## Media Advisory

**November 2, 2015**

For more information contact:
Eric Romero, Interim Information Services Director: (225) 389-3070
Susan Boudreaux, Mayor's Office: (225) 389-5101
Scott Dyer, Mayor's Office: (225) 389-7957

## Mayor Holden Announces Launch of Real-Time Service Feedback Platform

Baton Rouge, LA – As the City-Parish continues to leverage new technologies and digital platforms to better engage with Baton Rouge citizens, Mayor-President Melvin L. "Kip" Holden announced today the launch of Expresit, a real-time web and smartphone application designed to gather feedback about experiences between the public and City-Parish programs or services and recognize employees for positive service interactions.

With today's launch, the City-Parish becomes one of the first municipalities in the U.S. to adopt the Expresit digital platform and incorporate it into daily government operations, which now allows anyone in Baton Rouge to provide fast feedback about the City-Parish services they receive.

"Over the past few years, we have made tremendous progress in our efforts to become a more digital city through a number of initiatives focused on enhanced citizen engagement, and today's launch of our new real-time service feedback platform will serve as another valuable input toward leveraging technology wherever possible to support how our City-Parish government serves those in our community," said Mayor Holden. "This new Expresit system will help empower those in our community to have a voice when it comes to their experiences with services we provide to them – whether that's a resident who wants to share suggestions about improving service for next time, or a member of our City-Parish workforce who feels recognized for his or her hard work and dedication to quality service. This is valuable feedback and will only help improve our operations and future service delivery."

To implement the technology, the City-Parish is partnering with San Diego-based HundredX, the creator of the Express Feedback technology and the Expresit app, which is available to both Apple and Android smart phone and tablet users, as well as on normal web browsers. The Expresit app is currently utilized by a number of private corporations, including major sports teams such as the Dallas Cowboys, and is gradually being incorporated into government operations across the United States as municipalities –

including Baton Rouge – recognize the importance of identifying, collecting, and incorporating real-time citizen feedback into service excellence strategies and government operations.

Throughout the past few months, the City-Parish's Department of Information Services has been working in partnership with HundredX's leadership team to customize the platform to fit the needs of City-Parish government operations and the functions it provides. A number of City-Parish departments and related agencies have been included in the initial roll-out of the system, and others may be added in the future based on the results of this initial pilot effort.

In as fast as 30 seconds, the public will be able to provide feedback on their experiences with these departments and agencies, which range from public safety agencies such as the Baton Rouge Police Department and the Baton Rouge Fire Department to the East Baton Rouge Parish Library System. The public as well as employees of the City-Parish will also be able to provide feedback on core functions designed to support City-Parish operations, such as Information Services and Human Resources.

"What attracted us to the Expresit system was how it enables citizens and those interacting with our services and staff to easily report positive experiences, or to constructively provide feedback about how future interactions and services can be improved," said Director of Information Services Eric Romero. "It is exciting to be at the forefront of the development and launch of this cutting-edge system, which is very much in line with our commitment to internal and external stakeholders alike to actively seek ways that we can leverage technology toward the betterment of our operations, citizen engagement, and service to the people of Baton Rouge."

For more information about Expresit, visit brgov.com/expresit, or simply download the Expresit app for free from the iTunes App Store or the Google Play Store. To express feedback or recognize a specific City-Parish employee for their service, search for City of Baton Rouge from the home screen and follow the steps from there.

### ###