

# Connecting Citizen Services for Better Outcomes



## Public Sector Operating Reality

PUBLIC SECTOR ORGANISATIONS OPERATE ACROSS:

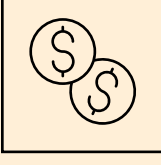
Siloed departments and legacy systems limiting coordination and slowing end-to-end citizen service delivery

Constrained budgets and competing priorities making it difficult to scale services while maintaining efficiency, transparency, and accountability

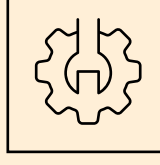
Limited integration across workflows and systems requiring manual coordination across teams and channels



**Outcome:** Technology investment is not consistently translating into faster or more efficient citizen service delivery



**83%** of Australian public sector organisations are increasing technology investments to improve citizen experiences



But only **28%** are seeing reduced service volumes

## Challenges: Why Outcomes Fall Short

### 1. Competing Priorities Under Cost Pressure

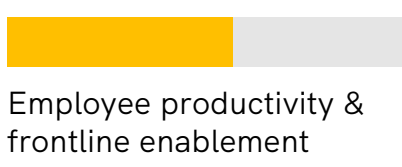
Agencies must balance service delivery, workforce efficiency, and cost control simultaneously.

**53%**



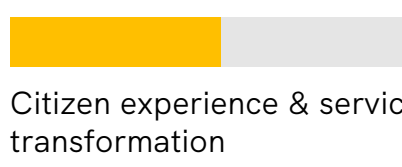
Cost efficiency & resource optimisation

**47%**



Employee productivity & frontline enablement

**43%**



Citizen experience & service transformation



**Tension:** Improving citizen experience while operating within strict fiscal and regulatory constraints

### 2. Fragmented Platforms, Workflows & Data

Despite digitisation efforts, fragmentation persists across systems and service layers.

Citizen service platforms operate in silos across departments and agencies

Data is distributed across case systems, service portals, and departmental databases

Manual coordination ("human middleware") is still required to bridge disconnected processes

**62%**



work off a unified source of citizen data

Yet only **28%**



report consistent service experience across departments and channels



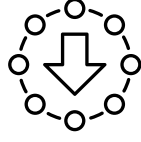
**Result:** Inconsistent citizen experiences, duplicated effort, and limited cross-agency visibility

### 3. Operational Inefficiencies from Disconnected Execution

Disconnected workflows continue to slow service delivery and increase operational load.

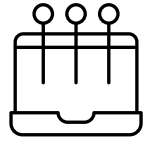


**73%** of citizen interactions are now digital, increasing execution pressure across channels

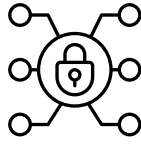


**45%** struggle to leverage data effectively for decision-making & service improvement

#### Other Challenges:



**31%** Keeping information updated for consistent service delivery



**17%** Data security across multiple systems & channels



**Result:** Slower resolution times, higher administrative burden, and uneven service quality across departments

### 4. AI Adoption Constrained by Experience Gaps

Key barriers to scaling AI:

**78%**

Low user adoption due to inconsistent service experiences

**70%**

Uncertainty over AI's ability to deliver context-aware responses

**57%**

Privacy, security & responsible AI concerns



**Result:** AI remains siloed within pilots and is not embedded across end-to-end citizen service workflows

N=33 Australian Public Sector Agencies, Source: Ecosystm, 2026

## Building Connected Citizen Experiences

- Orchestrate End-to-End Citizen Journeys**  
Connect service requests, case management, and fulfilment across channels to reduce handoffs and improve resolution speed.
- Unify Service Platforms & Channels**  
Bring together case management, CRM, and engagement platforms into a single service environment for consistent delivery.
- Enable Real-Time Operational Visibility**  
Provide a unified view of cases, service demand, and performance to improve tracking, prioritisation, and decision-making.
- Apply AI to Service Operations**  
Apply AI within core processes such as case triage, service routing, and demand forecasting to improve speed, accuracy, and resource allocation.
- Strengthen Control & Service Operations**  
Embed compliance, audit, and SLA monitoring into workflows to ensure reliable and governed service delivery at scale.



Citizen services continue to break at handoffs across departments, channels, and case workflows, even as digital adoption increases.

Without coordinated execution across the service lifecycle, technology investment struggles to deliver faster, more consistent outcomes at scale.

→ Discover more about the Total Experience Advantage

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