In today’s digital world, citizens expect easy access to their city’s non-emergency services and information pertaining to local news, events and government resources. Their needs must be resolved by the city in a manner that is quick, collaborative and innovative through multiple outreach methods.

To meet these demands, cities throughout North America are implementing City 311—a customer-centric, integrated service request system that organizes data and facilitates transparent communications between city staff and citizens across various channels. City 311 enables citizens to access services through simple and intuitive platforms; and thereby improves the way city residents interact with city services to increase citizen satisfaction. At the same time, the city is better able to manage costs, reduce call center volumes and efficiently respond to customer requests.

**OUR VISION**

Accenture’s vision for a smart city is powered by artificial intelligence (AI) using digital assistants and Salesforce Einstein—a platform that delivers a more personalized and predictive customer experience by discovering relevant insights, predicting future outcomes, proactively recommending best next steps and automating tasks.

**ACCENTURE’S SOLUTION EQUALS CRM EXPERTISE PLUS LARGE-SCALE INTEGRATION EXPERIENCE**

As a thought leader in City 311 solutions, Accenture brings its strong and extensive track record of successful projects in the public sector, coupled with its deep customer relationship management (CRM) expertise and partnership with Salesforce, to design and implement a world-class 311 solution. We provide the application integration skills, industry best practices and consulting tools that allow us to deliver value at speed.

Our solution has a “ONE-CLICK CASE LOGGING” function that leverages Einstein’s deep learning capabilities using Prediction Vision Service. With this feature, citizens can log cases in the mobile community by uploading images into the City 311 Lightning Bolt solution—a next generation portal for city residents. We are imagining a future of AI powered smart cities enabled with digital bins, automated case logging features and voice powered case logging systems.
REVELATIONIZING A CITY’S INTERACTIONS WITH ITS CITIZENS

The Accenture 311 solution leverages Salesforce’s experience as a leader and innovator in the cloud services market, and integrates with industry leading geographic information system (GIS) applications to streamline government operations. Our solution also encompasses Accenture-developed 311 accelerators, and capabilities that facilitate interactions with citizens in a way that fits their lifestyle—whether by phone, text message, email, social media or a host of digital assistants.

IMPROVING SOLUTION DELIVERY THROUGH ACCENTURE ACCELERATORS

Accenture’s pre-built 311 solution processes, knowledge management, integration framework, advanced case management, case analytics and community portal allow a city to accelerate its deployment of citizen-centric services. The existing functionality can be tailored using standard application extension features to best meet the needs of any city’s specific requirements—enabling faster implementation, cost savings and a start-of-the-art solution.

PROVIDING FASTER SERVICE TO CITIZENS VIA MOBILE CAPABILITIES

Accenture’s 311 solution can be rendered on any mobile device. It provides an engaging experience for 311 communities, creating a visual and social interaction for citizens on the go. Our mobile solution encompasses Salesforce Einstein capabilities to identify the complexity and geo-location of the image uploaded by the citizen, creating the ability to log, route and report the case through a single click.

INTEGRATING WITH DIGITAL ASSISTANTS TO MORE EASILY CONNECT WITH CITIZENS

Our 311 solution reaches new heights by integrating with digital assistants to create an unparalleled customer experience—it allows a city to serve citizens through a new, innovative channel for residents to receive information from their city or complete basic requests. By leveraging AI, a city can increase its speed of operation and produce a truly unique and interactive experience.

Accenture’s end-to-end Smart City 311 solution is both innovative, and rich in features and functions. Its citizen-centric platform is easily accessible by residents and city staff, and incorporates best-in-class technologies and industry capabilities that can improve community services.
“It has been impressive to see Accenture definitely jump into cloud computing, into social, mobile and IOT faster than any of the other system integrators. Even though they are the largest, they move the fastest.”

Marc Benioff, Chief Executive Officer & Chairman, Salesforce

“Accenture is a culture that embraces transformation ... They know what their customers are looking for. And because of that, they want to partner with a company like Salesforce who understands growth, understands transformation. It’s a very good linkage between the two firms ... That’s why Accenture is our number one partner.”

Keith Block, President and Vice Chairman, Salesforce

ABOUTAccenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 401,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.