



# HAPPY CITIZENS. HAPPY GOVERNMENT.



Canberra Connect Generates 25,000 Multi-Channel Citizen Transactions Online with Avoka TransactWeb™

## INDUSTRY

GOVERNMENT

## CHALLENGES

- Web forms were slow to create, update, and get online
- Payment gateways changing
- Manual processing was time and resource intensive

## SOLUTION

- Avoka TransactWeb™ - Government eService Solution

## RESULTS

- Happier citizens
- Faster, more efficient fee collection
- Multi-channel SmartForms
- User-friendly

## THE PROBLEM

### Expensive & Slow-To-Build Custom-Developed Web Forms

The Australian Capital Territory (ACT) Government embarked on a visionary project to make the most frequent transactions between government agencies and their clients all digital. The project was initially successful and Canberra Connect was able to launch over 60 Payment Services and Web Forms.

But problems soon appeared:

- The Web Forms required specialized development skills.
- The current Web Form capability could not support the Government's desire to easily change payment providers or

automatically integrate form data in to agency systems.

- The slow rate at which transactions were migrated online was failing to achieve the Government's desire for a professional, functional, and usable online presence in the community.

With hundreds of Web Forms yet to go online and each new Web Form requiring a new IT project, the backlog was becoming problematic. The ACT Government decided to look for alternatives that would allow them to quickly and easily launch, update, and maintain the Web Forms themselves, and also deliver a multi-channel, user-friendly experience to citizens.

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## THE AVOKA PRODUCT ACTIVATED

**Avoka TransactWeb™ - The Customer Transaction Experience Game Changer** As the leading Multi-Channel SmartForm & Transaction Management System, Avoka TransactWeb™ transforms mobile-unfriendly, painful-to-fill-in, hard-to-maintain, slow-&-dirty-data, single-channel Paper, PDF, or Web Forms (such as account opening & loan applications, permits & licenses, student enrolment and insurance claims) into mobile-optimized, easy/intuitive-to-fill-in, fast-&-agile-to-maintain, high-quality-data Multi-Channel SmartForms for a seamless multi-channel customer transaction experience.

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## SOLUTION

### Exemplary Citizen Service Delivered in Months

Avoka's Multi-Channel SmartForms allow Canberra Connect to offer citizens a consistently-branded experience across all their channels (store front, call center, and online). Canberra Connect now maintains one of the best customer service experiences in the public service in Australia consistently achieving Customer Satisfaction Scores of over 90 / 100.

### Fast-and-Agile-to-Maintain Multi-Channel SmartForms

With Avoka TransactWeb™'s Authoring Tool, Canberra Connect easily designs and deploys new Multi-Channel SmartForms in a few clicks and without IT involvement. Updates are managed by a small team at Canberra Connect in consultation with the corresponding government agency and deployed in real-time. Citizens can find the right form at the right time, on the device of their choice (desktops, laptops, tablets, smartphones).

Transactions now powered by Avoka TransactWeb™ include occupational licenses (builder, plumber), dog licence, waste/garbage services, etc.

## THE BOTTOM-LINE RESULTS

### More Forms Online, All Up-to-Date

Thanks to Avoka TransactWeb™, Canberra Connect now maintains an award-winning online citizen service with more than 170 Multi-Channel SmartForms managing more than 250,000 citizen transactions a year and facilitating the collection of in excess of \$400 million in revenue. Avoka TransactWeb™ has delivered an eService Delivery solution for Government that has met all of Canberra Connect's core requirements: fast-and-agile-to-maintain, user-friendly, multi-channel transactions.



## ABOUT AVOKA

Avoka is one of the World's Leading Customer Experience Management companies specializing in SmartForm & Transaction Management (SFTM). Avoka powers more than 16,000 Digital SmartForms for Banking, Insurance, Healthcare, Construction, Energy, Mining, Education Companies and Government Organizations worldwide, capturing and delivering over 100 million business-critical customer transactions each year into back-office ERP, BPM, ECM and CRM systems. Avoka has operations in the US, Europe, and Asia-Pacific.