

# **Project Title:**

## **Smart City Complaint & Feedback Portal**

### **Problem Statement:**

A Salesforce-powered portal enabling citizens to report civic issues, track complaint resolution with SLAs, and provide feedback. City admins gain real-time dashboards to monitor performance, improve accountability, and deliver better public services.

### **Phase 1:**

Problem Understanding and Industry Analysis

#### **1. Requirement Gathering**

Goal: Understand what each stakeholder needs from the system.

- Citizens: Simple way to raise complaints (roads, water, electricity, etc.), track complaint status, provide feedback.
- Departments (Road, Water, Electricity, etc.): Auto-assigned complaints, SLA tracking, workload visibility.
- City Administrators: Monitor all complaints, view reports, analyze SLA breaches, improve transparency.
- Government/Public Representatives: Access to high-level dashboards to identify recurring issues in wards/areas.

#### **2. Stakeholder Analysis**

Goal: Identify roles and responsibilities in the ecosystem.

Primary Stakeholders

- Citizens → End users submitting complaints & feedback.
- Department Officers → Assigned to resolve complaints.
- City Administrators → Monitor progress, handle escalations.

Secondary Stakeholders

- Government Representatives → Use dashboards for planning.
- IT/Salesforce Admins → Maintain system, handle automation.

### **3. Business Process Mapping**

Goal: Map current challenges vs. Salesforce improvements.

Current Process (Manual/Traditional):

- Citizens raise complaints via phone/email or physically visit offices → delays & lack of tracking.
- Departments receive issues randomly, often without SLA enforcement.
- Citizens rarely know if/when their issue will be resolved.

Proposed Process (Salesforce Enabled):

- Citizens raise complaints through Salesforce portal/mobile → auto-assigned to correct department.
- SLA timers ensure timely resolution, with escalation if breached.
- Citizens can log in and track complaint status in real time.
- Feedback captured via gamified rating system → helps improve services.

### **4. Industry-Specific Use Case Analysis**

Goal: Benchmark against civic-tech and e-governance best practices.

- Transparency: In many cities, citizens struggle with opaque complaint processes. Salesforce enables dashboards for visibility.
- Accountability: SLAs + escalation ensure departments are responsible.
- Citizen Engagement: Feedback & ratings improve trust in governance.
- Scalability: The system can later extend to waste management, street lights, and emergency services.

### **5. AppExchange Exploration**

Goal: Explore reusable Salesforce apps to reduce development effort.

- Case Management apps (for service automation).
- Citizen Service Portals (templates for public-facing portals).
- SLA & Escalation apps (for timers and breach alerts).
- Survey/Feedback apps (to capture citizen satisfaction).