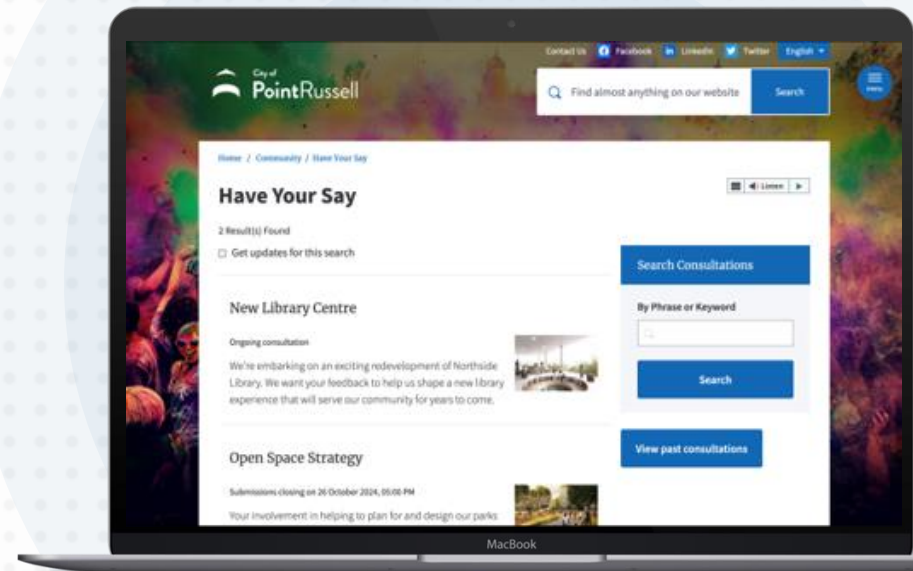




Service description

Sentiment & Feedback (EngagementHQ)



Introduction to Granicus

Granicus is the leading provider of government experience solutions that directly touch your citizens and the government employees that work with them. Our solutions include two-way communications, tools for citizen engagement and understanding sentiment, digitised government services, and streamlined staff workflows and operations.

Delivering a compelling customer experience is central to achieving the government's core missions of increasing access to services, building trust and transparency, and promoting health and security. Public sector organisations can more easily deliver on the central mission and achieve larger outcomes by better understanding their community, creating seamless ways for citizens to access information and services, and streamlining operations. Granicus has a proven track record of delivering a broad range of experience solutions to governments at scale.



500

public sector
organisations in
the UK



7,000

public sector
organisations
worldwide



22B

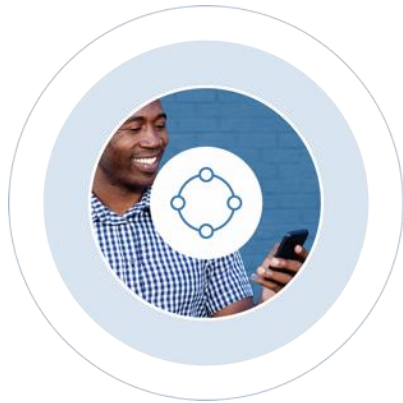
government
messages sent
annually



18M

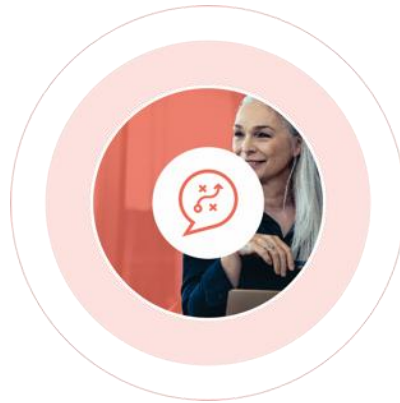
people are
subscribed to
the UK network

Our Government Experience Cloud combines three elements to help deliver meaningful outcomes for our public sector customers:



Connected Technology

Technology designed for governments fosters seamless customer experiences, prioritizing citizens throughout the journey.



Experience Services

Trusted experience advisors empower governments to design, support, and deliver exceptional services that drive measurable social outcomes.



Data-Driven Insights

Better understand your community using insights from 30B annual government interactions to serve your customers more effectively.

These three elements work in concert to ensure that you deliver integrated, efficient and accessible services, improve engagement, whilst driving trust and tangible outcomes within the communities you serve.

Granicus Sentiment & Feedback (EngagementHQ)

Essential software for changemakers

Sentiment & Feedback (EngagementHQ) was created with one goal in mind: to make decisions more inclusive through actionable and consented data. We're honored to power 21st Century democracies at scale, with more than 16 years of experience and a user base that spans more than 12 million participants worldwide.

Sentiment & Feedback fosters inclusive conversations in secure, interactive digital spaces, catering to diverse needs without sacrificing speed or accessibility. With it you can empower your audience to participate from anywhere and equip your team with data to power decision making. With unparalleled understanding of best practices, unwavering commitment to success, and exceptional support, Sentiment & Feedback is the trusted choice for government agencies worldwide looking to unlock inclusive digital transformation.

