



Empowering customers
to self-service,
anytime, anywhere





Project Background

The City of Tea Tree Gully (CTTG) is in the North-Eastern suburbs of Adelaide serving a population of over 95,000 residents and covering over 95 square kilometres.

Even though CTTG, like most councils, already offered basic online payments and services to residents, the system's interface was too clunky and difficult for residents to use, and with no support for Accessibility tools or mobile devices, the uptake of online services by CTTG's community was quite low.

What's more, the platform only offered a small amount of online requests and transaction types, which meant that residents still had to call or visit council's service centre for most requests, increasing council's customer service costs.

With increasing demand from residents to streamline services and allow them to self-serve, CTTG engaged Seamless to develop a customer portal. Councils asked Seamless to build a scalable platform that would revolutionise and streamline the way CTTG did business by making all the services and transactions that residents accessed over the counter available online, from any device, 24 hours a day.

Seamless helped CTTG to develop detailed functional specifications, process flows, and create a web services standard to support the integrations. Seamless also worked with Civica, the provider of CTTG's Authority CRM system, to integrate SeamlessCMS with Councils CRM system and build the eServices portal.

The eServices portal would cut down time and effort for the CTTG team while empowering users to make and manage requests as well as make them feel more involved in the community.

CTTG split the project into phased rollout, with the first stage focused on allowing customers to log a request for a range of council services, book a videoconference with council and watch a livestream of council meetings.

The second stage of the project will allow residents to pay for all council services online, lodge and track development applications, book council facilities, and make library reservations.



Tea Tree Gully

The City of Tea Tree Gully (CTTG) embarked on a mission to put the digital channel at the centre of its customer service offering, and leverage its website to transform how it delivers services to its customers. Together with Seamless, CTTG built an eServices portal that empowers residents to self-service, anytime day or night, from any modern device.

The eServices portal integrates a range of core internal CTTG business systems, including its document management system, resident addresses database, and customer request management system. However, residents aren't exposed to any of these systems, and instead see a simple, single dashboard for the lodgement and tracking of all their requests.

By delivering a useful and usable online experience, CTTG can improve customer satisfaction and internal efficiency, while decreasing the cost of service for its customers and freeing up customer service staff to focus on more complex requests.

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Curabitur congue vel nunc metus
Aliquam semper magna ut justo luctus, et egestas neque volutpat. Nullam non

Fusce at eros quam sed posuere
Proin id nulla ac nisi fringilla pharetra quis faucibus arcu. Curabitur lacinia massa

Etiam ac imperdiet augue nullam
Vivamus sed quam quis elit ultricies iaculis vitae feugiat nibh. Donec varius



A digital presence focused on service

The new CTTG website provides residents with an incredibly simple, friendly and approachable interface based on 'top tasks'. CTTG has categorised its most popular information and services, representing them on the site with six easily accessible tiles.

When a customer hovers over a tile, it reveals the most popular pages and online services in the selected category. From here the customer will arrive at the information or service they are seeking in less than three clicks.

When customers use the eServices portal, before they even realise the form process has started, a structured series of questions helps the system determine what sort of request the user is making. This workflow leads the customer to the relevant form and then populates it with the data already collected, meaning less data entry for the customer while allowing the system to send the request to the appropriate actioning officer.

SELECT AN OPTION:

I wish to submit a report relating to... ?

- Bins and waste >
- Trees >
- Dead animal on council property >
- Dogs, other animals and cats >
- Graffiti >
- Footpaths >

Back

TREES

I want to tell you about...

- A tree on Council property >
- A tree on private property >
- I'm not sure if it's on Council property >

Back

REQUEST DETAILS CONTACT SUBMIT REQUEST CONFIRMATION

I would like to... ?

- Report a dead or damaged tree >
- Report a fallen tree or branch >
- Report damage from a tree root >
- Report a tree which needs pruning >
- Report another matter regarding a tree >
- Request a new tree >

Back



A smarter way to complete online requests

When customers are completing online forms a predictive auto-complete mechanism fills in the address by pulling property information from CTTG's address register. This greatly increases the accuracy of the user's submission and certainty that every request is attached to a valid address.

If a customer is completing a request from a mobile device, they can simply click the 'Use My Location' button and the portal will identify their current position, and automatically correlate the mobile GPS coordinates at time of request to the nearest property address from council's properties database.

As council staff initiate, update or close customer requests, the eServices portal automatically send notifications to the customer, managing the entire communication loop from the raising of the request through to its close.

REQUEST **DETAILS** CONTACT SUBMIT REQUEST CONFIRMATION

TREES

Location ?

Enter the street address or landmark name and select a matching option from the list provided or opt to locate by GPS or by moving the pin on the map below **(Required)**

cedar|

Matching Address:

- 1 Cedar Avenue, DERNANCOURT, SA, 5075
- 3 Cedar Avenue, DERNANCOURT, SA, 5075
- 4 Cedar Avenue, DERNANCOURT, SA, 5075
- 5 Cedar Avenue, DERNANCOURT, SA, 5075
- 7 Cedar Avenue, DERNANCOURT, SA, 5075

URGENT REQUESTS

Business hours call [8397 7444](tel:83977444)
Emergency after-hours call [1300 405 536](tel:1300405536)

Details ?

Please provide further details about your request

This is a very dangerous tree here, its important you attend to it at your earliest convenience!

Attachments ?

Please attach files or images to assist with your request.You may attach multiple files.

File Attachments (max 3 files)



A simpler way to track council requests

Aside from email notifications, customers also have the option to create an online account so they can log in and track the progress of their requests themselves. Providing customers with live, 24/7 access to requests, greatly reduces the time spent by the customer service officers providing updates to customers.

To compliment the online status checking, residents can still use the customer reference number provided online for each request and contact customer service for updates. Even if a customer elects not to track their request online by creating a username and password, they can still elect to receive an email update when the request has been completed by providing their contact details when submitting the request.

The image displays three overlapping screenshots of a web application interface:

- Account Creation Form:** Located at the top left, it includes a checked checkbox for "I would like to create an account to track my request online". Below are input fields for "Confirm Email Address (Required)", "Password (Required)", and "Confirm Password (Required)", along with a "Council Reference Number" field. "Back" and "Continue" buttons are at the bottom.
- LOGIN Screen:** A central modal window with a green user icon and the word "LOGIN". It prompts the user to "Please enter your email address and password to login." and features input fields for "Email Address" and "Password (Required)". A "Remember my login on this computer" checkbox is present. "Login" and "Forgot your password" buttons are at the bottom.
- MY REQUESTS Screen:** A modal window titled "MY REQUESTS" showing a user's profile and request details. It includes a "Hi Shannon, Welcome back!" message, a "Update Details" button, a "Deactivate Account" button, and a table of request information.

Date	11/04/2014
Request Number	321544
Request Type	In a playground
Status	Pending



A platform for growth

The portal is managed entirely via SeamlessCMS, and non-technical CTTG staff can easily add new service request forms to the portal without development effort. Once a new form is setup, it's connected to Council's Authority CRM system, allowing new request types to be captured right away.

The SeamlessCMS and Authority CRM integration operates in both directions, allowing information submitted into request forms by residents to be captured into the CRM, and information stored in CRM to be pushed out into the portal, without any manual work or re-keying by customer service staff.

Beyond requests and reports, the eServices portal will be a critical business tool for CTTG that will extend to support a broad range of transactions and requests for everything from booking a library through to organising and holding a video-conferencing session with a town planner.