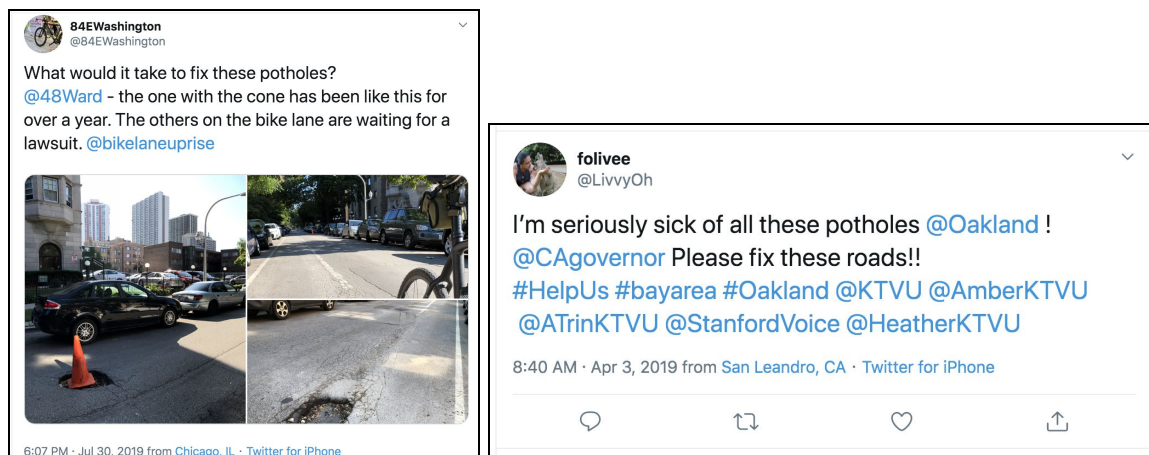


# Social media to CRM Connector Pilot

## Overview

A primary goal of local government is to continuously improve resident quality of life by offering better services and responding to resident needs and requests in a timely and efficient manner. This is often accomplished and assisted by residents submitting requests through “service interfaces” available to them, such as 311, citizen request applications or public-facing e-mail addresses.

However, during the course of our work with upwards of 75 cities, we’ve noticed that residents often use social media to point out things that need improvement, either because they’re unaware of how to reach out to their local government, or because they feel the need to share their feelings publicly. Two classic examples of potholes complaints on twitter can be seen below:

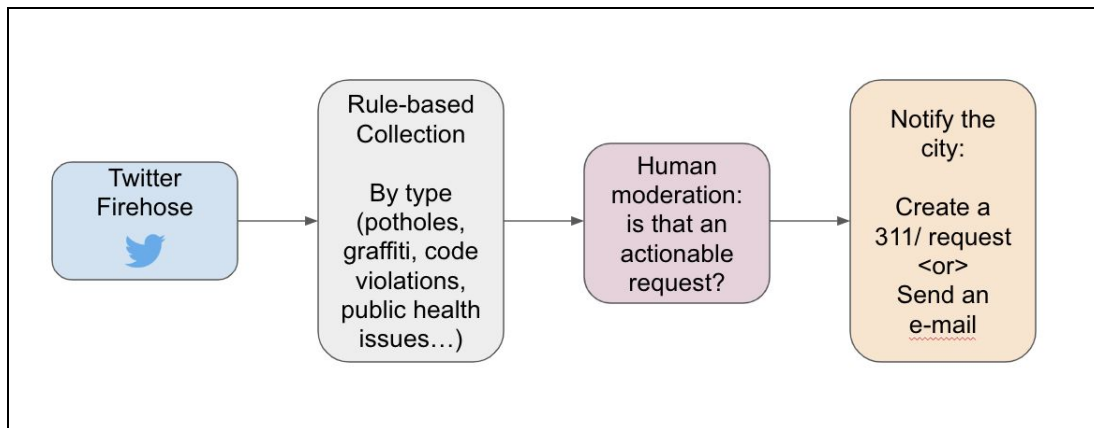


We at Zencity want to help cities provide better service to residents, and increase trust between residents and their local government by enabling cities to collect resident requests from social media, classify them, and even allow cities to “close the loop” by responding to residents once the issue has been addressed.

Therefore, we’ve designed a beta feature that is designed to help cities collect, organize and handle potential resident requests being shared on social media. The feature will also enable the city to easily transform these requests into service requests in the city’s CRM, as well as “close the loop” once the request has been dealt with.

## Beta Workflow:

The beta feature workflow includes the basic steps needed:



1. A collection module, which leverages our Twitter Firehose access, and extracts items which may belong to different request types (potholes, missed garbage pickups, code violations etc).
2. The number of different rules and the request types can be customized.
3. Tweets that are “suspect” of being service requests can be viewed by a City employee and accepted or dismissed.
4. Accepting a request will issue a CRM / 311 ticket (requires integration with the City’s CRM) or send an e-mail to a designated user, prompting the city to take action.

**Beyond the beta** - Once feedback is received from our beta users, Zencity will work to build the feature in the following ways :

- A machine learning model to automatically recognize different types of service requests, classify them and send them to responsible entities in city hall.
- Enabling the city to “close the loop” with the resident, notifying him/her once that the request has been logged and will be taken care of, and notifying them a second time once the request has been addressed.
- Adding additional data sources for requests (Facebook for example).
- Sharing statistics and trends of social media service requests, to highlight the value of the connector.