



News Release

From: Annette Privette Keller, Matthews Communications Director
Headline: MyMatthews Mobile App Released

MATTHEWS, NC – The Town of Matthews has released a mobile – smart-phone application that will allow citizens to have instant access to the Town’s website, to report items such as a pothole or a malfunctioning traffic light.

Goals

- To quickly deploy a system that allows citizens to report issues such as potholes, and malfunctioning traffic lights.
- To give access to the Town’s website to mobile users

Achievements

- Multi-channel citizen engagement in just four weeks
- Responsive service and increased staff productivity
- Increased citizen communication and reduced reporting times.

“We are always exploring ways to better communicate with our citizens. This mobile app allows people on the go to quickly access information about the Town or to reach us about a concern they may have,” said Matthews Mayor Jim Taylor. “The application will allow our organization to use cutting edge technology to be even more efficient.”

The mobile app is a joint venture with the City of Charlotte who launched the My Charlotte mobile app last year. “Working with Bellverie Ross, Senior Program Manager, for the City of Charlotte’s Office of the Chief Information Officer and the staff of GetAbby we were able to use the lessons learned from the launch of My Charlotte to aid us as we developed our application,” commented Annette Privette Keller, Matthews Communications Director. “They have been instrumental in working with us to share their technology and expertise on this project.”

The mobile app system has a Customer Resource Management feature that will allow the Town to report back to citizens on the status of the item they are contacting the Town about. “This feature will give us the opportunity to provide a better customer service experience for our citizens. They can use the app to communicate with us anonymously or they will be able to access information about what we have done to address their comments to us,” said Privette Keller.
