ZC ZENCITY | LISTEN TO YOUR CITY

The Challenge

Cities today are working harder and harder to understand their residents and integrate community feedback and other crucial data into their decision making. Yet, the traditional tools available for gathering wide-scale resident feedback - like town halls and surveys - are failing. These tools share three broad limitations:

1 Not Real-time

Traditional tools don't provide real-time feedback nor are they ongoing. In fact, many of these tools are applied only once a year, at best.
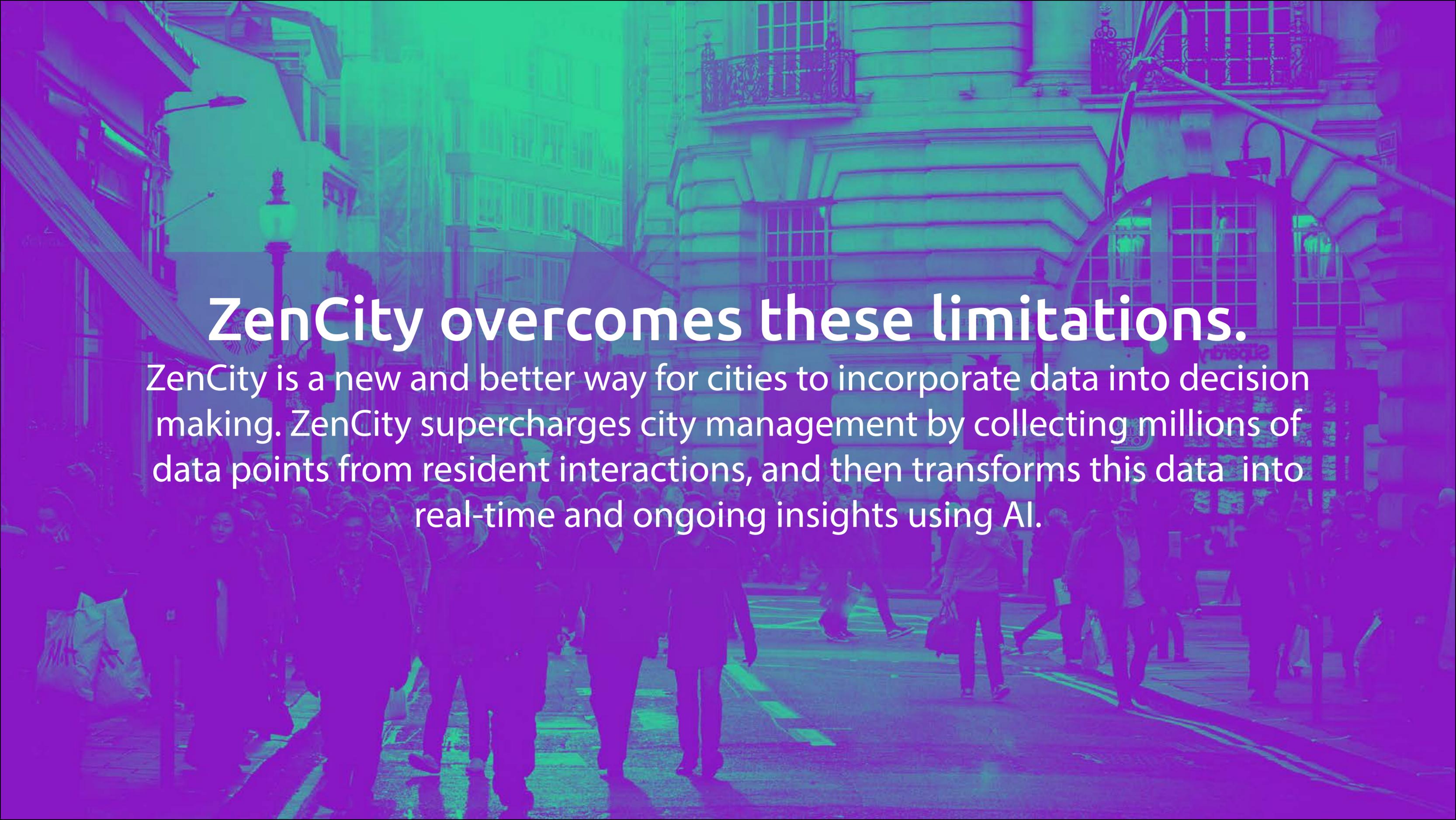
2 Low Engagement

Traditional tools have very low response and engagement rates, and these engagement rates are dropping annually. How can cities connect to the silent or passive majority?

3 Limited scope

Traditional tools generally don't give citizens the opportunity to raise the issues most important to them, only respond to those the city has identified.

ZenCity overcomes these limitations.

ZenCity is a new and better way for cities to incorporate data into decision making. ZenCity supercharges city management by collecting millions of data points from resident interactions, and then transforms this data into real-time and ongoing insights using AI.

