

GoService – Complaint & Service Request Management System

Industry

Public Services / Smart City Governance

Project Type

B2C & B2G (Citizen → Government Department) Salesforce CRM Implementation

Target Users

- ✓ Citizens (raise complaints & track status)
- ✓ Department Staff (Education, Transportation, Health, Environment, etc.)
- ✓ Supervisors / City Managers (monitor resolution & efficiency)

Problem Statement

City residents frequently face issues such as potholes, broken streetlights, garbage collection delays, and poor public service responses. Currently:

- Complaints are scattered across phone calls, emails, and in-person visits.
- No centralized tracking exists, leading to delays and repeated complaints.
- Citizens lack transparency in complaint resolution progress.
- Supervisors struggle to monitor service efficiency across departments.

To solve this, the municipality wants to implement Salesforce CRM to:

- Automate complaint capture from web, mobile, and social channels.
- Categorize complaints by department and urgency.
- Assign tasks automatically to the right teams.
- Provide real-time dashboards for supervisors and management.
- Enhance citizen satisfaction through timely updates.

Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

Functional Requirements:

- Citizens should be able to log complaints via a web form / mobile portal.
- Complaints should be categorized (Education, Transport, Health, Environment, etc.).
- The system should automatically assign complaints to the right department queue.
- Agents should update complaint status (New → In Progress → Resolved → Escalated).
- Supervisors should monitor SLA compliance and overdue complaints.
- Automatic notifications via email/SMS for updates.
- Reports & dashboards for city managers.

Non-Functional Requirements:

- System must handle high complaint volumes (scalability).
- Secure citizen data (PII protection).
- SLA-based performance metrics.
- Integration with SMS/email service.

2. Stakeholder Analysis

Citizens

- Role: End users who log complaints.
- Needs: Easy complaint submission & real-time tracking.

Department Staff (Agents)

- Role: Resolve complaints assigned to them.
- Needs: Task queue, service request scheduling, resolution updates.

Supervisors / Managers

- Role: Monitor staff performance & SLA compliance.
- Needs: Dashboards, reports, escalation visibility.

City Administrators (Govt Officials)

- Role: Strategic decision makers.
- Needs: High-level complaint trends & citizen satisfaction metrics.

3. Business Process Mapping

Current State (Manual):

- Citizen calls/visits office → Complaint written in registers.
- Agent assigned manually → Often delayed or lost.
- No central tracking → Citizens keep following up.
- Reports created manually → Errors and delays.

Future State (With Salesforce):

1. Complaint Submission: Citizen submits via form (Experience Cloud portal).
2. Auto-Categorization: Based on complaint type.
3. Assignment: Auto-assigned to queues/groups via Flows.
4. SLA Monitoring: Timer starts, escalates if overdue.
5. Resolution: Agent updates complaint status & adds notes.
6. Citizen Updates: Automatic SMS/email sent.
7. Reporting: Dashboards show resolution rates, pending complaints, SLA breaches.

4. Industry-Specific Use Case Analysis (Public Services / Smart City)

- ☞ Pain Point in Industry: Citizens often feel ignored due to lack of transparency in complaint resolution.
- ☞ Industry Goal: Improve citizen trust, efficiency of service delivery, and compliance with SLAs.
- ☞ CRM Advantage: Salesforce provides a centralized platform with automation, reporting, and mobile accessibility.

Examples of real-world relevance:

- Municipal corporations in India (like Bengaluru, Pune Smart City) use similar systems.
- International cities use Salesforce Service Cloud for citizen complaint management.

5. AppExchange Exploration

SMS Integration Apps:

- Twilio SMS for Salesforce
- Vonage SMS for Salesforce

Survey & Feedback Apps:

- Survey Force (for citizen feedback).

Field Service Apps:

- Field Service Lightning (for visit-based complaint resolution).

Other Utilities:

- Document management apps for storing proof of complaint.