

An aerial view of a city skyline at sunset, with a colorful square graphic (green, blue, yellow, pink) overlaid on the text.

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

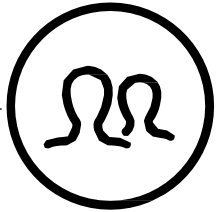
-  **Government Service Interfaces:** Citizens submit requests through “service interfaces” available (311, citizen request applications or public-facing e-mail addresses)
-  **Social Platforms to communicate and engage:** Customer-minded citizens have become more dependent on social platforms to ask 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:



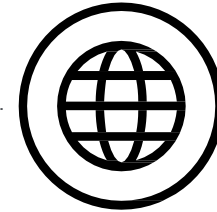
ANYONE

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.



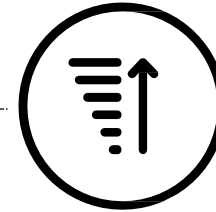
ANY TIME

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 whether 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 Analysis	Geo-Location	Auto Categorization	Actionable Insights
ZenCity	<i>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.</i>	<ul style="list-style-type: none"> • Jackson, MS • Dayton, OH • Houston, TX • Scottsdale, AZ 							
Citibeats	<i>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.</i>	<ul style="list-style-type: none"> • United Nations • Spain • Navarra 							
Medallia	<i>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.</i>	<ul style="list-style-type: none"> • NASA • US Census Bureau • Visit Philadelphia • Kerala 							
Sprinklr	<i>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.</i>								

* Full report can be [found here](#) and heat map for remaining companies is in the Appendix

Best Fit

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

Citizen-Centric Social Strategy Journey

①

Inform and educate

Create and distribute information in mass and in real time

②

Monitor and Engage

Observe and respond to conversation and provide customer service.

③

Listen and Analyze

Collect data from social platforms and forums and analyze to find trends and useful insights.

④

Act and evolve

Leverage insights to optimize to strategies, processes, and programs while continuing to transform your citizen-centric social strategy