

Customer Experience Digital Uplift

“The ability to access, afford and effectively use digital services is not a luxury. It is a requirement for full participation in contemporary social, economic and civic life.”

Australia Digital Inclusion Index



CAMPBELLTOWN
CITY COUNCIL



UNSW
SYDNEY

The Problem Statement



Local government representatives committed to providing **inclusive digital services**



Community members who experience **barriers** due to various facets of **digital exclusion**



Community leaders advocating for a **diversity** of residents

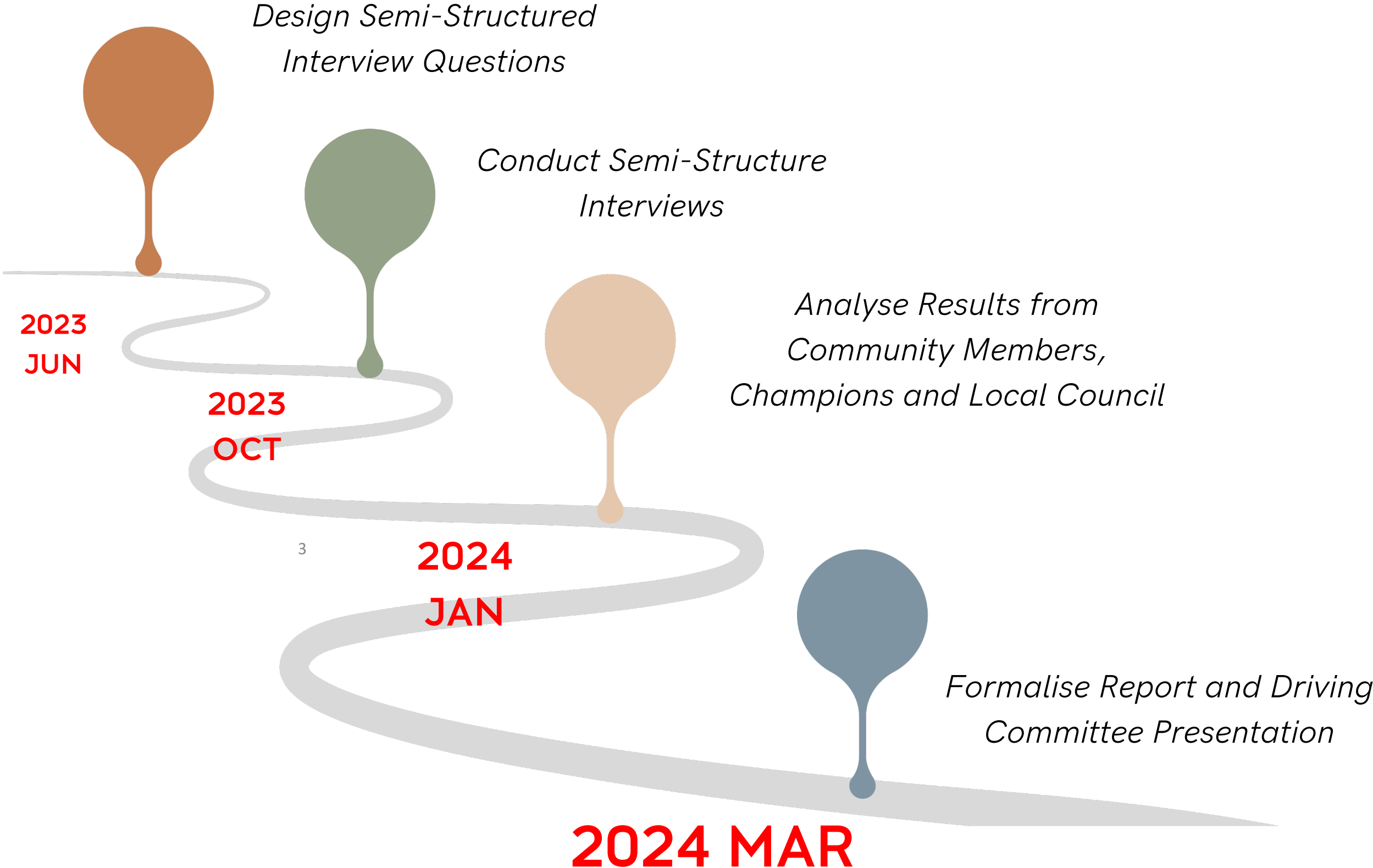
How can local government help residents overcome the digital literacy gap and effectively engage with e-government services online?

