**swiftype** CASE STUDY

# City of Wilson

## WILSON
NORTH CAROLINA

## BETTER SEARCH TO BETTER SERVE

During a recent overhaul of the City of Wilson's website, the IT Operations team abandoned their existing and unreliable search tool. As they sought a replacement, they wanted webSite Search to benefit both citizens and the city's internal departments while enabling their team to be more innovative and service-oriented.

## FASTER ACCESS TO INFORMATION

Swiftype not only allowed citizens and city employees to quickly and easily find the information they needed, it empowered IT Operations to better organize content to further help site visitors quickly find the right information.

"When (visitors) need to find something very quickly they can just search for it," said Brandon Evans, Technical Services Representative with City of Wilson. "We've gotten great feedback both internally and from citizens externally."

## INSIGHTS TO BE PROACTIVE, NOT REACTIVE

Swiftype's real-time search analytics gives City of Wilson early insights into potential issues and helps them identify what's important to citizens. As Hurricane Matthew hit, the city saw increased searches—in real-time—for flood prevention materials, roadway hazards, and other information on city services.

"Search is very much an early warning system for us," said Will Aycock, General Manager responsible for all Information Technology operations. "Not only did we keep our site up-to-date, as the storm began to unfold we saw people searching about street closures. On the fly, (the city) built an app to show which streets were flooded. Seeing the search data let the city directly respond to what was going on.

## ENHANCED CUSTOMER SERVICE VIA SEARCH

As the city's website serves both citizens and city employees, a better webSite Search allows everyone to find the right information more quickly. Even better, it has encouraged the city to push more traffic to the website, with confidence the experience will be a good one.

"We've definitely seen an increase in utilization of the overall website and we're driving even more traffic to it," added Will. "Now that the site is primarily search-driven via Swiftype, we can confidently guide citizens and employees to it to find what they need."