



INDUSTRY GOVERNMENT



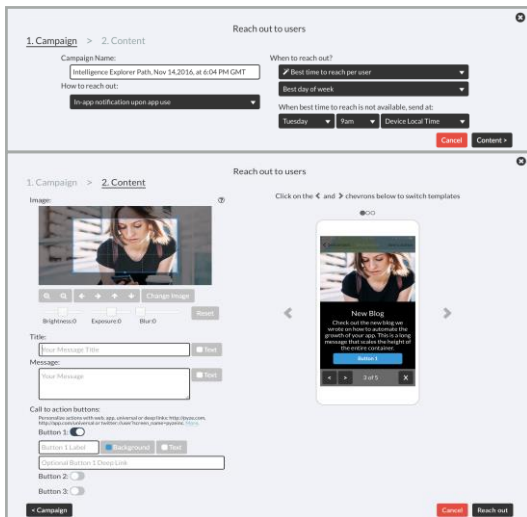
Internal Apps:

- Measure and monitor effectiveness of application usage of remote and onsite employees
- Optimize workflows and processes based on employee interaction with each process step
- Automatically send employees messages to alert of modifications within application processes, or assistance with application errors



External Apps:

- Measure personal and business user adoption of applications and improve feature interactions
- Optimize and improve UX based on individual user data and send messages at key touchpoints
- Combine existing user data with usage and behavior to target promotions within web & mobile applications
- Cross promote relevant services and acquire look-alike users



Internal Use Case

Aggregate citizen usage of applications by each City Department to evaluate which services require greater resources and which departments can improve service applications



External Use Case

Provide timely response and messaging to applicants for property tax extensions by ensuring workflows are intuitive, tracking errors, and , and send alert message upon accurate completion