



# GOVERNMENT, PUBLIC SERVICES AND UTILITIES

Improve Services and Engage Citizens



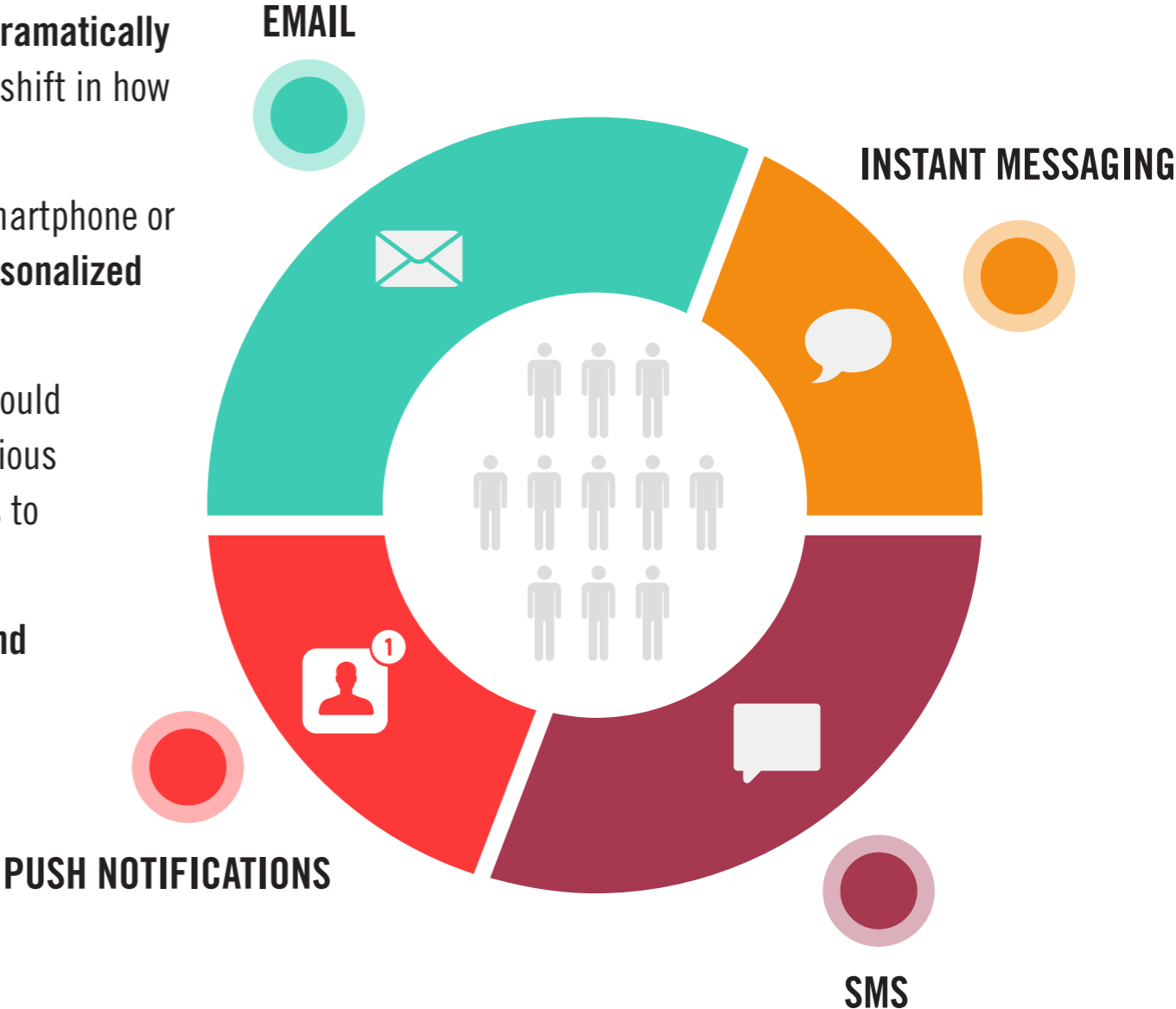
# 1 ENGAGE CITIZENS DIRECTLY THROUGH MULTIPLE CHANNELS

New communication and social media applications **have dramatically changed the way people interact**. There has been a huge shift in how individuals get their information.

**PUSHTech™ enables governments and agencies** with smartphone or tablet applications to engage their constituencies with **personalized service messages and community alerts**.

The path to citizen satisfaction through communication should lie in the fact that communication is achieved through various channels that the majority of average citizens have access to which are; email, text and in app messaging.

**Public agencies, will be able to target communication and lowering communication cost significantly.**



## 2 SEND NEIGHBORHOOD OR GEO-SPECIFIC CONTENT BASED ON CITIZEN LOCATION

**Geo-specific content** is content that is written with a **precise geographical location in mind**. For example, in emergencies, governments have tended to use broadcasting media like radio and television to deliver up-to-date and real-time information to citizens.

Until recently, **technological advances such as mobile location based services have not been utilised to their full potential**.

**The PUSHTech™ platform is at the forefront of technology and allows users to directly send messages to a target group based on their location straight to their mobile phone.**



### 3 COMMUNICATE **LAST-MINUTE SERVICE ALERTS AND USEFUL INFORMATION**

**Text messages and push messages are a great way to connect with local residents.** Not only are they **cheap and easy to send**, they are the best way to get messages immediately into the hands of your target audience.

When you need to **let a lot of people know** about something at the **last minute**, relating for example to **election campaigns**, local activities or **important community information**, nothing beats a text message.

These messages can be scheduled to be sent for a specified time and date. Each message is recorded and show detailed delivery reports.



## 4 INCREASE CITIZEN MOBILE APP AND WEB ACTIVITY

Nowadays when **residents call a public administration office, they are no doubt doing it from a smartphone.** That is, if they're not sending an email or using a mobile app. Mobile apps are valuable for citizens to perform basic tasks such as receiving information, requesting a service, and reporting electrical failures or needed street repairs.

**Public agencies / governments also use mobile apps for more complex services,** for example; delivering **real-time traffic updates, location-based information** such as **crime data** or **local maps** and even online voter registration.

A public organization's website is still their center stage for conveying information and services to citizens. Web-based reports and services are also the grounding of many social media campaigns.





# GOVERNMENT, PUBLIC SERVICES AND UTILITIES

WHITEPAPER

FOR MORE INFORMATION VISIT OUR WEBSITE

[www.pushtech.com](http://www.pushtech.com)

