



PRIMER

Citivox

Turn citizen reports into actionable information.

AT A GLANCE

Function: Open data collection, mapping, analytics and management

Website: www.citivox.com

Tools: Mobile phone, Internet and PC

Experience required: Consultation with Citivox required

Similar applications: Ushahidi

Citivox is a cloud-based service that provides real-time report management. The platform monitors various technology and social media channels, such as Twitter and blogs, and extracts the information relevant to your project. You can track and visualize these reports in real-time, enabling rapid feedback loops and decision-making.



Effective communication and collaboration between citizens and decision makers is critical to many projects. Citivox accomplishes this goal by:

- Forging clear and accessible lines of communication between citizens and decision makers;
- Obtaining and analyzing real-time information to continuously address current needs;
- Helping decision makers deliver results in a transparent manner; and
- Making decision makers accountable to encourage participatory problem solving. ■

CASE STUDY: BENIN MATADOR PROJECT

After being postponed twice due to concerns about polling inaccuracies, Benin's 2011 presidential election took place on March 13 and was monitored by a team lead by MobileActive. CitiVox played a vital role in this process, collecting inputs gathered via the FrontlineSMS platform and displaying these data on public maps.

With the help of 300 trained observers and 24 supervisors, the Benin Matador project collected over 2,000 SMS reports from 12 provinces, curated the inputs in about 20 minutes and used the data to identify regions with the highest volume of incidents and trends.

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Additional resources:

Benin Matador project (<http://www.mobileactive.org/files/CitiVox-Benin.pdf>)

Latest CitiVox updates (<https://twitter.com/citivox>)

Article: CitiVox Pushes Data-Driven Government (<http://bit.ly/oeaUYo>)