



Using technology for citizen-based monitoring

PC OF AFRICA

I think it's time that we recognized that for the majority of the world's population and for the foreseeable future **the cell phone is the computer**

and it will be **the portal to the internet** and **the communications tool** and the **schoolbook** and the **vaccination record** and the **family album** and **many other things**

just as soon as someone, somewhere, sits down and writes the software that allows these functions to be performed.

(Selanikio, 2008)



A young boy with 'SA' painted on his face in yellow paint is looking at a smartphone held in his hands. The background is a solid teal color.

SA is already
doing well re
mobile
penetration

the Digital Divide is now a
Digital Difference



Browse app stores

Flashlight

Notes or tasks

Send SMS

Magazines and newspapers

Alarm clock

RSS updates

Wi-Fi

Watch online videos

Digital map

Browse the web

IM Chat

Shoot videos

GPS navigation

Teething

Share photos and videos

Language tools

Share my plans

Remote control

Email

Watch movies

Radio

Special charging modes

Voice calls

Weight tracker

Health recorder

Music

Bluetooth transfer

Take photos

Mobile internet

Manage your time

Office documents

Calculator

USB flash drive

Social networks

WHAT CAN YOU DO WITH A PHONE?

BASIC PHONE



- Make/receive a phone call
- Send/receive an SMS
- Use a USSD menu (e.g. for airtime)

FEATURE PHONE



- Send/receive MMS
- Take a photo
- Listen to music
- Listen to the radio
- Download ringtones
- Run Mxit
- Access the internet (web-browsing)

SMART PHONE



- Download/run applications (via AppStore)
- Use wifi access
- Use sensors (e.g. GPS, accelerometer)
- Full multimedia capability (incl. editing)

VOICE

TEXT

MULTIMEDIA

WEB

APPLICATIONS

HOW DO WE USE THIS FOR MONITORING FRONTLINE SERVICE DELIVERY?

Mobi4D Mobile and Telephony platform

POSSIBLE LINKS TO SOCIAL MEDIA PLATFORMS (TWITTER, FACEBOOK, MXit)



USSD MENU

KEYWORD SMS

MXit SURVEYS

WEB SURVEY

AUTOMATED TIMERS

IVR (Interactive Voice Response Systems)

PHOTO RECORDS

MOBILE SURVEY APP

VOICE

TEXT

MULTIMEDIA

WEB

APPLICATIONS

BASIC PHONE



FEATURE PHONE



SMART PHONE



CITIZEN-BASED EXAMPLES – KEYWORD SMS



How was our service?

SMS

“1” for UNACCEPTABLE

“2” for POOR

“3” for AVERAGE

“4” for GOOD

“5” for EXCELLENT

to 69468

SMS cost is FREE

WORKS ON ALL PHONES



CITIZEN-BASED EXAMPLES – USSD MENU



How was our service?

Take our 5 question survey by dialling

***130*69468#**

on your cellphone

Normal rates apply.

WORKS ON ALL PHONES



CITIZEN-BASED EXAMPLES – IVR MENU



How was our service?

Take our 5 question survey by leaving a missed call at **073 123 4567**

The system will call you back.

WORKS ON ALL PHONES



“Please select the option by typing the number on your keypad or clearly saying the number: How satisfied were you in general with the service you received? Select 1 for Unacceptable, 2 for Poor, 3 for Acceptable, 4 for Good and 5 for Excellent”



“5”

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CITIZEN-BASED EXAMPLES – MMS



NATIC SCHOOL
NUTRITION
PROGRAMME

How was the food?

Take a photo with your
phone,
add your school name
and send it to 12345.

**WORKS ON FEATURE AND
SMART PHONES**



CITIZEN-BASED EXAMPLES – Mxit MENU



How was our service?

Login to Mxit, select
MYGOV and let us know.

Normal data costs apply.



MYGOV> SURVEY
How satisfied were
you with the time
taken
to get the service?

1. Very dissatisfied
2. Dissatisfied
3. Satisfied
4. Impressed

CITIZENX>_

**WORKS ON FEATURE AND
SMART PHONES RUNNING**

CITIZEN-SURVEY EXAMPLES – Survey App



Demo Customer-Frontline Service Monitoring

I was treated fairly

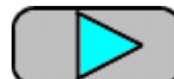
Please select an answer

Yes

No



7 of 20



**WORKS ON SMART
PHONES**



Social Media

Social media can be very powerful in gauging citizen opinion.

