Project Title

Public Grievance Redressal CRM – Citizen Service and Complaint Management System

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Industry: Government Services (Citizen Engagement and Public Administration)

Project Type: Citizen Relationship Management (CRM) implementation

Target Users: Citizens, Government and Department Officers, Service Agents, Complaint Review Committees

Problem Statement

Government departments receive thousands of citizen complaints (sanitation, water supply, electricity, infrastructure, public safety, etc.) via phone calls, physical letters and emails. The current process is **manual, fragmented and lacks transparency**. Citizens don't receive timely updates and government officers struggle to prioritize and track issues.

To solve this, a **Salesforce-based CRM system** can be implemented to:

- Centralize complaint registration across multiple channels (web or mobile).

- Automate routing of complaints to the right department/official.

- Track resolution timelines and enforce SLAs.

- Provide transparency by allowing citizens to check status in real time.

- Generate analytical dashboards for government leadership to measure performance.

Use Cases

- ➢ **Citizen Complaint Management**

  - Citizens log complaints online or via mobile.

  - System generates a unique ticket ID.

- ➢ **Complaint Assignment and Tracking**

  - Auto-assign complaints to relevant departments (sanitation, power, transport, etc.).

  - Track SLA deadlines (e.g., high-priority grievances = 24 hours).

  - Escalate unresolved complaints automatically.

- ➢ **Communication and Transparency**

  - Citizens receive real-time status updates via SMS/email/portal.

  - Transparency for citizens through a public complaint status tracker.

  - Officers can respond with comments, resolutions or requests for more information.

- ➢ **SLA and Performance Monitoring**

  - Dashboard for tracking SLA compliance.

  - Reports on average resolution time per department.

  - Escalation matrix to ensure accountability.

  - Notifications sent to higher officials for overdue complaints.

- ➢ **Department Efficiency**

  - Officers update status (Acknowledged → In Progress → Resolved).

  - Managers monitor workloads, overdue tasks and department KPIs.

- ➢ **Policy Insights**

  - Trend analysis: which complaints are most frequent?

  - Geographic heatmaps of problem areas.

  - Data-driven decision-making for resource allocation.

➢ **Reporting and Analytics**

- Dashboards for administrators showing number of complaints, resolution rates and average handling time.

- Trend analysis to identify recurring issues and plan preventive measures.

Objectives

- **Improve Efficiency:** Automate complaint intake, routing and tracking.

- **Enhance Transparency:** Provide real-time updates to citizens.

- **Ensure Accountability:** SLA-based workflows and escalations.

- **Better Reporting:** Analytical dashboards for senior officers.

- **Citizen Satisfaction:** Enhance trust and satisfaction between citizens and government services through faster response and resolution.