

# The conversation is the service: How Lifeline built a digital platform for human connection

Every 30 seconds, someone in Australia reaches out to Lifeline for support. That's over one million conversations per year over voice, text and chat. Each is a critical moment where human connection can offer hope in someone's darkest hour.



For Lifeline's 1,000+ staff and 10,000 volunteers operating across 43 accredited centres nationwide, these aren't statistics. They are all opportunities to ensure no Australian faces their most difficult moments alone.

With demand continuing to grow and services expanding, Lifeline engaged Nexon Asia Pacific (Nexon) to ensure their technology could keep pace.

As the organisation grew, Crisis Supporters needed to navigate multiple systems to manage interactions and capture notes, while focusing on connecting with and supporting the person seeking help.

"At the heart of our service is the connection formed in the conversation," explains Dominic Geraghty, Head of Strategic Delivery and Implementation at Lifeline Australia.

**"While technology is a critical enabler of our service, it should work invisibly in the background, getting out of the way so two people can listen, talk and communicate deeply."**

## Building on 62 years of trust: A platform for Australia's future

For Lifeline, an organisation with six decades in crisis support, digital transformation was about building on that legacy. The organisation has ambitious plans to expand its services and create seamless pathways between its crisis

support, counselling, digital tools and face-to-face services nationwide.

"We determined that our current technology stack wasn't going to enable our ambitious strategy," says Dominic. "For us to meet our strategy, a core piece was to get the technology foundations in place."

The amalgamation with fellow suicide prevention organisation On the Line Australia in 2023 provided both a catalyst and an opportunity. On the Line already used Genesys Cloud CX and Microsoft Dynamics platforms, technologies that aligned with Lifeline's vision for a unified, cloud-based system.

Project Unify emerged as a strategic transformation initiative designed to create what Dominic describes as "getting to the starting line" for future innovation. The project focused on building a robust digital infrastructure enabling future innovation.

"The immediate benefits are a highly available platform, improved user experience and fewer resources required to maintain the platform," explains Dominic. "We previously had people doing database upgrades and patches, and coordinating changes with vendors, just to keep the plates spinning. Wouldn't it be great to get those people to look at how we can tailor our systems to be more effective for crisis support delivery?"

The transformation included broader infrastructure modernisation. Nexon deployed Dynamics 365 Customer Engagement to streamline the volunteer experience, while Power Automate integrations automated manual workflows for Crisis Supporters.



## At a glance

### Industry

Not-for-Profit, Mental Health

### Challenges

- Fragmented systems create complexity
- Complex logins and disparate platforms
- IT not equipped for expansion plans
- High-maintenance IT limiting innovation

### Solutions

- Genesys Cloud Contact Centre with Twilio integration unifies crisis support
- Microsoft Dynamics 365 Customer Engagement and Power Automate
- Integration with Azure-based identity & reporting platforms for security and insights
- Ongoing managed services and governance support

### Outcomes

- Unified interface puts focus on conversations
- Enhanced user experience and workflows
- Foundation for multi-channel support (voice, SMS, web)
- Reduced maintenance accelerates innovation
- Digital platform ready for long-term growth



Genesys Cloud CX ensures seamless communication across all channels. Behind the scenes, Azure cloud migration services created the reliable, secure foundation essential for 24/7 crisis support availability.

## A consultative approach made all the difference

With Microsoft and Genesys identified by Lifeline as the core technology platforms, they needed an implementation partner who could deliver this combined expertise under one roof – a critical requirement for the concurrent contact centre and CRM transformation.

“We needed an organisation that could listen first and then recommend as opposed to just proposing solutions,” says Dominic. “We wanted a consultative approach, and that’s what made Nexon stand out.”

What impressed Lifeline was that Nexon’s pre-sales team requested to observe operations hands-on before making recommendations. Jarrod O’Hara, Business Development Manager at Nexon, recalls visiting a Lifeline’s centre to understand the current workflows firsthand.

“We could see straight away that the Crisis Supporters had multiple different systems they were navigating during calls from pickup to follow up,” says Jarrod. “Our goal from early on was to provide them with a connected platform so the technology could do the heavy lifting behind the scenes and allow that person to connect fully.”

Nexon also offered the right scale fit. “Nexon was large enough to have enterprise capability but small enough that we knew they’d genuinely care about our success and give us their A-team. That’s certainly been our experience,” reflects Dominic.

## Getting technology out of the way to humanise support

The first phase of Project Unify focused on text and chat services, with voice platforms to follow. For Crisis Supporters, the transformation has meant fundamentally simplifying their technological environment.

“We had a series of login steps before a Crisis Supporter could even get started for a shift that were not user-friendly or

intuitive,” explains Dominic. “Now we’ve got a much simplified process and a true single platform for what’s needed to deliver text, chat and voice, as opposed to a patchwork of things that were loosely connected.”

