

Surat, India

The challenge: Focus on improving the citizen experience when interacting with the Surat Municipal Corporation (SMC) — specifically, help drive meaningful citizen engagements through increased adoption of the digital platform.

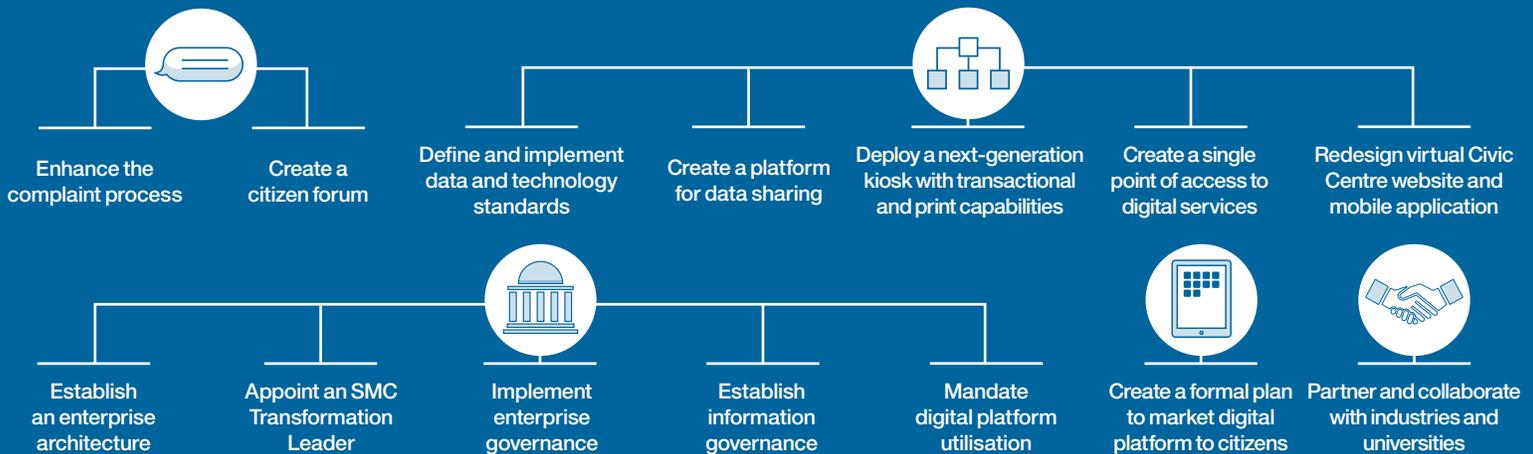
Context

- Surat experienced a 55% population growth from 2001 to 2011, increasing pressure on services.
- In response, the SMC is striving to engage with citizens through a digital platform.
- Current digital content is mainly focused on mandated City services.
- Many citizens currently do not have digital capabilities and/or online access.
- The SMC has excellent departments, but they are isolated and self-contained.

Findings

- Despite low awareness, digital utilisation is increasing among citizens.
- Many different apps currently exist for citizen services.
- Citizens see value in the mobile complaint process, but the service needs improvement.
- The current mobile app is heavily weighted towards transactions versus information.
- There is overall support for the strategic digital refresh across departments.

Summary of recommendations



Expected outcomes

- Identify gaps in service delivery, improving the citizen experience
- Promote better understanding of citizens' needs and priorities
- Reduce effort to integrate services and applications
- Simplify sharing and reuse of data across departments and agencies
- Increase access to digital transactional and informational services
- Simplify citizens' access to existing digital services
- Increase utilisation of the platform for transactional services
- Help the SMC invest in the areas that matter most
- Demonstrate that the SMC is taking a citizen-centric approach
- Help determine changes needed to integrate data and information sharing
- Improve risk management and compliance
- Increase migration by citizens to the digital platform
- Significantly increase awareness of the website and app
- Generate investments that will benefit citizens

Vision

The SMC has initiated a technical solution for citizen engagement in the form of a digital platform. To date, this has been heavily focused on technology for the front-end user interface. Surat's transformational journey requires more than just technology; it needs a holistic, systematic, data-driven and citizen-centric framework.