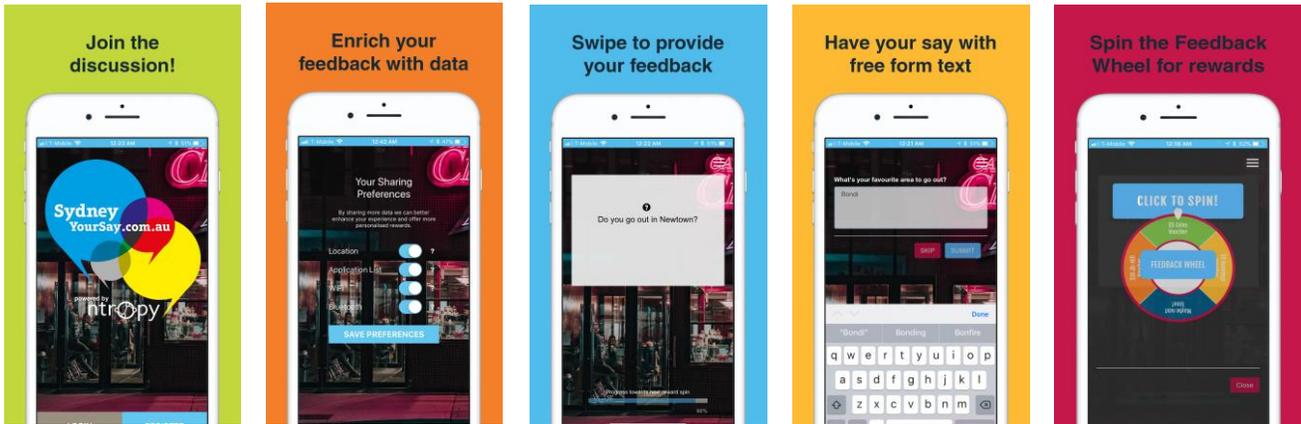## Case Study: City of Sydney, Australia

The City of Sydney uses ntropy's data capture and engagement solution to consult with citizens on relevant, trending topics such as late-night trading rules. Anonymized sensor data is collected alongside active feedback data to provide the City with powerful visualizations and context that helps them better understand their audience and make smarter decisions.

How?

The Sydney Your Say mobile application, powered by ntropy, enables citizens to provide their feedback on late-night trading rules using a simple yes/no swipe interface. Citizens can also choose to share anonymized data to enrich their feedback, enhance their experience and win rewards for their participation.

Feedback with Context

ntropy's data collection engine allows passive data to be captured alongside active feedback data. Data points such as location, application lists, WiFi and Bluetooth usage provide additional context that allows the City of Sydney to better understand the citizens behind the data.
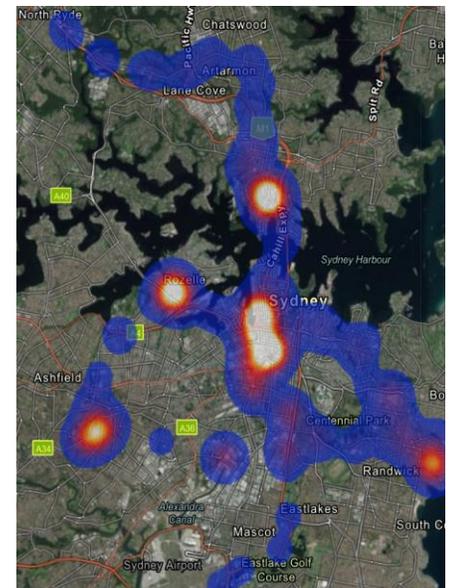
Key Features

Real-Time Engagement
Push notifications, questions and polls in real-time, based on behavioral data and citizen profiles.

Citizen Insights
Automatically create profiles and classify citizens based on their demographics, answers and shared data.

Visual Reports & Analytics
View reports and dashboards showing survey responses, data visualizations, insights and predictions.

Rewards
Increased adoption and ongoing engagement through personalized rewards that can be delivered automatically and at scale.

Example Insight: Where do users go?

End Result

By partnering with ntropy, the City of Sydney has empowered citizens to engage on important topics through a simple, easy-to-use medium. Using rewards and incentives to drive participation, the City has increased engagement rates and connected with millennials, who have traditionally been hard to reach. The data captured has allowed the City of Sydney to utilize analytics and see response types by demographic, location and facility usage. Ultimately the City has more context than ever before, enabling them to make smarter, more informed data driven decisions.