



Case Study

How Cities Use SmartFeedback to Measure Citizen Experience for Swachh Bharat

SmartFeedback™

Customer

- City Urban Local Bodies and Municipalities
- 110 cities in 9 states
- Serving 1 Million people daily

Challenge

- Ensuring citizen experience
- Improving access to clean public sanitation
- Managing real time operations and service delivery at public spaces

Solution

- Integrated real time citizen feedback management
- Get visibility into the last mile operations and perception of sanitation

Benefits

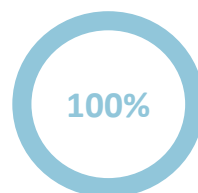
- Provide visibility
- Improve operations
- Improve experience

CHALLENGE

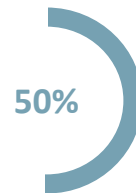
Swachh Bharat Mission and governments spend a lot of money in building public toilet infrastructure, however lack of ongoing maintenance creates a negative cycle of Build- Rebuild. Government of India spends US\$ 7 Billion in just operations and maintenance contracts to third parties for cleaning of community toilets, according to Toilet Board SA. Tracking real time ongoing performance of cleanliness is a difficult on-ground challenge with multiple distributed stakeholders.

BENEFITS

As part of annual Swacchta Survekshan, cities have deployed ICT based citizen feedback solutions to monitor citizen feedback on cleanliness of public toilets at nearly 3600 locations nationally. Citizens give nearly 100,000 feedback data points daily. Real time alerts enable local Ward Officers and Site Supervisors to improve operational response. Cloud dashboards, intelligent insights and reports enable government officials at city, state, and national levels to view performance indicators on a common dashboard, download and generate reports, and improve systemic effectiveness of 3rd party contractors.



Improvement
In Operations
Visibility



Improvement
In Operations
Efficiency

Leverage tech to give voice to citizens

SmartFeedback provides customer intelligence on experience



Unified Portfolio Views

Single screen view of national scale operations. Drill down by city or location. View real time and historical status on common cloud dashboard.

Easy Reporting & Alerts

Big data analytics, rules based algorithms, GIS dashboards, and detailed reports provide insights. Real time and historical comparative data. Get alerts on breaches.



Monitor 3rd Party Contractors

Monitor cleaning staff and service levels at location, ward, city, or state levels. Motivate staff, penalize or manage contractors for better service.

Improved City Cleanliness Ranking

Best performing cities and states in the national Swachhta Survekshan rankings, use Smart Feedback for citizen engagement.



Unified Experience

Management for multiple sites and multiple clients

- Experience Monitoring
 - IOT Button based SmartFeedback devices
 - Understand experience index to understand citizen perception of sanitation
 - SLA Management
- Role and Access Based Views
 - National, State, City, and Location based reports
- Experience Analytics
 - Comparative analytics by metrics, groups, locations
 - Quintile rankings of best and worst performing locations
- Closed Loop Workflow
 - Alerts management

105

Cities/ Urban Local Bodies

9

States

3800

Feedback Stations

~65 M

Citizen Feedback Monitored

~1 M

Citizens Touched Daily

>10 K

Escalations Managed



Increased Visibility



Understand Experience



Improved Ops SLA



Reduced Grievances

Awards:

Quality Council of India Gold Award 2019
Business World CIOWorld Social Impact Award 2017

Swachhta Survekshan Impacy:

Top Performing states and cities in Swachhta Survekshan 2019 and 2018 have used SmartFeedback for ICT enabled citizen engagement and feedback at public toilets