



# CivicEngage Orchestrator

Intelligent service  
orchestration for  
seamless citizen  
experience

Councils struggle with fragmented citizen interactions across disconnected phone, email, web, and social systems. Citizens repeat information, experience delays, and become frustrated when moving between channels. Staff lack visibility of complete citizen journeys, leading to inefficient service delivery and missed opportunities for proactive engagement.

## Why CivicEngage Orchestrator

- ✓ **Enhanced citizen satisfaction**  
Seamless experiences across all touchpoints with 90-second reduction in handling time and >80% first-contact resolution.
- ✓ **Operational cost reduction**  
Achieve 25-30% reduction in service costs through intelligent automation, proactive engagement, and unified workforce management.
- ✓ **Future-ready digital transformation**  
Enable councils to anticipate citizen needs, automate routine processes, and deliver proactive services that strengthen community trust.

## How it works

- 01 Listen:** AI monitors interactions across voice, digital, and in-person channels, detecting intent and service patterns in real-time.
- 02 Analyse:** Machine learning identifies optimal next actions, predicts citizen needs, and routes enquiries to appropriate council resources based on context.
- 03 Orchestrate:** Automated workflows coordinate responses, trigger proactive communications, and ensure seamless citizen experiences through resolution.

## Getting started with Ericom

- 1 Assess citizen workflows and identify orchestration opportunities across council departments.
- 2 Deploy intelligent routing and analytics with automated integration to existing council systems.
- 3 Train staff and implement ongoing optimisation to maximise citizen satisfaction and performance.

**ERICOM**  
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# Innovative features

**Voice integration** Cloud-native orchestration with seamless council productivity integration, enabling staff collaboration and expert consultation during citizen interactions.

**Cloud analytics** AI-powered citizen journey analytics with predictive routing, real-time sentiment analysis, and comprehensive reporting for council decision-making.

**Proactive engagement engine** Automated outbound service reminders, permit notifications, and emergency alerts with compliance-aware scheduling and multi-channel delivery.

**AI-powered knowledge management** Intelligent knowledge base with automated content updates, contextual article suggestions, and self-service deflection enabling consistent citizen responses and reducing staff training requirements across council departments

**Legacy system integration** Pre-built connectors for TechnologyOne, Civica, and Authority systems enabling automatic citizen record updates and streamlined workflow orchestration.

**Australian data sovereignty** Tier-1 resilient hosting with ISO 27001 security controls, end-to-end encryption, and complete compliance with local government privacy requirements.

## SEAMLESSHANDOFF

Citizens experience frustration when transferring between council departments, repeating information multiple times. CivicEngage Orchestrator provides unified citizen context across all departments, eliminating repetition and ensuring seamless service delivery.

## ABOUTUS

Ericom is a leading provider of smart solutions purpose-built for Local Government. We combine cutting-edge customer experience technology with deep council domain expertise to help address complex operational challenges and deliver better outcomes for Australian communities.

## PROACTIVECOMMS

Councils need proactive communication for service disruptions, permit renewals, and emergency notifications. CivicEngage Orchestrator enables automated, compliant outbound engagement across preferred citizen channels, improving community preparedness and satisfaction.

## NEXTSTEPS

Request a demo today and discover how CivicEngage Orchestrator can help you create seamless citizen journeys while reducing operational complexity. Our experts will work with you to design a tailored solution aligned with your community engagement goals and service delivery requirements.



CivicEngage Orchestrator can be integrated across diverse applications, including:

- Citizen service delivery
- Emergency response coordination
- Planning and development enquiries
- Rates and revenue management
- Community engagement programs
- Event management and bookings
- Environmental monitoring alerts
- Public health communications
- Regulatory compliance management

Let us show you how.

# ERICOM