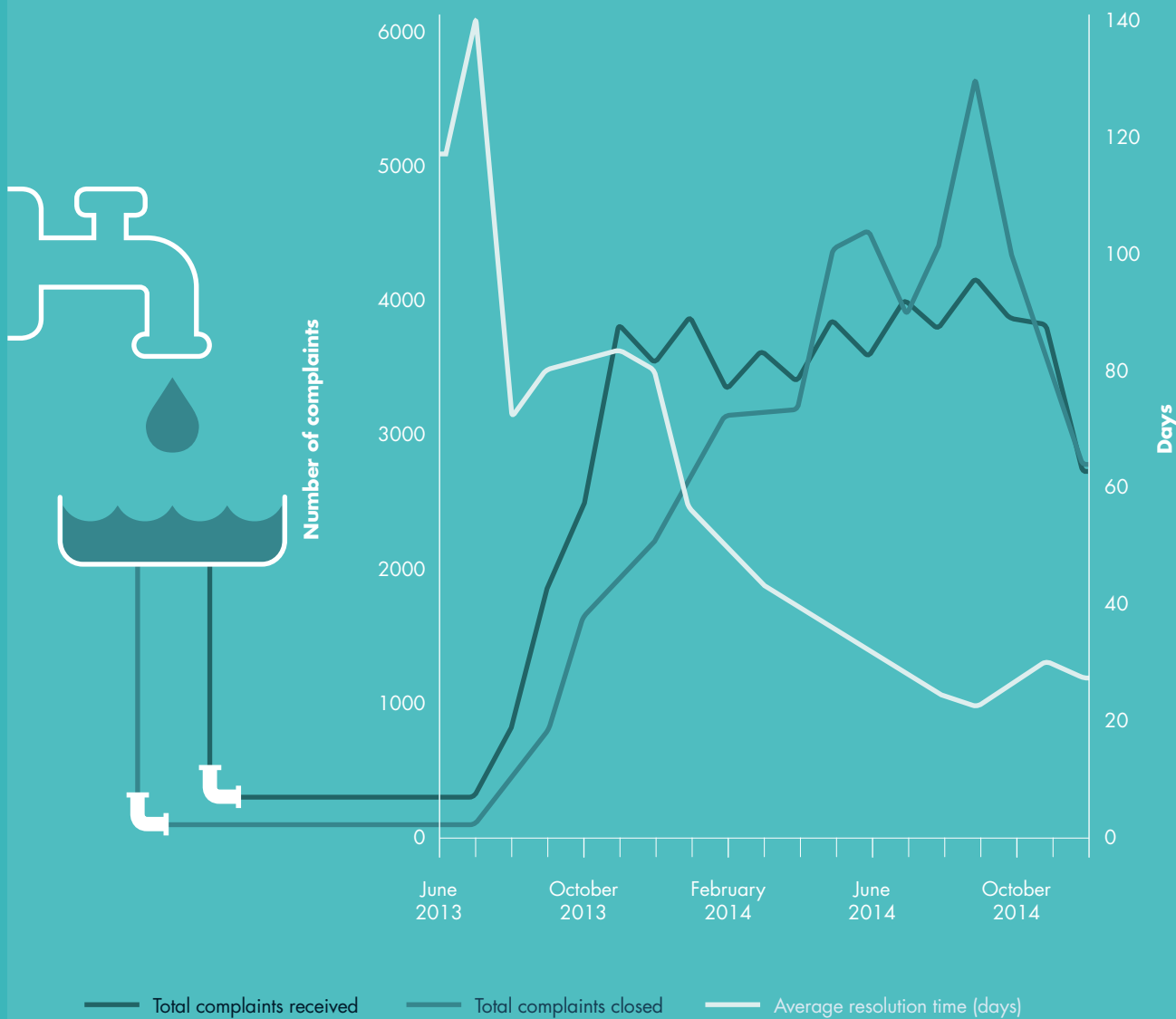


FIGURE 3.4.

# AN EXAMPLE OF TECHNOLOGY IMPROVING SERVICE DELIVERY: NAIROBI'S WATER UTILITY USING DIGITAL CUSTOMER FEEDBACK

Service delivery within urban areas goes beyond availability of goods; rather, efficiency and customer response is additionally central to a productive, well-functioning system. New forms of communication, such as digital customer feedback at a Nairobi water utility, corresponded with a marked increase in improved service delivery through the resolution of complaints. In this case, the mobile application MajiVoice provides customers the opportunity to register complaints via text message or internet. Not long after its introduction—June 2013—citizens were empowered to register complaints and those issues were resolved faster.



Source: World Bank. 2016. World Development Report 2016: Digital Dividends. Washington, DC: World Bank. doi:10.1596/978-1-4648-0671-1. License: Creative Commons Attribution CC BY 3.0 IGO. Available at: <http://documents.worldbank.org/curated/en/896971468194972881/pdf/102725-PUB-Replacement-PUBLIC.pdf>.