



CITIBOT CUSTOMER SPOTLIGHT

The City of Arlington

Located between Fort Worth and Dallas, Texas, the City of Arlington has a population of over 400,000 residents, making them one of the largest cities in the country. Seeing an opportunity for better engagement between the city and residents, Arlington turned to Citibot as its city service solution to increase citizen engagement and improve customer service.

CHALLENGE

Prior to implementing Citibot, the City of Arlington was struggling with how to get people to connect with the City. "There is no local government that I have ever spoken with that has said we want less engagement," said Jay Warren, City of Arlington's Director of Communications and Legislative Affairs. "We only have so much time, so how do we engage as many residents as possible in an equitable way given the time limitations we all have?"



- The City of Arlington wanted to achieve higher levels of community connection to make the city a better place to live, work and play
- The City experienced a surge in engagement after implementing Citibot text and web chat
- With Citibot, the City has decreased customer service calls and fulfilled more service requests in the community with increased efficiency

As a technology innovator, Warren realized it was imperative to leverage technology to meet people where they are and on their own terms. For Arlington, that answer is Citibot.

SOLUTION

The City embarked on a partnership with Citibot in January 2020 to implement a text chat bot, which automatically integrates with its Accela PublicStuff CRM for seamless service request management.

Citibot provides an automated text messaging system for residents to get their questions answered, report service requests like potholes and missed trash pickup, and send personalized messages to the Arlington Action Center, whose staff can respond directly. All they have to do is text “Hello” to (855) 950-4110 to start the chat.

Upon the onset of the pandemic and to continue to adapt to community members’ changing needs, the City of Arlington broadened its partnership with Citibot to include web chat, which extended the chat bot experience to its website, www.arlingtontx.gov, in September 2020. Arlington uses Citibot Web Chat to engage residents who are visiting the city’s website for assistance or seeking information regarding municipal services.

RESULTS

Since partnering with Citibot, the City of Arlington has experienced a massive increase in engagement:

- Citizen engagement increased by 523% from 2020 to 2021
- Engaged in over 24,500 resident sessions through the text and web chat platform
- Receives an average of 1,089 monthly communications
- 80% of communications are done via Citibot’s Web Chat interface on the city’s website
- Nearly 70% of requests identified by our conversational AI were related to animal services, public property issues, or noise complaints and routed directly into Arlington’s Accela CRM

With Citibot, the city has decreased customer service calls and fulfilled more service requests in the community with increased efficiency. While initially implemented in response to changing communications preferences amid the pandemic; when Arlington was hit with a historic snow event in early 2021, engagement via the web chat doubled in a matter of months. That momentum has since continued. “If you open the virtual door to city hall and make it accessible to chat, people will continue to use it,” said Warren. “Because of Citibot, Arlington is able to efficiently engage and work with our residents, and ultimately have a better city, because they’re telling us what issues they see in their neighborhood and we can go out and fix them.”



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**JAY WARREN, CITY OF ARLINGTON'S
DIRECTOR OF COMMUNICATIONS
AND LEGISLATIVE AFFAIRS**



Beyond the technology, it is the true partnership that the City of Arlington values. “Not only is the technology improving our city overall,” Warren continues, “but working with Citibot is truly a partnership. No company fought harder during COVID; they stepped up before we ever asked them to help us through difficult times, like the winter storm and COVID. Citibot truly cares about us as individuals.”



ABOUT CITIBOT

Citibot is a leading provider of AI-powered chatbot solutions for citizens and their governments to use for efficient and effective communication and civic change. Using smart text messaging and web chat technology, Citibot helps residents get answers to questions, report issues, send messages directly to staff, and receive real-time alerts.

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