



Improve Citizen Experience, Increase Understanding, Create Efficiencies

At the core of the NETPopulis Citizen Engagement Platform is an enterprise-level Citizen Relationship Management (CRM) database designed to make your citizens' information accessible and actionable to all departments in your city government.

A Better Experience for Citizens

The NETPopulis CRM is designed to collect, track, and use any data relevant to helping you better understand your citizens' needs. Citizens control which of their data will be made available to you and how that data can be used. This builds trust, and building trust means building engagement and a stronger community.

Organization-Wide Understanding

Your city probably uses multiple tools to connect with citizens. The last thing you need is one more tool that creates another set of siloed data. The NETPopulis CRM is designed to integrate and work with existing technology to pull in relevant citizen data, providing you with a complete understanding of your citizens' engagement.

Greater Efficiencies Across Departments

Citizen engagement information is shared across departments, so there's no need for redundant data collection efforts or manual data entry to transfer information across departments or systems.

Automation of everyday tasks creates additional efficiencies. Engagement activities initiated through NETPopulis, such as email, text, and voice communications, are automatically tracked and recorded at every touch point.

Reporting & Analytics

NETPopulis Reporting & Analytics allows you to easily see which engagement efforts are working and which ones can be improved. Because the NETPopulis CRM collects data across your organization, built-in reporting and analytics provide a complete, accurate picture of all engagement activities. Departments can drill down to gain insight and report on activities specific to their work.

Custom reports can help you build engaged relationships with your citizens. Data analysis and reporting can be made available to the public via your city website, which promotes community understanding and transparency.



Improve
citizen service



Automate information
delivery



Increase efficiency
across departments



Personalize
engagement activities