Our Method and Timeline

Conducted over 9 months



Qualitative Interviews



Persona Spotlight

Older Resident Persona Spotlight



About

- Name: Jane
- Age: 70+
- Employment: Retired
- Accesses online services via personal laptop

Most Used Council Services

- Book a kerbside pickup
- Access information on What's On
- Report unpicked rubbish



Low SES Persona Spotlight

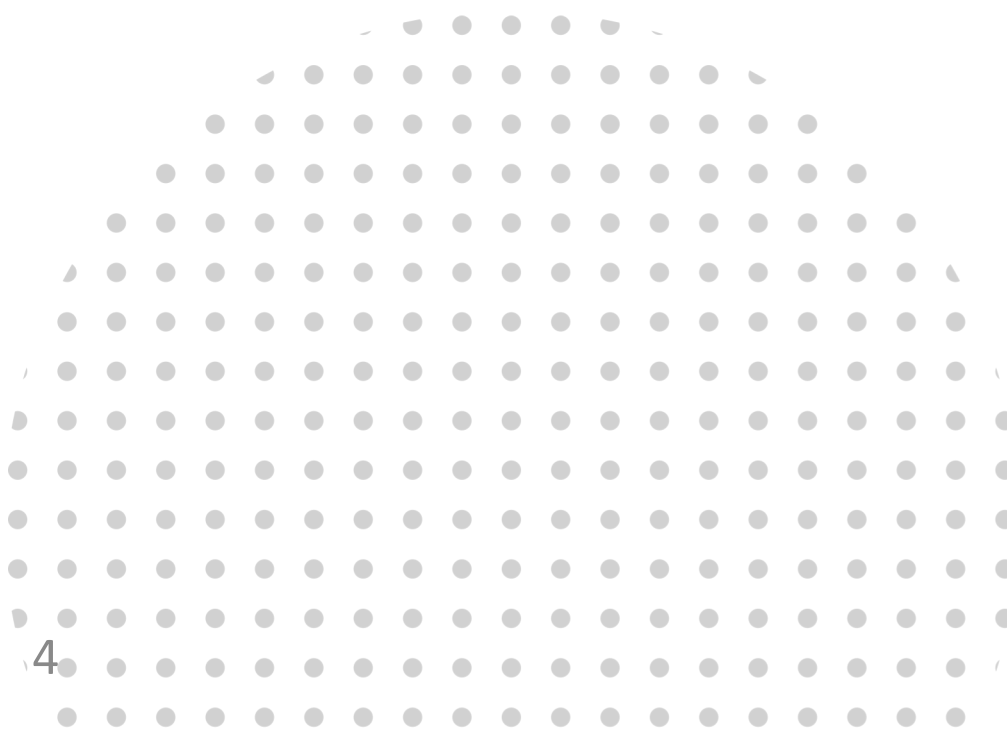


About

- Name: Lucy
- Age: 50
- Employment: Unemployed
- Accesses online services via public computers

