



# Denton, Texas

Provides Residents User-Friendly Service Request Solutions

48 hours

Standard response time, city-wide

1,500

Reminders added to improve recycling & trash pickup

151,219

City population

1,000+

Mobile app downloads

## OVERVIEW

While Denton, Texas boasts a friendly, small-town feel while within reach of big-city amenities, an outdated and underdeveloped management request system for city services took smiles off resident faces. Thanks to Granicus' govService solution, city staff were able to create a modern mobile solution that reduced complaints and improved service.

## SITUATION | ALLEVIATING FRUSTRATIONS WITH TECHNOLOGY

Citizens who noticed issues such as potholes, sidewalks needing repairs, or road debris had no clear way to report issues and submit requests. Many who called the city's main phone line gave up after getting lost in a maze of automated prompts. Citizens were frustrated and staff felt overwhelmed about how to handle their complaints. In a world where online interaction and engagement via smartphones was becoming more prevalent, Denton's citizens, and their government, were feeling left behind.

## SOLUTION | ENGAGING CITIZENS TO IMPROVE THE CITY

The City of Denton turned to Granicus' govService OneView Enterprise Solution with Service Request Management, SMS Messaging and Waste Reminders. "Engage Denton," the city's mobile app, empowered citizens to submit requests with pictures, track the progress of those requests, and access other online city services. The mobile app has a solid adoption rate, continues to grow steadily (mostly through word of mouth), and is now the primary way citizens connect with the City of Denton about community needs.

## RESULTS | CENTRALIZING RESOURCES FOR EASY ACTION

By using OneView to help centralize citizen requests, paired with a keen focus on customer service, the City of Denton created a user-friendly resource for their citizens. City staff is once again easily accessible and citizens feel a connection to the success of their town as potholes, power outages, and community improvements are quickly addressed. Citizens now have a go-to location to easily access city services and staff can quickly address requests. In fact, staff can now more strategically and collaboratively share data across the city and with elected officials, helping them to make more informed decisions.

## MUST HAVE SOLUTION govService OneView

“ We have a very active community, and in the social media groups, someone might say ‘Have you seen that really big pothole on X road?’ and multiple people will respond saying ‘Put it into Engage Denton.’ People have had success with it, and they’re telling other people they can have success with it.”

Stuart Birdseye,  
Deputy Director of  
Customer Service and  
Public Affairs at Denton, TX