Improving our website transcript

OLIVIA: Since we launched our new website in December last year, we’ve been on a journey of continually evolving, rolling out a series of continuous improvements.

SCOTT: By researching and testing at each step of the development process, we can clearly understand the best way to make it as easy as possible for people to work their way through the information.

OLIVIA: The life events model really focuses on those transitional moments that customer might be going through in their life. So for example they might have a baby, they might lose their job. The content that we’ve created for the website really talks to the customer. The tone is formal but friendly, so that customers can really understand what sources of support are out there and what they need to do to get the services and payments they need.

SCOTT: So what it means for our customers is you don’t need to know how government’s structured, you don’t need to know payments and services, all you need to know is the circumstances that your in and we will work though the information with you to present those most relevant payments and services.

REBECCA: It gives a space for people to engage in the content, the colours are good, we’re very agile at adjusting it when we need to be. And, I think it really helps our customers to narrow in on the issue they’re confronting, not necessarily have to know what payment it is they might be needing.

OLIVIA: We’re on a journey of continuous improvement for the website. We’re always looking at what we can improve. We’re listening to our customers. We’re taking on board their feedback and we’re making sure we continue to deliver what they need so they can have a seamless online experience.