Most Used Council Services

- Book a kerbside pickup
- Gather general information



COLLABORATE - COLLECTING FEEDBACK

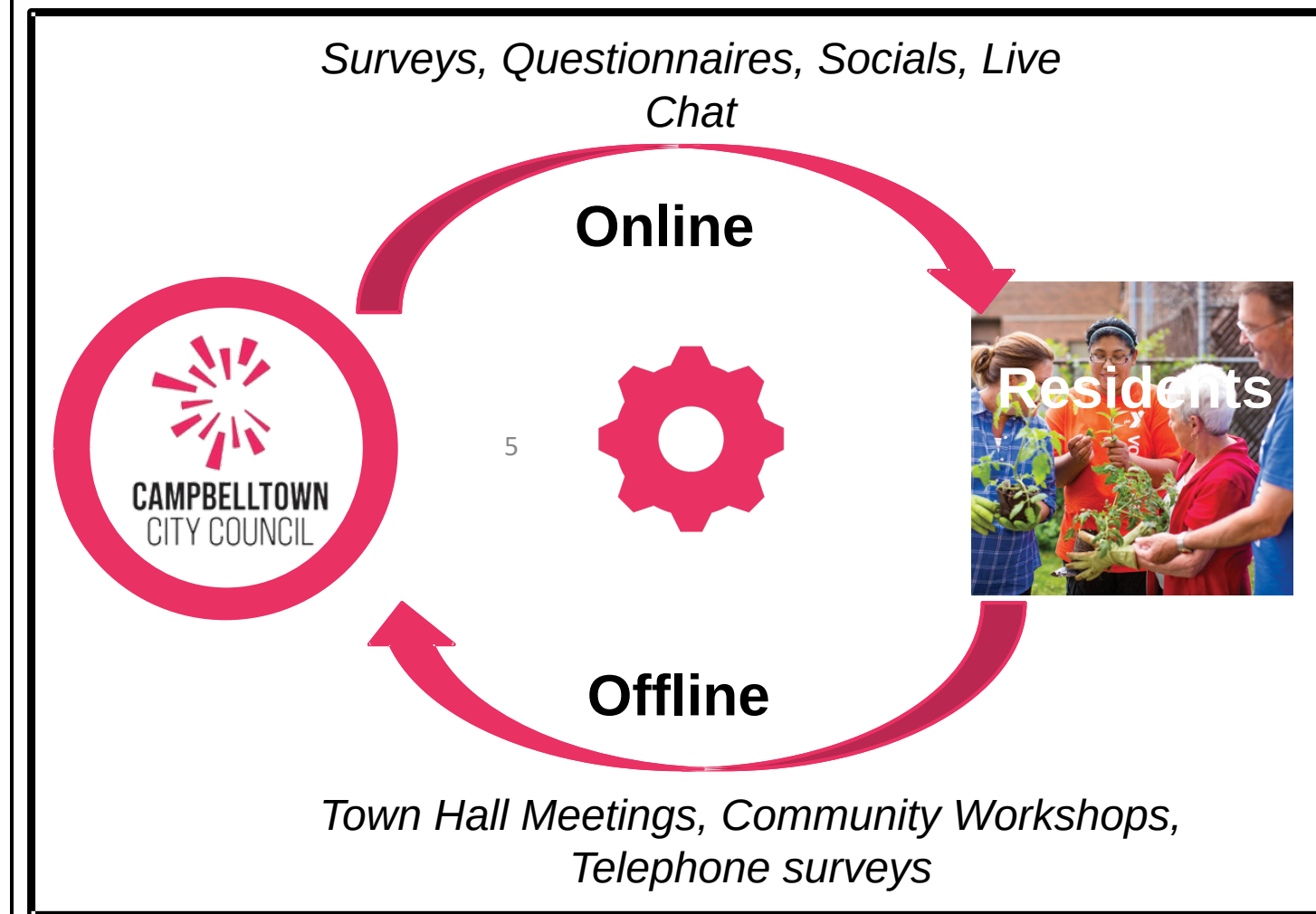
The Problem

- ▲ **Lacking Feedback Loop**
There are community members who want to provide extensive feedback, but there is a lack of motivating opportunities.
- ▲ **Co-Design**
Community members do not have sufficient opportunity to assist in the development of future CCC websites.

The Solution

Develop an ongoing feedback loop between the CCC and key stakeholders.

Future CCC Website/Digital Initiatives



Next Steps

1. Identify key opportunities in both online and offline formats for feedback loops.
2. Ensure sufficient support is in place to process feedback from the community.

SPECIAL THANKS



Our Team Members



Dr Carmen Leong



Dr Kevin Kuan



Dr Xiangyu Wang



Ms Thao Hoang



Mr Wilson Hua



Mr Bryan Gunawan

First and foremost, a special thank you to Campbelltown City Council for leading this important project. Your dedication to improving the digital experience for all residents has been truly inspiring. In particular, we would like to acknowledge Claudia Cesar for her unwavering support and guidance throughout this process.

We also want to express our deep appreciation to the community champions who have played a crucial role in bridging the digital divide. Your efforts in supporting and advocating for residents have been invaluable, and we are grateful for the passion and dedication you bring to your work.

Finally, to all the residents of Campbelltown, thank you for your participation and engagement. We hope this initiative will enhance your digital experience, making it easier to access and use the services and resources that are vital to our community. Together, we can build a more inclusive and connected Campbelltown. Thank you once again for your trust and support.