



### THE SOLUTION

**Personalisation** harnesses the signals that citizens send online to deliver a tailored digital experience based on their individual needs

**3 in 4** Australians say they would be equally or more likely to use government websites if they're personalised

### OVERCOMING CHALLENGES

Delivering personalisation requires an achievable shift in how government operates

FROM	TO
From data privacy concerns	to transparent data collection and use
From cyber security fears	to leveraging trusted platforms
From mass communication	to personalisation at scale
From lack of capabilities	to leveraging in-house and external skills
From complex internal systems	to being integration ready

### THE BENEFITS TO GOVERNMENT AND CITIZENS

- Better uptake** of online government services
- Support citizens** to complete transactions more accurately
- Increased citizen trust** and perception
- Enhanced service delivery** outcomes