

94%

customer satisfaction
rating within first year

84%

decrease in
paper forms

20K

online service
transactions

\$90K

annual postage
savings

OVERVIEW

Driven by demand from a highly connected and digitally literate community, the City of Unley (an inner-city council of Adelaide, South Australia with a population of nearly 39,000) embarked on a human-centred design effort to build a transformative, customer-first website and online services platform. Unley revolutionised its digital service delivery with Granicus solutions OpenCities and OpenForms, resulting in the City winning the “Customer Experience Award” in the 2022 ANZ Granicus Digital Government Awards.

SITUATION | SIMPLIFYING PROCESSES WITH DIGITAL SOLUTIONS

The City of Unley’s previous website had 300 menu items and was organised with a business focus rather than a customer one. In fact, a survey found that 60 percent of users couldn’t find what they were looking for on the site. Staff wanted to transform the complex, paper-based processes. A Council-endorsed strategy set out three guiding principles for the transformation:

- Streamline service delivery around the community.
- Discuss the importance of a customer lens on everything the city does.
- Empower the City of Unley workforce.

SOLUTION | A TRANSFORMATIVE ONLINE PLATFORM

Armed with research, data, and a newly designed Information Architecture (IA), the City of Unley identified a new website and an embedded digital forms platform as essential tools to improve its digital service delivery. With OpenCities and OpenForms, the City provided a seamless, interactive user-friendly experience that integrated with Council systems and created staff processing efficiencies. The team adopted a cleaner, more compact menu and gave the search function a greater presence on the site.

RESULTS | CREATING A CUSTOMER-CENTRIC EXPERIENCE

Within the first 12 months of launching the new platform, the City’s customer satisfaction rating reached 94 percent. The City converted over 100 forms to digital services with OpenForms, giving residents more flexibility to conduct their business at their convenience. As a result of providing these digital offerings, the City of Unley saw an 84 percent decrease in paper forms, and realised unanticipated savings of \$90,000 in annual postage costs and \$60,000 in annual printing costs.

MUST HAVE SOLUTION

OpenCities

OpenForms

OpenCities gave us more tools; on our previous site the search function wasn’t easy to find, and it wasn’t as powerful.”

Karen Cini, Digital
Communications Officer,
City of Unley, South Australia