



# ACCENTURE CITIZEN ENGAGEMENT SOLUTION FOR 311 SERVICES

## VIDEO TRANSCRIPT

In today's digital cities, governments need an integrated, citizen-centric solution to streamline operations.

The Accenture Citizen Engagement Bolt Solution improves the way a city operates by providing a single platform for communicating with residents, visitors, and businesses - and increasing user adoption.

A resident like Frank Peters can connect with the city through multiple channels.

Frank accesses the responsive site the same way regardless of device. There's no app to download or separate platform to maintain.

When Frank has an issue requiring city services, he can easily make a report - choosing to remain anonymous, or logging in to receive follow up communications by text or email.

He can even create a case simply by uploading an image, thanks to the inbuilt Artificial Intelligence.

This self service functionality engages citizens the way they choose, while decreasing call center volumes and helping the city operate more efficiently.

Frank can review the cases that have been reported near his neighborhood, filtered by status and category.

When he views upcoming events, he feels encouraged to get involved in the community.

And he finds out more about his city by browsing through popular articles and resources.

Having answers to frequently asked questions in a user-friendly portal makes Frank feel confident about the city's transparency in communications.

And when he needs to get in touch with city staff, the system's user centered design makes it easy for him to access the services he needs.

For the city, prebuilt templates and point and click configuration make it cost effective and easy to deploy new features.

Connect your citizens to the city with the Accenture Citizen Engagement Lightning Bolt Solution - available on the Salesforce Community Cloud.