



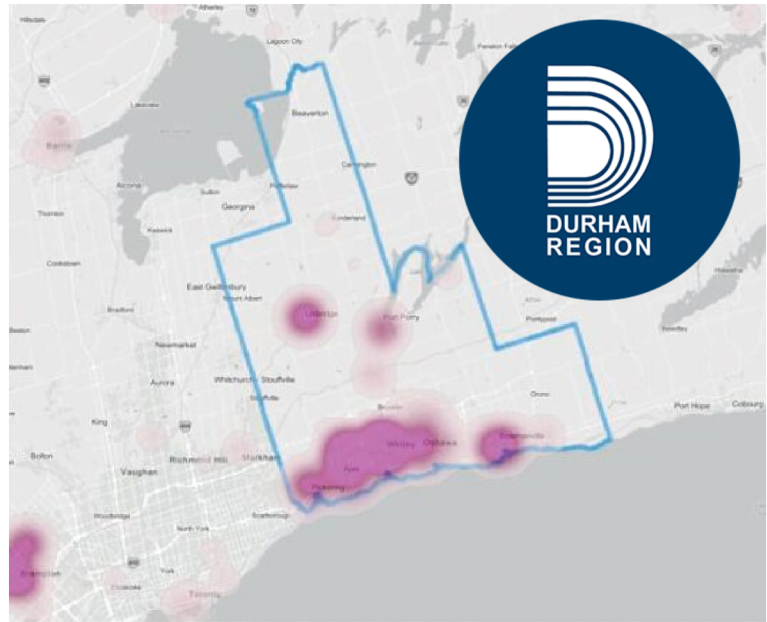
SPOTLIGHT | Durham Region, Ontario

A Great Place to Grow

The Region of Durham, Ontario, is not just a great place to live, but is an innovation hub, where ideas of accessibility and technological advances come to life.

The Region of Durham collaborated with Qwhery Inc. to develop and launch 'myDurham 311', the Region's first-of-its-kind smart home device voice service. The tool integrates with ArcGIS technology, and works to help citizens access regional information through their smart speakers and virtual assistants. The collaboration was a part of the Region's focus on improving their residents' experience, and creating an omnichannel approach to communication.

The Region of Durham, Ontario, is home to several of the fastest-growing technology organizations in the nation. This presence of technological innovation is reflected in the municipality's commitment to improving the lives of citizens, by making information easily accessible. In the launch of their new smart city strategy, Durham Region was focused on creating an omnichannel approach to communication. In undertaking the broad initiative to modernize services, with a focus on becoming customer-centric, it became evident that the Region lacked a voice service that allowed customers to self-service and receive the answers they need immediately through smart devices.



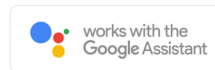
Approximately 800,000 citizens in and around Durham have access to myDurham 311



@qwhery.cloud @QwheryCloud



Qwhery Inc.



Near the beginning of 2021, Durham Region partnered with the Spark Centre, and the Ontario Centre of Innovation, and set out to challenge small- and medium-sized enterprises to help make regional services more accessible to the public. Qwhery Inc., an Esri startup partner and voice technology company, was among many vendors who answered the call, and through Qwhery's prior knowledge and tools, were selected and awarded the contract. The collaboration between Qwhery and the Region of Durham gave birth to myDurham 311, a tool to help citizens access local information and services, through smart home devices. Residents can easily find information about waste pickup, nearest bus stops and pizza places, or elected officials. To enable the voice application, users can simply say, "Hey Google, talk to myDurham 311," or "Alexa, open myDurham 311" to their respective devices.

With it having been a number of months since myDurham 311's initial release, the tool has proven its benefits for both the municipality, and its citizens. The region has stated that their Customer Service Representatives are now able to deal with more complex requests through other Regional channels, including in-person, via email, social media, or phone. This is because myDurham 311 integrated four use cases based on data available from the top 30 frequently asked questions that the Regional Corporate Call Centre receives, minimizing the traffic of the other channels. Within the first four months since the launch, the myDurham 311 service has received more than 300 voice activations.

Durham Region has stated that having data available via smart home devices has added value to customers and demonstrates a desire for municipalities to embrace technology, collaborate with local innovative startups, and improve accessibility.

"True customer engagement begins by offering access to services at a time that works for the individual rather than the corporation."

Elaine Baxter-Trahair
Chief Administrative Officer, Durham Region



"Alexa, Open myDurham 311..."

myDurham 311

Key Results



Increased access to services and information



Modernized approach to community engagement



Decreased call volumes as awareness grows

Have an idea? Want to try Q11 & Voice Technology for your City?

Email us at hello@qwhery.com - we'd love to work with you to explore new innovative ways to serve your citizens.



Qwhery Inc. is a leader in implementing voice technology integrated with geospatial data and municipal services. Their flagship product, Q11 connects smart home devices and voice assistants to municipalities, providing citizens with quick access to information and answers to common questions.