



# Resident Engagement Platform

Powered by Citizen Relationship Management (CiRM)

Presented by: Mayank Pant  
Digital Transformation Architect

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# Executive Summary

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## Platform Overview

The Smart City Resident Engagement Platform is a comprehensive digital ecosystem designed to revolutionize how local governments connect with their citizens. It enables seamless, transparent, and efficient civic participation across multiple channels.



Connecting Cities & Citizens

## Value Proposition

- ✓ **Enhanced Citizen Engagement** - Increase participation rates through accessible multi-channel communication
- ✓ **Operational Efficiency** - Making governance leaner, smarter, and more responsive.
- ✓ **Data-Driven Governance** - Enable informed decision-making through real-time analytics and citizen feedback

# Current Challenges in Civic Engagement

Municipal governments face significant barriers to effectively engaging with residents in an increasingly digital world:



## Awareness Gap

Low public awareness of city services and outages



## Efficiency Gap

Civic struggle with manual tracking leading to inefficiencies



## Fragmented Communication

Lack of communication between residents and authorities



## Eroding Trust

Service gaps and poor communication are steadily eroding public trust



**Cities need modern engagement tools to bridge these gaps and rebuild trust**



# From Complaints to Solutions

From challenges to solutions – our approach, purpose, and execution in one view.

## Resident Concern

Electricity

Water Supply

Traffic

Roads

Sanitation

## Challenges (Citizen Impact)

Don't know whom to call (UPPCL vs Nagar Nigam), frequent outages,

No water supply / low pressure, must rely on local lineman, no visibility

Illegal parking blocking roads, unsafe crossings, signals not working

Potholes, damaged roads, signage missing, unsafe for travel

Overflowing garbage bins, bad smell, open drains

## Our Solution (Outcome)

App auto-detects ward, routes complaint to correct dept, live status tracking

Complaint logged digitally, tracked in Water Dept. dashboard, resolution timelines

GPS-based complaint with photo + location sent directly to Traffic Police

Citizens get ticket ID + live status; complaints clustered for faster repair

Heatmaps of garbage hotspots, proactive cleaning alerts, better monitoring

# Departments' Challenges and How We Solve Them

From challenges to solutions – our approach, purpose, and execution in one view.

Department	Challenges	Our Solution
Electricity	Transformer faults, power cuts, streetlights not working	Geo-tagged reports, SLA dashboards, duplicate complaint clustering
Sanitation	Uncollected garbage, blocked drains	Heatmap of garbage hotspots, contractor/vendor tracking
Traffic	Signals not working, illegal parking	GPS-based hazard alerts, AI congestion hotspots
Roads	Potholes, waterlogging, missing signage	Complaint trends for budgets, SLA-based repairs
Health	Dengue breeding, hospital cleanliness	Citizen sentiment tracking, preventive alerts
Environment	Air quality, landslides, floods	Automated ward-wise alerts

# Solution Overview

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Introducing an integrated, user-centric digital platform designed to connect residents, streamline government services, promote participatory democracy, and enable real-time communication



Citizen  
Engagement



Digital Services



Communication



Analytics

# What – Why – How

From challenges to solutions – our approach, purpose, and execution in one view.

## What – The Platform

A smart City Residents Engagement Platform for seamless communication between residents and civic authorities.

Enables faster service resolution, real-time updates, and data-driven governance

## Why – The Need

Awareness Gap – Low public awareness of city services and outages

Efficiency Gap – Civic struggle with manual tracking leading to inefficiencies

Fragmented communication – Lack of communication between residents and authorities

Eroding Trust – Service gaps and poor communication are steadily eroding public trust

## How – The Approach

Instant, targeted notifications for emergencies, service disruptions, public events, and personalized updates based on resident preferences.

# Key Features

Our Smart City Resident Engagement Platform offers a comprehensive suite of tools designed to enhance civic participation and streamline government-citizen interaction:



## Multi-Channel Communication

Seamlessly engage citizens through mobile apps, web portal, email, and social media integration to meet residents where they are.



## Service Request Management

Comprehensive reporting system with automated routing, tracking, and resolution management for municipal service requests.



## Real-Time Alerts

Instant, targeted notifications for emergencies, service disruptions, public events, and personalized updates based on resident preferences.



## Participatory Decision-Making

Interactive tools including polls, forums, and e-consultations that empower citizens in governance processes.



## Inclusive Design

WCAG 2.1 compliant, multilingual support, and accessibility features to ensure equitable access for all community members.



## Analytics Dashboard

Data-driven insights with AI-powered sentiment analysis, trend identification, and performance metrics to guide policy decisions.