These are simple yet powerful improvements that immediately transform the support experience. Single sign-on eliminates the frustration of multiple authentication steps, enhances security and delivers an intuitive user interface without the complexity of switching between systems during critical conversations.

“We’re working hard to get the technology out of the way so the Lifeline team can focus on what they’re there to do, which is to have a real conversation,” says Dominic.

“When Crisis Supporters are assisting help seekers, they’re not looking at the computer – but are actively focused on the help seeker and thinking about the interaction. The tech is there to give them the information and processes when they need it. We wanted to improve the technology so that it just works, and they don’t have to think about it.”

## Digital demand surging as platform delivers results

Lifeline’s platform improvements are arriving at just the right time. While the 13 11 14 phone line remains at the heart of the service, Australians are turning to digital channels for crisis support. Lifeline’s text conversations grew 7.3% to 76,864 interactions, and chat conversations surged 79.3% to 127,909 in 2023.

This digital growth extends beyond Lifeline’s traditional services. 13YARN, Lifeline’s specialised crisis line for First Nations people, demonstrates what’s possible with the right technology foundation. The service achieved an exceptional 99% call answer rate while supporting 24,216 help seekers in one year, showing how streamlined systems can deliver outstanding outcomes for Australia’s most vulnerable communities, wherever they are based.

“When you look at the success of 13YARN, it shows the potential of the right technology behind Lifeline,” notes Jarrod. “That level of performance is possible when the technology truly supports the conversation rather than getting in the way.”

“We needed an organisation that could listen first and then recommend as opposed to just proposing solutions... We wanted a consultative approach, and that’s what made Nexon stand out.

### Dominic Geraghty

Head of Strategic Delivery and Implementation at Lifeline Australia

With text and chat platforms now stabilised, the next significant milestone is the voice platform rollout – the bigger piece that will complete the foundational transformation across all of Lifeline’s channels.

## Towards connected pathways for all Australians

Lifeline’s vision extends beyond individual service improvements. The next phase involves creating seamless pathways between crisis support, counselling, digital tools and face-to-face services.

“We want to build simplified pathways between our services,” explains Dominic. “If a help seeker is having a text conversation and wants to speak to a Crisis Supporter via voice call, we want to innovate to understand how we can support that. We also seek to incorporate safety planning from crisis calls with our Beyond Now app, so a help seeker can easily retrieve their personalised safety plan on demand.”

These enhancements represent a fundamental shift in how Australians access mental health support – from navigating separate services to experiencing integrated options tailored to their needs.

Security remains paramount throughout this transformation. “Lifeline’s reputation is built on trust and confidentiality,” emphasises Dominic. “Enterprise cloud platforms have enhanced security built in, while enabling the flexibility needed for future innovation.”

The platform’s potential extends beyond Lifeline itself. “We’re ultimately looking at how we leverage our platform to connect with other mental health services,” notes Dominic. “We are aiming to develop deeper collaboration with like-minded organisations and connect to a wider ecosystem of support for people in need.”

## A strategic relationship for impactful conversations

The ongoing transformation reflects what Dominic values most about the Nexon relationship: genuine commitment beyond technology delivery.

"We've got skilled people who genuinely care about getting the best outcome, aligned to our day-to-day service delivery and overall mission."

Through managed support services, monthly governance reporting and rapid incident resolution, Nexon ensures the platform continues to evolve with Lifeline's growing needs. At the same time, training and knowledge sharing across teams maximise the value of the investment.

By getting technology out of the way, Project Unify has enabled Lifeline and Nexon to create infrastructure for seamless human connections at an unprecedented scale.

As Australians continue to reach out for support every 30 seconds, they're now met by systems designed to facilitate the most critical element of crisis support: the conversation itself.

## About Nexon Asia Pacific

Nexon is an award-winning digital consulting and managed services partner for mid-market, enterprise and government organisations across Australia. We offer clients a uniquely broad suite of solutions requiring end-to-end capabilities coupled with specialist expertise in security, cloud and digital solutions. As a certified and accredited local and state government provider, CREST and ISO-certified, Nexon partners with world-class technology vendors to deliver innovative and integrated solutions.



Lifeline is transforming the way Australians access help through the **Unified Help Project**. We are building a unified system that does more than respond when people are in crisis, it connects. Replacing 20 outdated systems with this powerful, cloud-based platform is the foundation of this significant undertaking. Next, we're scaling connected care - so no-one gets lost in the system.

**If you'd like to find out more or support the Unified Help Project, please contact Simonne Michelle at [giving@lifeline.org.au](mailto:giving@lifeline.org.au)**

---

To find out about Nexon, call us at **1300 800 000**, email us at [enquiries@corp.nexon.com.au](mailto:enquiries@corp.nexon.com.au), or visit [nexon.com.au](https://nexon.com.au)

---