

case study

Australian Government Department *transforms CX and builds in continuous innovation*

oakton

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Australian Government
Department of Industry,
Innovation and Science

Why is digital transformation important to the Department?

The Department of Industry, Innovation and Science (DIIS) is charged with increasing the productivity and global competitiveness of Australian businesses. Getting its CRM right is foundational for digital transformation to set the department up for future success.

How DIIS uses technology to drive innovation and customer experience?

Oakton delivered a highly secure fit-for-purpose enterprise platform that manages a single view of the department's customers, driving greater productivity and improving customer experience, as well as embedding an Agile approach for ongoing development. The new CRM overcomes past challenges of siloed information and human error.

What a single view of customers means for Australia?

The two million businesses operating in Australia can now access more valuable services from the department, more swiftly. And with continuous innovation capability built into the platform, businesses will benefit from future improvements.

'Our customer-facing staff members are saving a significant amount of time and helping deliver better services.'

'Delivering on that promise has been important in taking our people with us on the digital transformation path. Now, if anyone here has a good idea about how something can be improved, we can turn that around in as little as four weeks.'

Clive Rossiter, DIIS General Manager of Digital Business Services



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