GRIEVEASE - Smart CRM for Citizen Grievances

PROBLEM STATEMENT-

Citizens frequently encounter delays, lack of clarity, and inconsistent processes when submitting complaints or requesting services from government bodies. Existing grievance systems are often fragmented across departments, rely on manual handling, and provide little to no visibility into the status of a complaint. This leads to frustration, repeated follow-ups, and a decline in citizen trust.

On the other side, government officials face challenges in managing large volumes of complaints without a unified system for assignment, tracking, escalation, and performance measurement. As a result, issues remain unresolved, response times increase, and accountability becomes difficult to maintain.

There is a clear need for a **centralized, transparent, and citizen-friendly grievance management system** that streamlines complaint submission, automates workflows, ensures real-time communication, and strengthens accountability in governance.

Phase 1: Problem Understanding & Industry Analysis

➢ **Requirement Gathering –**

To design an effective grievance management CRM, inputs must be collected from all key stakeholders (citizens, government officials, administrators, and support teams).

Example Requirements:

- Citizens should be able to submit complaints and service requests easily (via web/mobile).

- Option to upload supporting documents, images, or videos.

- Ability to track complaint status in real time.

- Receive updates via SMS/email/push notifications.

- Prevent duplicate complaints for the same issue/location.

- Enable officials to assign and monitor complaints efficiently.

- Escalation system if issues remain unresolved beyond deadlines.

- Dashboard for performance analytics and reporting.

- Multi-language support for inclusivity.

➢ **Business Process Mapping —**
- **Flow:**
  Citizen submits complaint/service request → System captures details (with documents/photos) → Complaint assigned to relevant department/official → Official resolves or updates status → If unresolved within time, auto-escalation → Resolution completed → Notification sent to citizen.

➢ **Industry-Specific Use Case Analysis –**

In public grievance management, common challenges include:

- High complaint volumes across diverse services (sanitation, roads, electricity, water, etc.).

- Lack of real-time tracking for citizens.

- Manual assignments causing delays.

- Limited visibility into departmental performance.

So, the system must:

- Provide a unified platform for citizens and government.

- Support categorization and prioritization of complaints.

- Automate assignment and escalation to reduce delays.

- Ensure transparency through notifications and tracking.

- Offer analytics for better governance and policy decisions.

➢ **AppExchange :**

1. **Algoworks – Case Management App**

   o A native Salesforce app (Lightning ready) for case management.

   o Key features: merging duplicate cases, splitting a case into sub-cases, tracking SLAs via a flagging system.

   o Why it's relevant: very similar to grievance tracking—handling multiple complaints, ensuring timely responses, avoiding duplication.

2. **Grazitti – Email to Case Advance (E2C Advance)**

   o Enhances Salesforce's standard Email to Case

   o Adds features like better handling of threaded email communication, managing non-customer emails, multiple attachments, etc .

   o Useful for grievance platforms: many complaints will come in via email or require email workflows. Having robust email → complaint conversion, attachment handling, duplicate detection etc. is helpful.

Simplify grievance redressal with *GrievEase*. Citizens can submit and track complaints in real time, while officials manage, assign, and resolve cases through a centralized dashboard. With automation, escalations, and analytics, *GrievEase* ensures faster resolutions, transparency, and improved citizen trust.