Connected cities begin with smart communities.

City resources haven't been able to keep up with today's increasingly digital world – city services are delivered over aging infrastructures and outdated legacy systems with shrinking budgets. This has created a massive growing divide between citizens' expectations and what city services can provide. As cities continue to grow at tremendous rates, new challenges arise. And the need for transforming into a connected city is becoming more and more vital as technology evolves.

70% of the world's population will be living in cities by 2050.[1]

VISION OF A CONNECTED CITY.

A connected city is the foundation for a modern community brought closer through local government. When a city is connected through the cloud, great transformations can occur across departments and administrations, providing transparency, efficiency, and stronger engagement with the community. Ultimately, a connected city meets the varying expectations of its connected citizens, creating a stronger relationship between a community and its local government.

SALESFORCE CAN ADDRESS CITY CHALLENGES THAT HALT MISSION SUCCESS.

In order to become a truly connected city, local government must have the ability to replicate the private sector's technology, scale efficiently, and deliver services quickly.

BECOME CITIZEN-CENTRIC	CONNECT EVERYONE AND EVERYTHING	EMPOWER EVERY EMPLOYEE
Rising citizen expectations are putting pressure on local governments to have similar operational efficiencies to those of the private sector. Local governments must provide the modern tools and foundation for citizens to be self-reliant and able to take action to improve the community. Examples include empowering citizens to take action, fostering engagement in serving citizens, evolving systems and processes to a citizen-centric model, and providing tools such as self-service channels and analytics.	**Disconnected communities** are all too common. Citizens and businesses need a common platform to collaborate with local government in resolving key issues. A connected city creates a participatory and collaborative environment that builds trust, drives accountability, and provides transparency. This increases the completion rate of service requests and customer satisfaction. Local government then has the platform to connect citizens, jobs, education programs, and data to advance the economic viability of a community.	The **impact of data** is the key to a successfully connected city. Unused data has a compounding effect on city employees, citizens, and businesses. Additionally, data is being produced in much larger quantities from a wider variety of sources. City employees, citizens, and businesses need to have a relationship with city data, access to it, and the ability to take action on it. Employees need visibility to make data-driven decisions that drive mission-critical success. They can then proactively resolve problems before they happen – and use analytics to develop new solutions.

THE NEED FOR IMPROVEMENT IS IN THE NUMBERS:

64%
Approval ratings for local government customer service are at a 10-year low.[2]

$35.7 BILLION
Agencies are spending half of their annual IT budgets, or $35.7 billion, maintaining and supporting legacy systems.[3]

53%
Rely on manual processes to get all necessary data – yet much of it is left unanalyzed.[4]

SALESFORCE GOVERNMENT PLATFORM – BUILT JUST FOR CITIES.

Salesforce's Government Platform is a powerful cloud-based solution that creates a citizen-centric experience for both state and local governments. It increases city worker productivity and improves the quality of service delivery by bringing together city information on one platform. We've reinvented the world's #1 private-sector CRM solution for local government, helping to transform mission-critical problems across departments and administrations. Salesforce helps reduce the risk and complexity of traditional IT by delivering secure, reliable enterprise applications and development platforms (SaaS and PaaS). Easy to configure and customize, and ready on day one, you'll spend less time managing IT infrastructure and more time on what matters most: serving connected citizens.

SOLUTION CATEGORIES:

Citizen Engagement
Collaborate with citizens, agencies, business or members of your community.

Case Management
Fix problems before they happen.

City Operations
Track all your interactions in one place, from anywhere.

Citizen Journeys
Create an individual journey for each citizen.

Citizen and Government Analytics
Deliver new insights to your agency and citizens anytime, anywhere.

City Service Applications
Access to government, anytime, anywhere.

Field Service
Deploy and manage city resources efficiently.

IoT
Connect data from every device, sensor, website, and interaction to get a more complete view of your customers.

Proactive Service
Cases get automatically classified, intelligently routed, and resolved quickly; agents and service managers can proactively plan and deliver quicker service.

[Download e-book](#)

[Explore city solutions](#)

[Get to know Wave for Government Cloud](#)

[1]Fast Co
[2]ASCI Report, 2016
[3]Center of Digital Government
[4]State of Analytics, 2015

Salesforce has released the results of its biannual customer relationship survey conducted by independent research firm Confirmit Inc. A total of 4,626 responses to the survey were received from customers worldwide – speakers of English, French, German, Japanese, Spanish, and Portuguese. The respondents were randomly selected and represented organizations of all sizes, across the globe, from 72 countries and 15 industry sectors. Response sizes per question varied. When survey respondents were asked about percentage improvements in performance metrics, the survey found these average improvement achievements: 52% faster response to customers, prospects, employees, and partners; 51% faster collaboration; 49% faster resolution time; and 49% faster decision-making. Results are for public use.

Confirmit helps businesses operationalize feedback to drive change throughout their organizations using the world's most secure, reliable, and scalable solutions for Voice of the Customer, Employee Engagement, and Market Research programs.

Questions? Our reps have answers.

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