



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



**175+**

work days saved by leveraging AI & bots



**51%**

of messages identified as engageable by AI



**463k**

high priority smart alerts detected

## THE CUSTOMER

The State of Washington, and its federal agencies at the state and local level, are dedicated to minimizing the impact of emergencies and disasters on its citizens, property, environment, and economy.

The state coordinates mitigation, preparedness, response and recovery in tandem with agencies in order to quickly build local support and secure resources that support the community before, during, and after a crisis.

*“It’s a lot easier to get in front of misinformation than it is to pull back misinformation. Sprinklr let’s us get in front of issues and report to our leadership in real time, so they can effectively inform their communications and decisions.”*

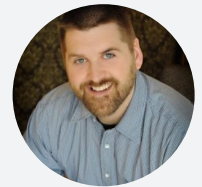
## THE CHALLENGE

As COVID-19 hit the state of Washington, concerned citizens quickly overwhelmed its phone system. Social media channels exploded with millions of messages, conversations and questions. As one of the first hot spots in the US, all eyes were focused on the state as they managed the chaos.

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

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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.**