Geoscape Managed Service

The Australian Bureau of Statistics leverages Geoscape API products and professional services to assist in the Census online experience.

About ABS

- Australia's national statistical agency and official source of independent, reliable information.
- The Census is held every 5 years, the ABS counts every person and household in Australia.
- The Census is the most comprehensive snapshot of the country, collecting data about the economic, social and cultural make-up of the country.

Australian Bureau of Statistics

Census
census.abs.gov.au

OUR MOMENT TO MAKE A DIFFERENCE

Challenge

In 2016, the ABS introduced an online form for collecting census data. In 2021 the public's growing expectation of Government services required an accessible and reliable online experience. The ABS set out to:

- Improve user experience and encourage the use of online submissions.
- Reduce the load on the ABS call centre.
- Improve address data accuracy at the point-of-capture to reduce post-Census validation effort.

There was therefore a need to utilise Address Auto Complete and Validation as a part of the Census online process.

Solution

Geoscape provisioned and deployed a secure, tested, single-tenancy Address Auto-suggest API service in a sovereign AWS environment.

The API service autocompletes the address field in the form, ensuring the address data stored in the system is structure and verified against official sources. Meeting the ABS' goal of improved address data accuracy at the point of capture. While also reducing the number of keystrokes required, speeding up form completion and reducing customer dropout - a part in improving the overall user experience.

Together with PwC a scalable service with security safeguards was built. A dedicated team provided 24/7 support throughout Census week and onsite support for the three peak days around Census night.

Benefits

An online form submission alleviated dependency on staff during the Covid19 pandemic.

Additionally, it assisted in significantly decreasing the load on the call centre, reducing the average call wait time to under 3min 30sec.

About 700,000 forms were completed online that otherwise would have required the call centre.

With an online, self-service option, there was a drastic reduction in paper-form mailouts resulting in massive savings on cost and effort.

Despite higher-than-anticipated usage the strategic approach and support ensured a seamless user experience with positive user praise for incorporating Auto-suggest.

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