



King Township Launches New Technology for Customer Service Improvement

King Township, in Ontario, Canada, becomes one of the first municipalities in Canada with a fully integrated Mobile App that works in conjunction with its web portal and online services to provide Any Time, Any Where and Any Device access to information and e-services.

This platform provides enhanced convenience to the residents and businesses of King Township to access municipal services and information, while helping to improve internal service delivery efficiency.

The miCity Mobile App runs on both Apple and Android platforms and supports both smart phones and tablets. Unlike other mobile apps used by other municipalities, which are typically stand-alone applications, the miCity Mobile App is tightly integrated with the Township's [portal](#), citizen relationship management (CRM) system and online services including full [GIS integration](#) to ensure timely, relevant and consistent information and [e-services](#) via both mobile devices and desktop computers.



miCity is an extension of Imex Systems' platform called iGov which is an integrated [e-government](#) framework that includes the following components used to create hundreds of government applications:

- [Citizen Centric Portal Solution](#)
- [Electronic Services Delivery system](#)
- [Flexible payment processing](#)
- [Multi-channel Communications](#)
- [Mobile Government focused App](#)
- [Customer/Citizen Relationship Management](#)
- [Internal Operations Improvements](#)

“With an integrated miCity Mobile App and iCity online services, we are able to offer enhanced convenience and better user experience for our residents using state of the art technology. We are proud of what we are able to offer, despite being a small municipality. King Township has transformed into a Smart Township and has become a model for other municipalities for its leadership in customer service,” said Mayor Steve Pellegrini.

Susan Plamondon, Chief Administrative Officer, observed that “smart phones and tablets have already overtaken desk top computers as devices of choice for accessing services and information. Our miCity Mobile App makes most sought after information like events, waste management, important notifications etc. accessible anytime, wherever our residents are.”

Rob Flindall, Director of Engineering and Public Works, added that “the miCity Mobile App is location based and provides us the exact location and a picture of the problem, when a service request is made. This significantly improves our understanding, location and magnitude of the problem and helps us to plan and respond efficiently.

For a complete understanding of how all levels of government can benefit from the suite of Imex solutions, see our website at imexsystems.com