

Title: SafeCity – Citizen Complaint & Public Service Tracker

Problem Statement:

A city's municipal departments (roads, sanitation, water, electricity) receive thousands of citizen complaints daily through phone calls, emails, and walk-ins. However, the process is fragmented, manual, and lacks transparency. Citizens cannot track their complaints, many issues are delayed or unresolved, and supervisors struggle to monitor departmental efficiency.

To address this, the city government wants to implement a Salesforce-based Citizen Complaint & Public Service Tracker that will:

- Automate complaint registration and routing to the correct department.
- Allow citizens to track the status of their complaints in real time.
- Enable escalation of unresolved issues.
- Provide supervisors with dashboards to monitor complaint trends and departmental performance.
- Collect feedback from citizens after complaint resolution.

Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

- **Core Requirements:**
 1. Citizens should be able to lodge complaints online (via portal, email, or form).
 2. Complaints must be automatically routed to the correct municipal department.
 3. Complaint status must be trackable in real-time (Open → In Progress → Resolved → Closed).
 4. SLA (Service Level Agreement) should be applied — unresolved complaints must escalate automatically.

5. Citizens should receive notifications on complaint progress and closure.
 6. Supervisors must approve complaint closures.
 7. Citizens should provide feedback/rating after resolution.
 8. Supervisors and administrators need dashboards to track departmental performance.
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2. Stakeholder Analysis

- **Primary Stakeholders:**
 - **Citizens** – End users who report civic issues (roads, water, sanitation, electricity).
 - **Department Staff** – Municipal employees who receive and resolve complaints.
 - **Supervisors/Managers** – Monitor departmental efficiency, approve closures, and handle escalations.
 - **System Administrator** – Configures, maintains, and customizes Salesforce org.
 - **Secondary Stakeholders:**
 - **City Authorities/Government Officials** – Use dashboards to make policy decisions.
 - **Developers/Admins (You)** – Implement and maintain the Salesforce solution.
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3. Business Process Mapping

1. **Complaint Registration** → Citizen logs a complaint (via portal or form).
2. **Auto Assignment** → Complaint is auto-routed to appropriate department staff.

3. **Acknowledgment** → Citizen receives confirmation (email/SMS).
 4. **Complaint Handling** → Staff updates status, adds notes, works on resolution.
 5. **Escalation** → If SLA breached, complaint escalates to Supervisor.
 6. **Closure Approval** → Supervisor verifies resolution & approves closure.
 7. **Feedback** → Citizen receives survey link to rate satisfaction.
 8. **Reporting** → Supervisors/Authorities view dashboards (open complaints, resolution trends, escalations).
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4. Industry-specific Use Case Analysis

- **Industry:** Public Service / E-Governance / Smart City Solutions.
 - **Common Challenges in Industry:**
 - Lack of transparency in handling complaints.
 - Citizens have no way to track resolution progress.
 - Complaints often get lost or duplicated.
 - No performance metrics for departments.
 - **How Salesforce Solves This:**
 - Centralized complaint management system.
 - Automated routing & SLA-based escalation.
 - Citizen self-service portal with real-time updates.
 - Role-based dashboards and reports for accountability.
 - Feedback loop to measure citizen satisfaction.
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5. AppExchange Exploration

- Similar solutions exist in the **Salesforce AppExchange**, such as:

- **Public Sector Solutions** (government case management).
- **Community Portals** for self-service.
- **Survey Apps** for citizen feedback.