

MyBMC WhatsApp Chatbot

Indians have stormed the world of technology. Their small steps must be followed up with BIG leaps by their countrymen. Brihanmumbai Municipal Corporation (BMC), in the service of the financial capital of India, is taking strides in setting new benchmarks for technology-led citizen services.

Over the years, BMC has pioneered the use of new and emerging technologies with the twin objectives of improving quality of life of citizens of Mumbai, and improving ease of doing business in Mumbai, while improving its internal operational efficiency. From using the gold standard in ERP, to creating kirana-level cyber citizen facilitation centres, to digitizing services to be accessible over the web, to using a mobile app - BMC has continuously evolved with the times and its citizens.

Today's glocal Mumbaikar aspires to have the best of services at the push of a button yet wants to use familiar, ubiquitous, convenient-to-use, reliable channels for communication. And BMC is always listening to Mumbaikars. Expanding its presence from Twitter and Facebook, BMC is now coming to WhatsApp - the social media trifecta.

On 14th Jan 2022, we launched the MyBMC Assist Chatbot - the WhatsApp-based Intelligent Virtual Assistant. With this chatbot, Mumbaikars can communicate with BMC in Marathi as well as in English. It is an easy-to-use IVR structure and allows use of WhatsApp features such as interactive buttons, lists and location-sharing to share information.

Through this chatbot, Mumbaikars can find information related to wards such as control room numbers, and key contacts in the ward, access number of BMC services, make payment and receive receipts, certificates and permits, locate BMC amenities near you such as schools, gardens, hospitals, and more. The chatbot will be available 24x7 and Mumbaikars can opt to receive important updates over WhatsApp and also share their feedback. We will continue many more services to provide ease of living to our eminent citizens

It is our aspiration that such innovations will help catapult Mumbai, and in turn, India to the forefront of innovation and Mumbai will become a beacon to the world in citizen service delivery.

BMC is using WhatsApp's interactive chat interface and the number used is +91-89992-28999.

- **Overall Benefits:**

1. Multilingual (Marathi & English)
2. Platform agnostic (Android and iOS)
3. Ease of use through interactive buttons
4. Provide online services (payment receipts, certificates, licenses etc.)
5. Payment gateway (UPI platform through BMC approved bank)
6. Profile-led services interaction (Citizen, Tourist and Business)
7. Complaint registration & resolution
8. Broadcasting notification & alerts (Vaccination, disaster etc.)
9. 24-hour availability
10. Increased customer interaction and ability to reach new citizens
11. Rethinking Citizen Service Delivery
12. Expanding Citizen Service Catalogue
13. Faster resolution of complaints