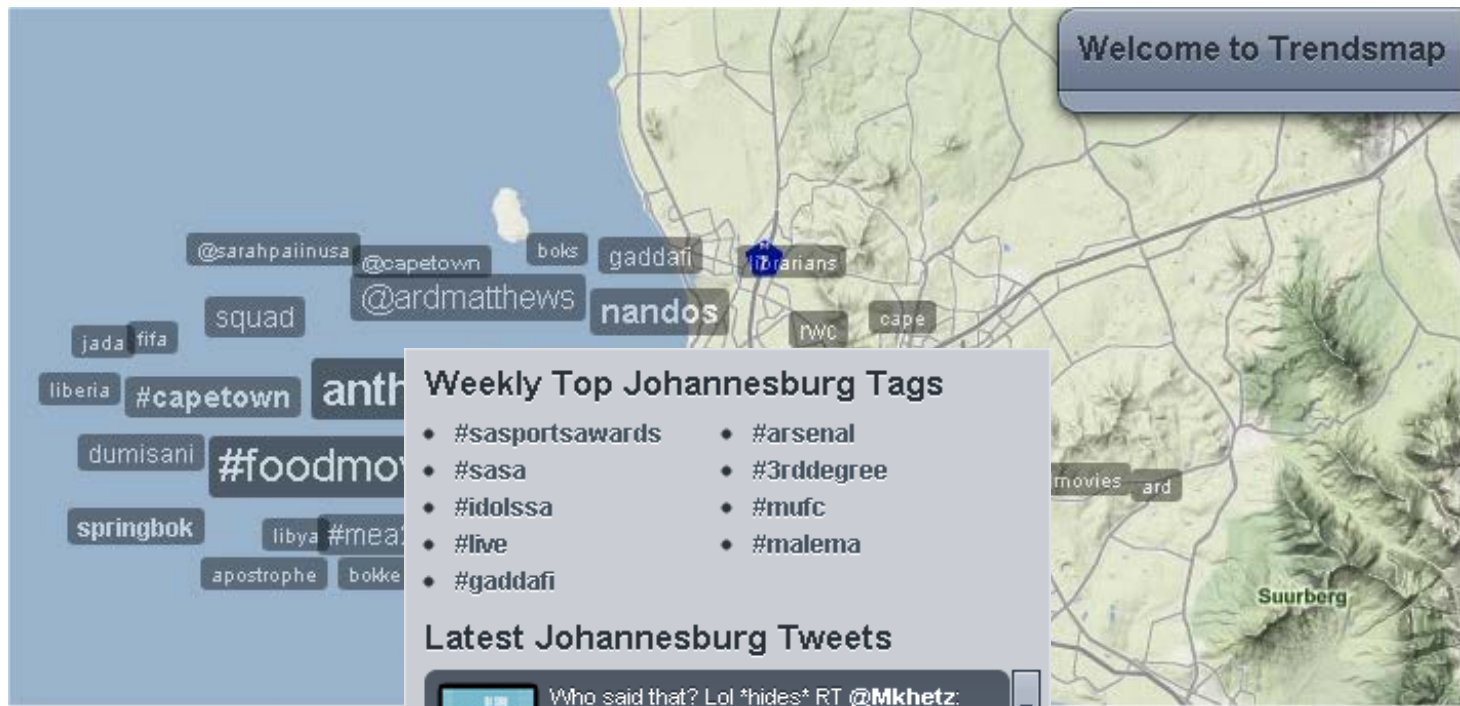
Twitter “trending topics” show the most popular topics (by keyword) at any particular moment.

Facebook is also powerful in getting opinion, comments and input.

Often these kinds of unsolicited information about service delivery can be combined with more formal methods.

twitter





Weekly Top Johannesburg Tags

- #sasportsawards
- #sasa
- #idolssa
- #live
- #gaddafi
- #arsenal
- #3rddegree
- #mufc
- #malema

Latest Johannesburg Tweets



Who said that? Lol *hides* RT @Mkhetz: @MoneySpender1 so I'm not important? Mxm lol. Usile
Johannesburg, SA. | seconds ago



@oberlin @ralsarraj Hello, you can get very good music at: <http://t.co/ag60Bn0>
Johannesburg, South Africa | seconds ago



