NSW Point makes finding your local council easy

DCS Spatial Services, a division of the Department of Customer Service, provided NSW Point Address validation API services as a solution to the Office of Local Government's (OLG) 'Find My Council' online search facility.

Whole of Government Addressing improves customer experience

NSW Point enables address validation in real time at the point of data entry.

When a user starts to type their address into an online form, predictive validated address suggestions drop down for their selection, based on keystrokes.

Geocoded address data with geographies is provided to OLG who use the 'local government area' output to determine which local council or jurisdiction the customer is located. This enables NSW citizens access to accurate, comprehensive local government area (LGA) overview from their validated address search.

Choosing NSW Point offers a range of benefits:

☑ Spatial Services is custodian for NSW Addressing and contributes to the national dataset. Only authorised addresses are held in the dataset.

☑ Ease of implementation through an API, website documentation and support.

☑ Spatial Services absorbs the costs of providing this real-time address validation service reducing overheads.

☑ Backed by a support team that provides assessment of address queries, with the ability to have new addresses included in the dataset.

☑ Additional information returned to the host agency about the address location, including geocode, LGA, state and federal electorate and ASGS used by ABS.

☑ Address data can be used for business analytics and reporting.

Project objectives

Improve the customer experience with seamless interactions between NSW Government agencies, accessing the one authoritative address validation source.

Real-time address validation through predictive address suggestions, reducing keystrokes, user friendly.

Being part of the supply chain having access to the most current data available from the authoritative source for NSW Government addressing.

Simple API solution that is easy to implement.

What did we do for the client?

The initial meeting provided OLG with a presentation including a demonstration using an online sample form where the client can see actual address outputs.

- Application was submitted and client was provided a Test & Development API key to assess the service.

- Support via the Developer Support webpage and guidance on best practice for use of NSW Point - integration of the Administrative Boundaries endpoint in particular Local Government Area.

- Assessment led to implementation of NSW Point Production API in the OLG live page to conduct a 'Find My Council' search used by over 30,000 citizens per month.

The 'Find My Council' service, a long-term offering from the OLG, had been using manual field-based data entry and basic address format verification. By implementing NSW Point into the online form, the customer's address was validated at point of entry.

Prior to implementing NSW Point, static address data was constantly outdated and had to be continually updated through manual processes. This was a resource intensive piece of work keeping it current. NSW Point provides the most recent dataset and source of truth for all addresses.

"Our team has received positive feedback regarding the application while there has been a reduction in complaints about addressing issues.

Chris Garcia,
Leader ICT, Business Services Group, OLG

How did OLG find us?

digital.nsw provides core webpage design where research was conducted. This site provides a direct link to NSW Point, included as a reusable component. Prior to using NSW Point V2, OLG used the earlier NSW Point V1 in their Pet Registry application and Swimming Pool register.

What did OLG achieve by using our service?

Eliminating errors, improved customer experience and reduced addressing issues. Removing manual updates has freed up OLG resources. Overall, the enhanced customer experience through real-time address validation with predictive suggestions has delivered positive feedback.

How did OLG define its customers?

While undertaking a revision of OLG webpages and a requirements gathering exercise, OLG was able to gain feedback through workshops, interviews and surveys. From this, OLG found its customer base was broader than expected including, businesses, other government agencies and NSW local councils as well as general public enquiries.

Ratepayers

Everyday users

Trades

Businesses

Find My Council

Tourists

NSW Local Councils

State & Federal Government agencies

How did this improve customers' experience?

NSW Point provides real-time validation, which reduced errors by accessing current datasets for addresses. OLG consumer complaints declined significantly and positive comments, provided through their feedback widget, increased.

" Our team were previously receiving complaints about inconsistent and outdated data. Implementing NSW Point allows our customers access to current and accurate data. "

Chris Garcia,
Leader ICT, Business Services Group, OLG

What were the benefits?

- 👍 Single authoritative source of truth

- 👍 Enhanced user experience with predictive address suggestions

- 👍 Current address data

- 👍 User friendly online interface

- 👍 API integration with online form, no manual integration and updates

- 👍 Spatial Services provides account management

- 👍 Free service available to NSW Government Agencies

Would you use us again, or recommend to others?

Having already seen benefits, OLG intends to implement NSW Point in upcoming applications as services expand. The information sharing and service communications from Spatial Services has greatly improved in the past couple of years and provides great support.

OLG recommends NSW Point as a whole of government address validation solution.

"NSW Point API integration was a smooth and easy process for our team. Spatial Services provided support, documentation and the website is informative and easy to navigate. Our team will be looking to implement NSW Point into all our new and existing applications. "

"All the interactions with the Spatial Services team were very positive and response times were quick. The ability to test functionality online, before making contact, was a great way to see how it worked. Roll out needed to be quick – from our point of view it was fantastic. It was a smooth transition to NSW Point with no issues.

Documentation and website example content was provided, the API webservice was easy to implement and any questions or queries were answered promptly. "

Chris Garcia,
Leader ICT, Business Services Group, OLG

Can you see a benefit with all NSW Government agencies using NSW Point?

NSW Point is designed to integrate with other 'whole of government' initiatives. OLG has already realised many benefits including cost reductions by using a single source of government address information. Moving to the proposed client self-service of API keys will be a great initiative. As more development teams start using the service, through feedback, the application will be enhanced and further developed. This will enable expansion through continuous improvement.

Using NSW Point enabled both Spatial Services and OLG to achieve NSW Government 'Customer Commitments'

Easy to engage

Simple process for customers to input their address backed by real-time validation.

Explain what to expect

Output of results provide detailed information of the correct Local Government Area and contact details for users to engage with their local council.

Respect my time

'Find My Council' allows customers to use the validation process multiple times and predictive text prompts the correct address to speed up the process.

Act with empathy

Making it easier for customers to locate their local council and its contact details delivers multiple ways customers can engage with their local council.

Resolve the situation

The application allows customers to easily find the required information.

Engage the community

Workshops, surveys and requirements gathering allowed for OLG to build a platform that provided an improved customer experience and access to an authoritative address validation service.

What's next for NSW Point?

New features are in the pipeline:

- Self-service management interface – giving customers the ability to log in at any time and create, edit and manage their NSW Point API keys.

- Reverse geocoder – enhanced customer experience allowing users to select a location within an interactive map and return the address details from geolocation.

- Compliance to GDA2020.

Find out more about NSW Point by visiting our webpage
https://point.digital.nsw.gov.au/