# Marketplace.city

Where Local Governments Find, Validate and Procure Great Technology

City: Aurora, IL Social Listening Solutions Overview

## Overview

A primary goal of local government is to continuously improve the citizen experience by responding to and engaging with citizens in a timely and efficient manner.

#### **Citizen / Government Communication Channels**



**Government Service Interfaces:** Citizens submit requests through "service interfaces" available (311, citizen request applications or public-facing e-mail addresses)



**Social Platforms to communicate and engage:** Customer-minded citizens have become more dependent on social platforms to ask questions and voice opinions. Governments are increasingly using social media to engage with citizens, share information and deliver services

#### Measuring the impact to drive insights and action

Forward-thinking governments are now starting to taking a step back from the active use of government service interfaces and social media as an outbound tool and **beginning to listen**. Gathering data from **social listening** allows governments to quantify the thoughts and experiences of citizens across communication channels and data sources in order to **gain meaningful and actionable insights.** 

## Key Criteria for a powerful social listening strategy

Social listening is the process of collecting and synthesizing data from multiple disparate sources in order to identify and measure the most pressing concerns of a given audience (i.e. your city residents) With a lot of tools on the market, the below features are important to elevate a social listening tool as a powerful force for insights:



#### ANYONE

Integrate and process citizen generated data from both external sources such as social media and local media, and internal data sources such as 311, CRM, emails and more.

#### **ANY TIME**

Real-Time Alerts, Notifications, and Analysis to better respond , inform, and take control

#### **ANYWHERE**

understand feedback by physical location and neighborhood through geolocation technology

#### AUTOMATICALLY

automatically categorize data without need for keywords:

- Collect a wider net of data
- Classify relevant data
- Sentiment Analytics and insights

## **Project Background**

Aurora is currently using ZenCity for social listening and insights. In evaluating wether to renew and use additional integrations for public sector data sources, such as 311 and inclusion of Spanish, Marketplace.city helped analyze the market and comparable contracts to ensure Aurora could make the best choice.

Following the Clearbox Process Marketplace.city

- Created the Market Landscape with 20+ companies
- Filtered & Evaluated providers based on
  - Public Sector Focus and Experience
  - Ability to Integrate required data sets (such as 311)
  - Solution Features such as Real Time Analysis, Geolocation, Automatic Categorization and Actionable Insights
- Confirmed contracted structure and pricing for other US State and Local contracts

## **Social Listening Market Landscape – Best Fits\***

Basic Information		Experience	Key Criteria								
Company Name	Description	Case Studies	Public Sector Focused	Stand Alone Solution	Public Sector Data Integration	Real Time Analys is	Geo- Location	Auto Categoriz ation	Actionabl e Insights		
ZenCity	AI-based, citizen feedback analytics platform that automatically collects data points across multiple sources, including social media, 311 and more, and analyzes them in real-time, providing leaders with detailed, up-to-the- minute insights on the issues that their citizens care about most.	<ul> <li>Jackson, MS</li> <li>Dayton, OH</li> <li>Houston, TX</li> <li>Scottsdale, AZ</li> </ul>									
Citibeats	AI platform that searches and analyzes large amounts of text provided by citizens combining Natural Language Processing and Machine Learning technology to filter relevant content, classify user opinions and information into categories, and to extract insights and patterns automatically.	<ul> <li>United Nations</li> <li>Spain Navarra</li> </ul>									
Medallia	To increase trust in government and empower your team, Medallia captures feedback, analyzes the data and helps your team act to close experiences gaps. It's learning-based AI delivers in-the-moment visibility into customer interactions to drive actions as they happen.	<ul> <li>NASA</li> <li>US Census Bureau</li> <li>Visit Philadelphia</li> <li>Kerala</li> </ul>									
Sprinklr	Sprinklr for Government enables a modern digital communications infrastructure across all modern channels for digital preparedness; digital response; and digital recovery. Sprinklr employs the industry's most.										

\* Full report can be <u>found here</u> and heat map for remaining companies is in the Appendix



## **ZenCity**

#### **Overview:**

ZenCity is **built for, and only for, cities**, tailored to municipal needs and structures. The platform has extensive experience integrating with a wide range of government specific data sources including 311, CRMs, email, and more.