Is Tata still in Qunu?
Johannesburg, South Africa | a minute ago



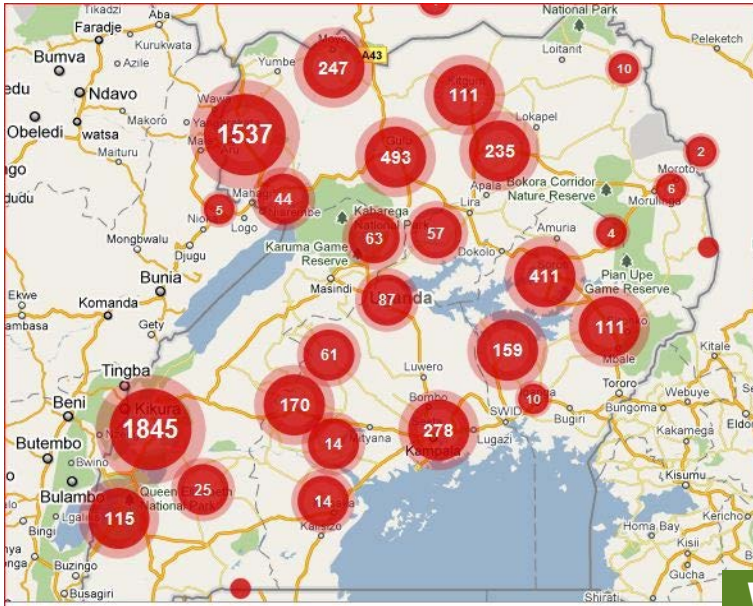
Tea's warming up all the coldness inside
Johannesburg, South Africa | seconds ago

See Trends for Other Cities:

- Durban
- Pretoria
- East London
- Cape Town

Analysis & Reporting

MAPPING CROWD-SOURCED DATA



WORDLE



TOPIC MAPPING

INFOGRAPHICS

STELLAService
SOME E-RETAILERS TALK GREAT PERFORMANCE. **STELLASERVICE FINDS OUT WHO REALLY DELIVERS.**

ONLINE SHOPPERS SPEND **10% MORE \$** ON SITES WITH GREAT SERVICE

The service experience is critical at each shopping phase

1

BROWSE

2

DECIDE

3

CHECKOUT

4

POST-SALE

HOW STELLASERVICE EVALUATES CUSTOMER SERVICE

Online customer service: The sum of all interactions between shoppers and online retailers that contribute to the overall customer experience.

350 METRICS

PER STORE COLLECTED OVER

45 DAYS

ONLINE TOOLS	SHIPPING, DELIVERY & RETURNS	CUSTOMER SUPPORT
<ul style="list-style-type: none"> SEARCH CAPABILITIES GIFTING OPTIONS SHARING NAVIGATION QUICK SHOP HELP AVAILABILITY PRODUCT INFORMATION PRODUCT REVIEWS PAYMENT OPTIONS ORDER CONFIRMATION 	<ul style="list-style-type: none"> REAL ORDERS PLACED NATIONWIDE SHIPPING POLICY SHIPPING CONFIRMATION PACKAGE TRACKING SHIPPING SPEED PACKAGING SLIP RETURN POLICY RETURN LABEL REFUND PROCESS 	<ul style="list-style-type: none"> REAL INTERACTIONS TIME SPECIFIC ENGAGEMENT DAY SPECIFIC ENGAGEMENT TARGET QUESTIONS BY PHASE SOCIAL MEDIA PRODUCT KNOWLEDGE HOLD & RESPONSE TIMES FRIENDLINESS
AND MORE	AND MORE	AND MORE

RATINGS ALGORITHM

NOT APPROVED

STELLAService ELITE
 STELLAService EXCELLENT

STELLAService uncovers which sites provide the best service. They do this by leveraging a nationwide network of full-time mystery shoppers to evaluate each site undercover, to ensure the assessment is unbiased and true to the shopping experience.

STELLAService Contact us at contact@stellaservice.com / 866-876-6322 / @stellaservice

TOPIC MAPPING

Thank you

Contact details:

Telephone

Email

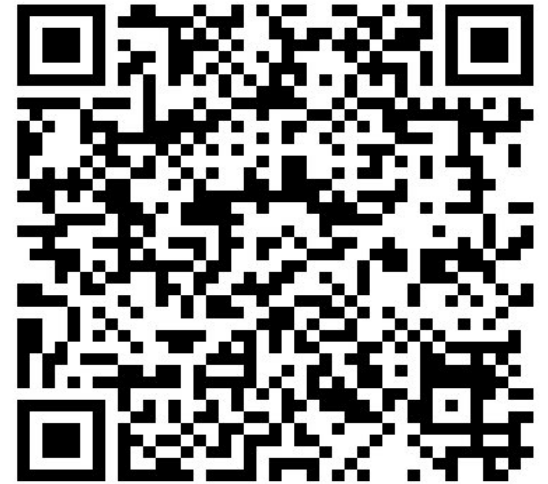
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