



## CITIBOT CUSTOMER SPOTLIGHT

# The City of North Charleston

**The City of North Charleston is the state of South Carolina's third largest city with a population of 115,000 that grows to 250,000 to 275,000 people during the day. Responsible for a multitude of city services from trash pickup to pothole and street lights repairs, North Charleston turned to Citibot to help streamline communications and increase engagement and efficiency in service delivery.**

### CHALLENGE

The City of North Charleston has a traditional web-based citizen reporting portal where users can report issues. While functional, it was not as nimble as City staff hoped it to be. "With our web-based system, reporting is cumbersome—the user has to go home, navigate through the website, create an account, log in and fill out a lengthy form," said Ryan Johnson, North Charleston public relations and economic development coordinator. "Our challenge was capturing the individual who



- Needed a nimble, efficient and accessible citizen reporting solution
- Selected Citibot to provide an integrated text-based system to discover and address issues
- Has doubled citizen engagement, efficiency, and issue resolutions with Citibot

is driving home from work and sees an issue...by the time they get home, it is easy to get distracted and forget about the pothole or broken light. We wanted a solution that was nimble, easy and accessible.”

City staff was looking for a way to engage citizens in as many avenues as possible. Since staff couldn't be everywhere all the time, they wanted to provide a channel through which they could better service residents and visitors.

## SOLUTION

With Citibot, residents can text message in questions and receive immediate answers. They can also report issues such as potholes, street light outages or broken trash cans by simply texting the city. Since it integrates with the city's back-end work order system GovQA, the process is seamless and automated. There are no new systems to learn, so it is easy for staff to use.

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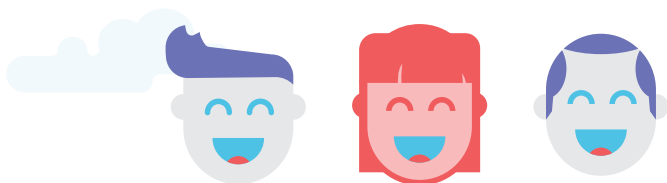
“We're not afraid of being at the forefront of these technologies,” said Johnson. “Some work, some don't—Citibot works.”

He added that with Citibot, reporting is instantaneous and accessible for all. You don't have to have a computer or even a smartphone. If you can send a text message, you can use it. “If people can send a message from their mobile devices, they're most likely to submit in the moment.”



Citibot utilizes text messaging, something almost everyone now is using. It's easy, conversational, and more efficiently notifies the city, allowing us to get the job done quicker.

**KEITH SUMMEY,  
NORTH CHARLESTON MAYOR**



# 94% INCREASE IN CITIZEN ENGAGEMENT

## RESULTS

During the first six months of using Citibot, citizen engagement was critical. It was a new solution for the city, so it was important that citizens, businesses and visitors were aware of it. “We made a big marketing push, and we saw a huge increase in issues being reported to the city,” said Johnson.

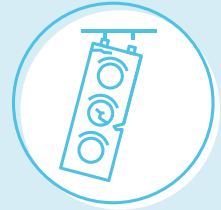
Since the issues were being reported through Citibot, that meant less calls, emails, and people didn’t have to login to the cumbersome web-based system.

After the first six months in use, the City of North Charleston improved citizen engagement and work order results, citing:

- **94 PERCENT INCREASE** in citizen engagement
- Fixed **195 PERCENT MORE** street lights and traffic lights
- Repaired or replaced **114 PERCENT MORE** trash cans
- Filled **76 PERCENT MORE** potholes
- Fixed **114 PERCENT MORE** street signs



“We’re two years in with Citibot and we’re still just as happy as the day we onboarded,” said Johnson. “We receive more issues



**195% INCREASE**  
IN STREET/TRAFFIC LIGHTS REPLACED



**114% INCREASE**  
IN STREET SIGNS REPAIRED



**76% MORE**  
POTHOLES FIXED



**114% MORE**  
GARBAGE CANS FIXED



reported to the city through Citibot than through our traditional forms. It's easy, the users know how to use it, they have the number saved, and they can do it quickly. And once they report it, they know it's going to be fixed.

"Because of Citibot, North Charleston can now better serve its community more rapidly and more efficiently, which benefits the entire community."

According to Johnson, Citibot has been able to implement innovative artificial intelligence systems, so instead of just putting in specific keywords, citizens can use natural language text. Now it's advanced enough that Citibot knows what that means, it gets reported to the city correctly and the issue gets resolved more quickly.

With Citibot, city staff found that they were able to crowdsource discovery of issues. "We have 1,100 employees in the City of North Charleston, but we cannot be everywhere 24/7," said Johnson. "What Citibot enables us to do is make the 115,000 residents and half million people traveling through North Charleston become our eyes and ears in the community."

Citibot allows us to answer citizen requests 24/7, he said, and it takes a true community to fix everything.

"Citibot has worked for the City of North Charleston, and I believe if other cities and towns explore the service, they'll find it's a valuable service," said Johnson. "It pays for itself, and they'll be happier as employees, and their citizens will as well."



Because of Citibot, North Charleston can now better serve its community more rapidly and more efficiently, which benefits everyone.

**RYAN JOHNSON,  
NORTH CHARLESTON PR AND  
ECONOMIC DEVELOPMENT  
COORDINATOR**



## ABOUT CITIBOT

Citibot is a tool for citizens and their governments to use for efficient and effective communication and civic change. Using text messaging, Citibot can help to report a problem, search the city website, send notifications and view analytics. Citibot empowers citizens to solve city problems and get questions answered immediately via text message.

**FOR MORE INFORMATION VISIT [WWW.CITIBOT.IO](http://WWW.CITIBOT.IO).**

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