Our Solution
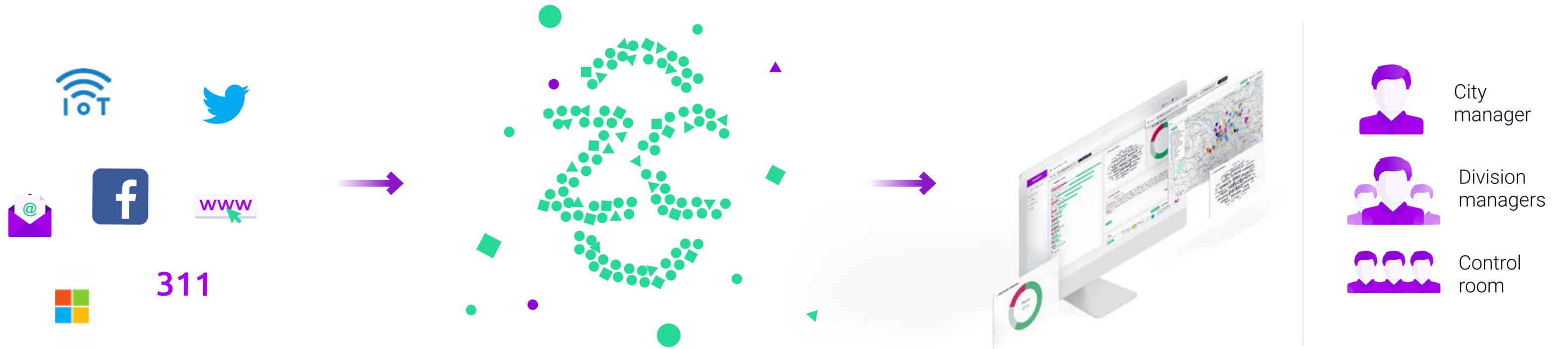
Consolidate Interactions

ZenCity automatically collects millions of citizen-generated data points from across a variety of sources

AI Powered Analysis

With the use of advanced AI, the data is classified and sorted to identify topics, trends, attitudes, and anomalies

Actionable Insights

Stakeholders receive detailed, actionable insights about their citizens through an easy-to-use online platform and mobile app

City manager

Division managers

Control room

311

www

Local Government Leaders Use ZenCity to:

1

Enhance Performance Management
Track specific initiatives and access citizen feedback on a wide-scale

4

Increase Public Trust
Apply data-smart governance to allocate city resources and incorporate resident feedback into the decision-making process

2

Make Data-Driven Decisions
Aggregate and analyze information over time for a big picture perspective

5

Engage Citizens
Connect to residents by responding to citizen feedback as it arises, when and where it arises, and in the language your citizens are using

3

Govern Proactively
Track data and citizen feedback on an ongoing basis and recognize trends as they arise in real time

ZenCity + Microsoft

ZenCity seamlessly integrates with a variety of your Microsoft services to generate more value and fit with your current workflows

ZenCity + Microsoft Dynamics 311 Integration

Run service requests from your CRM through ZenCity's AI engine to automatically recognize topics and sentiment, and see them in one unified view with feedback from across all channels

ZenCity + PowerBI

Run service requests from your CRM through ZenCity's AI engine to automatically recognize topics and sentiment, and see them in one unified view with feedback from across all channels

ZenCity + Microsoft Azure

Tap into advanced Azure capabilities, like image recognition, through ZenCity's platform

# Customer Success: Citizen Driven Decision Making

Background
A city of 150,000 residents had a public works budget allocated to re-cementing the city's pavement.

Application of ZenCity's Technology
The city deployed ZenCity to confirm citizen sentiment towards sidewalk maintenance. By combining social media and 311 data from the city's Microsoft Dynamics platform, ZenCity's platform provided a more holistic view than the city previously had regarding the residents priorities in sidewalk maintenance.

Actionable Insights:
• Sentiment regarding the state of sidewalks in the city was overwhelmingly negative.
• Residents primary complaint regarding sidewalks, was not cracked pavement like the city thought - it was sidewalks being blocked by double parked cars and misplaced trash bins.
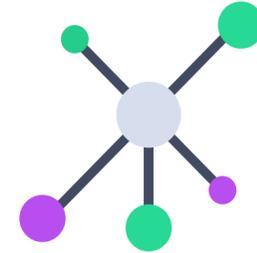
Data-backed Solution
The city approached sidewalk complaints with a fresh solution based on resident feedback, focusing on clearing sidewalks rather than paving them.

Fiscal Savings
The city shifted the majority of its budget, originally allocated towards re-cementing pavement, to clearing sidewalks, saving the city significant fiscal resources.

Positive Feedback
The city tracked citizen perception after it began clearing sidewalks and found that first, residents responded positively to the way the city managed complaints about the state of the sidewalks, and then that conversations and 311 reports about the issue of sidewalks steadily declined.

Customer Success: Performance Management

Background

A city dedicated significant resources to addressing homelessnesss and was mandated by the City Council to measure «positive community impact» and other qualitative metrics on the issue.

Application of ZenCity's Technology

The city sought to measure previously unmeasurable outcomes like public sentiment towards homelessness and resident perceptions of safety. Using ZenCity, the city tracked resident discourse around the issue of homelessness over a few months.

Actionable Insights:

- Strategic initiatives addressing homelessness were highly supported by residents and residents were eager to be engaged on the issue.

- 70% of social media discourse during the measured period occurred on official city media channels.

Measuring Outcomes

The city was able to measure the qualitative effect of its homelessness strategy, and measure outcomes that it had been previously unable to measure.

Engaged Citizens

The city was able to see which initiatives were receiving the most public support.

Effective Communication Strategies

The city was able to identify what the best channels for communication around homelessness were, and use those channels to launch effective social media campaigns.

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