



The key to effective citizen engagement is personalized, multichannel, two-way communications.

In today’s data-driven world, your citizens expect communications with the information they want, when they want it, in the format they prefer. With the NETPopulis Citizen Engagement Platform, you have all the tools you need to do just that.

CallHub™ SMS Text Messaging

While email remains the most frequently used communications channel, text messaging is growing rapidly, and for younger generations, has become the main channel. With the NETPopulis-CallHub integration you create and execute text messaging campaigns that can be as simple or sophisticated as you need. Dedicated phone numbers with keywords allow citizens to easily respond to a text and receive back personalized, automated responses.

Voice Broadcast

When you need to get a message out to your citizens quickly, record a voice message with the CallHub voice broadcast function and send it to your citizens with the click of a button.

PowerMail™

The NETPopulis PowerMail bulk email tool gives you everything you need for powerful, database-driven email communications campaigns.

From simple email announcements to rich html newsletters, PowerMail comes preloaded with easy-to-use templates, a drag & drop editor, A/B testing, and tracking and analysis to help you be as effective as possible in your email communications.

Subscription Management

NETPopulis subscription management gives your citizens control over which communications they receive from you in which formats. Citizens can, at any time, change their subscription preferences. And with the NETPopulis Department View, each department or office in your city can manage their own subscriber list and communications.

Reporting & Analytics

Built-in, robust reporting and analytics means you’ll know which messages are resonating with yours citizens and which ones may need to be refined.

 <p>Build engagement with two-way communications</p>	 <p>Communicate with citizens when and how they prefer</p>	 <p>Personalize communications with citizen information</p>	 <p>Track, report, & analyze all communications activity</p>
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