#### Pros

- Met all functionality
- Established use cases and implementations
- Early Adopter pricing discount
- Local Government Focus
- Existing Partner
- First to explore and try new features and capabilities (Social media to CRM Connector Pilot) due to "Special Design Partner" status

#### **Potential Gaps**

 Only government focused: Limited ability for company to leverage best practices and enhanced functionality from a diverse customer base (commercial players)

## Appendix

## **Social Listening Market Research – Key Players**

Basic Information		I	Experience	Key Criteria							
Company Name	Description	State / Local Experience (Vendor Claimed)	State / Local Experience (Use Cases)	Only Public Sector Focus	Stand Alone Solution	City Hotline / Public Sector Data Integration	Real Time Analysis	Geo- Location	Automatic Categorizati on	Delivers Actionable Insights	
Salesforce Social Studio	Salesforce Marketing Cloud solution, and with its Social Studio, enables municipalities to track and aggregate local online conversations via social media.	Y	<ul> <li>Denver Bay Area Rapid Transit (BART)</li> </ul>								
Sprout Social	Sprout Social is one of the leading tools that provides analytics, monitoring, engagement and social media management solutions to popular brands and agencies in the world.	Y	•								
Hootsuite	One secure platform to improve citizen engagement and service delivery, build your agency's brand, and respond efficiently in a crisis.	Y	<ul> <li>Ajuntament de Barcelona</li> <li>Regional Municipality of Wood Buffalo</li> </ul>								
Microsoft Dynamic	Dynamics 365 Market Insights provides access to a variety of insights that come from a variety of data sources (including but not limited to news, web data, internet browsing behavior, and search activity) and are delivered to you in a concise, timely, and proactive manner.										
Oracle Marketing Cloud	Oracle Social Marketing provides the most powerful and comprehensive social tools to listen to social conversations, engage with customers, publish relevant content, and analyze social data to drive revenue, and align social messaging with other marketing programs.										
Converseon	Converseon provides the world's best social and voice-of-customer data quality and programmatic insights through AI-powered technology, ecosystem partners and the deepest industry experience.										
Qualtrics	Understand key stakeholders better than ever and design experiences tailored to your citizens, constituents, internal customers and employees on the only FedRAMP authorized Experience Management Platform <sup>™</sup> .										
Synthesio	Synthesio provides the most robust social listening tools and audience insights on the market, built upon the most extensive collection of customer data available										
Zoho Social	The software enables businesspersons to trigger real-time communication with their customers on social media platforms. Using this software, you can easily manage multiple social media accounts at a time.										

## **Social Listening Market Research – Key Players**

	Basic Information	Exp	erience	Key Criteria							
Company Name	Description	State / Local Experience (Vendor Claimed)	State / Local Experience (Use Cases)	Solely Public Sector Focused Platform	Stand Alone Solution	City Hotline / Public Sector Data Integration	Real Time Analysis	Geo- Location	Automatic Categorizati on	Delivers Actionable Insights	
Pulsar	Pulsar helps you find the story in the data. The social listening and audience intelligence platform brings all your digital audiences in one place. Get data-driven social media insights by leveraging the power of AI & data visualization in our owned- media analytics, trends, and social listening tools										
BrandWatch	This social media management tool collects and analyzes customers' data on these online sites. It will find mentions of your company, goods or services on news sites and other online forums. Therefore, you can use keywords to search what customers are saying about your company and act accordingly to build trust and reputation.										
Sendible	The Sendible platform brings all your social networks together into a centralised hub and is the easiest way to execute a winning social media strategy for multiple brands at scale										
AgoraPulse	AgoraPulse is an affordable and easy-to-use social media monitoring tool. The software pulls out social intelligence and allows you to listen to your customers and prospects on social media platforms and engage them in a customized manner.										
Meltwater Social	Meltwater can improve your business because it provides unlimited and immediate access to millions of online conversations of your customers and prospects who use social media and other online sites. Therefore, this offers real-time insights that enable you to understand the requirements of your customers.										
Attentio	Attentio Brand Dashboard tracks and analyzes conversations across all online platforms, including social media, YouTube, blogs, news sites, and forums.										
Falcon.io	A platform for social media monitoring, engaging, publishing, analytics and managing customer data. Falcon enables brands to explore the full potential of digital marketing and advertising by managing multiple customer touchpoints on one platform.										

### **Citizen-Centric Social Strategy Journey**



useful insights.

citizen-centric social strategy