# Technology Stack & Architecture

## Platform Architecture

### Cloud Infrastructure (SaaS/PaaS)

Scalable cloud hosting with distributed computing capabilities, enabling rapid scaling and high availability (99.9% uptime)

### API Integration Layer

RESTful APIs and GraphQL endpoints connecting to legacy systems, external services, and IoT devices

### Application Services

Microservices architecture with containerization for modular development and independent scaling

### Data & Analytics

AI/ML-powered analytics for sentiment analysis, predictive service management, and actionable insights

### Front-End Interfaces

Responsive web portal, native mobile apps, SMS gateway, and voice-enabled channels



# Implementation Strategy

## Phased Rollout Approach

Structured, iterative methodology will ensure successful platform deployment.

### 1 Need Assessment

Comprehensive analysis of current civic engagement processes, stakeholder interviews, and technical infrastructure assessment

### 2 Stakeholder Alignment

Workshop with key departments, creation of governance structure, and establishment of success metrics

### 3 Pilot Launch & Feedback

Controlled deployment with select user groups, rapid iteration based on feedback, and API integration testing

### 4 City wide Deployment

Full-scale rollout, public communications campaign, and user onboarding initiatives

### 5 Training & Support Plan

Staff training programs, help desk establishment, and community ambassadors' program (Ongoing)

### 6 Continuous Improvement

Data -driven optimization, quarterly features releases, and community feedback integration (Ongoing)

# Benefits & ROI

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## Measurable Returns

- 💰 Cost Reduction
- 📈 Operational Efficiency
- 👥 Citizen Satisfaction
- 🕒 Staff Productivity

### Case Study: Bangkok's Taffy Fondu Platform

Achieved 87% issue resolution rate and reduced average response time from 5 days to under 24 hours. The platform processed over 500,000 citizen requests in its first year.



# Success Metrics

## Key Performance Indicators



### Citizen Participation

Increase in active users



### Response Time

Reduction in resolution time



### Service Efficiency

Delivering faster, smarter, and cost-effective civic services



### Citizen Satisfaction

Significant improvement in satisfaction scores

## Measurement Framework

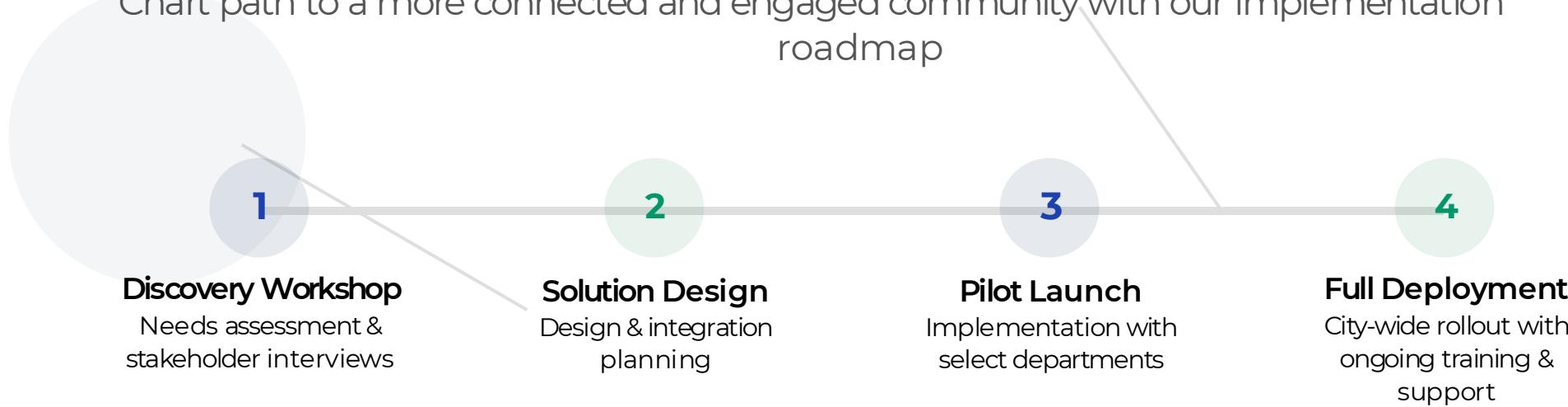
- Comprehensive analytics dashboard with real-time monitoring
- Quarterly benchmark reporting against comparable municipalities
- AI-powered sentiment analysis of citizen feedback



# Next Steps

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Chart path to a more connected and engaged community with our implementation roadmap





# Thank You

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Your feedback and questions are valuable as we work together to transform urban governance through digital citizen engagement.

## Contact Information



**Mayank Pant**

Digital Transformation Architect



[mayankdkpant@gmail.com](mailto:mayankdkpant@gmail.com)



+918126475922

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Let's build smarter cities together