additional supporting document?**

Yes

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**Supporting Document 9**

Download File (https://stevies-tech.secure-
platform.com/file/67165/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzE2NSwiYWxsb3dd3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9r
Create%20an%20account%20with%20us.png)

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**Would you like to add an additional supporting document?**

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (https://www.asia.stevieawards.com/rules-and-terms-conditions-competition).

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**Terms and Conditions**

I Agree