

# The State of North Carolina serves, informs, and protects its citizens with Sprinklr Citizen Experience Management, powered by AWS

## THE CUSTOMER

The State of North Carolina's Department of Information Technology oversees and provides IT services to state agencies, local governments and educational institutions across North Carolina.

The COVID-19 pandemic has had an impact on everyone who lives in, works with or works for the state of North Carolina. The way residents learn, receive medical care and conduct business changed overnight. NCDIT has worked with public health and public safety professionals to provide access to the information they need to keep residents safe.

*"It was a monumental task to get our hands around the sudden increase in audience. Responding to social media comments and private messages has improved dramatically using Sprinklr."*

## THE CHALLENGE

When the COVID-19 pandemic hit North Carolina in early 2020, the N.C. Department of Health and Human Services was inundated with social media activity. It became critical for the department to be able to manage its outgoing messaging more effectively and respond to the overwhelming audience engagement.

The State of NC turned to Sprinklr to enable Citizen Experience Management (CXM) – a solution that **drives citizen awareness of resources and manages risk with efficient crisis response.**

## AMY DOMINELLO BRAUN

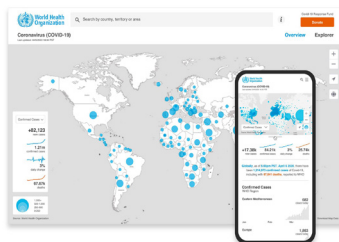
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## THE SOLUTION



### Citizen Experience Management

Sprinklr [Citizen XM](#) is an offering within Sprinklr's Core Platform that uses thousands of servers (Amazon EC2), sifts through petabytes of data (AWS Data lake), and processes billions of transactions every single day. By powering its platform on AWS, Sprinklr can support any size organization's implementation scaling up as the need requires.



## THE BENEFITS

- ▶ Information Intelligence enables the state to use all digitally available data in its decision making and to **gain insights into public opinion and knowledge.**
- ▶ Modern Research dashboards **provide aggregated data from multiple sources** in automated presentations that recap key statistics, themes and topics of conversation.
- ▶ Display walls (see image) provide transparency and **enable digital task forces** with a central hub for real-time, data-driven decision making.
- ▶ Smart Alerts inform key stakeholders of **trends in real-time through AI-detected anomalies.**
- ▶ The Modern Citizen Hotline deploys consistent 1:1 omnichannel bot experiences that respond, triage, and **redirect citizens to information, quickly and efficiently.**