With Sentiment & Feedback (EngagementHQ), you can:



Enhance Decision-Making

Gain actionable insights from robust analytics to understand community needs, categorise responses, and identify critical issues.



Broaden Citizen Engagement

Reach diverse demographics and increase participation through a variety of tools, multi-channel communication, and inclusive participation modes.



Transparency & Accountability

Deliver end-to-end community engagement initiatives with real-time visibility, closed-loop communication channels, and project updates.



Increased Efficiency

Streamline internal processes with draft sharing, pre-built templates, and project previews. Leverage best-practice guides, dedicated support, and trained moderators.



Reduce Costs & Risks

Minimise rework and wasted resources through early and frequent engagement. Improve project outcomes, reduce revisions, and mitigate risks through diverse participation.

Sentiment & Feedback (EngagementHQ) capabilities

Sentiment & Feedback helps governments ask the right questions, listen to answers, and respond with intent.

Use Sentiment & Feedback for:



**Performance
management and
prioritisation**



**Participatory
agenda setting**



**Policy and
programme
development**



**Infrastructure
planning and delivery**



**Budgeting and
resource allocation**



**Crisis management
and conservation**

Sentiment & Feedback (EngagementHQ) consists of the following core capabilities:



Omni-channel tools

Give teams the ability to engage across the entire IAP2 public participation spectrum and start conversations in varied environments. Customise participant registration and keep conversations connected no matter where they take place (web, mobile, email, or social).

Build experiences that encourage a broad context. Participants answer in whatever way suits them best, including text, photos, videos, emojis, or map responses. Integrate existing Granicus products like Websites & CMS OE (OpenCities) and Communications (govDelivery), as well as third-party tools to expand options.



Human-eye and AI moderation

Efficient moderation is more than picking up on profanities; it means creating a safe space for conversation. With a mix of human-eye and AI moderation, conversations receive contextual vetting so teams can establish a genuine connection with users while enforcing community guidelines. Available 24/7 in English, Welsh, French, and Spanish languages for all public discussions.



Flexibility, support, and guidance

Sentiment & Feedback is built to last, whether serving a small city with a growing population or an enterprise organisation. Change and grow with a team of experts ready to help improve community experiences every step of the way.

Work with our team to build a best-in-class engagement environment, receive strategic support, or measure performance with regular benchmark reporting. Customise the look and feel with Sentiment & Feedback's no-code appearance editor, gain practical insights from peers in govCommunity, or connect community data to third-party systems using the API. Organisations can even create more than one engagement hub catering to different departments, regions, or brands.



Unified community view

Participant activity and information live in a centralised workspace, giving changemakers the context they need to drive community engagement and prevent issues from escalating. Adjust the Sentiment & Feedback registration so participant information is accessible, usable, and right for each organisation.

Capture activity and participant attributes and import existing information to unify data across systems. Give citizens the ability to create a profile and log in from anywhere. Then, streamline promotion efforts with project recommendations, subscriptions, and contribution histories.



Reporting and analytics

Analyse engagement performance using pre-built dashboards for each tool and the purpose-built "Aware, Informed, and Engaged" framework. Access hundreds of ways to customise metrics, filters, and dashboards. Categorise responses with AI-powered text and sentiment analysis.

Share relevant dashboards and reports to keep teammates and stakeholders up to date with key engagement insights and trends. Compliance, data security, and privacy requirements are built-in, as is regional hosting to meet data governance needs worldwide.



"We're able to go into the last four years of consultation research and type in something like 'health' or 'wellbeing' as a tag, and we can bring up all the related research that colleagues might have done that people in the role and organisation were not aware of."

Wayne Trevor - Citizens Alliance Network Project Manager, Borough of Barking and Dagenham

Service options

Sentiment & Feedback (EngagementHQ) is available to purchase in two different configurations dependent on the features and size of each customer's needs. All configurations are offered as annual subscriptions and exclude implementation and project management fees.

	STANDARD	PROFESSIONAL
Platform Inclusions		
Projects	Unlimited	Unlimited
Site Admins	2	Unlimited
Hub Admins	-	Unlimited
Project Admins	10	Unlimited
Stakeholder Management		
Participant Relationship Manager (PRM)	✓	✓
Participant Profile	✓	✓
Community Segmentation (Groups)	✓	✓
Social Sign-On	✓	✓
Customisable Sign-up Form	✓	✓
Audit Trail	✓	✓
Content Management and Branding		
Appearance Editor	✓	✓
Homepage Templates	✓	✓
Project Styles	✓	✓
Information Widgets	✓	✓
Multi-Department Hubs	-	Unlimited
Protected Hubs	-	✓
Project Finder Widget	Optional	✓
Custom URL	Optional	✓
Custom Brand Integration	Optional	Optional
Dashboard Sharing	✓	✓

	STANDARD	PROFESSIONAL
Engagement Tools		
Embeddable Surveys	✓	✓
Quick Polls	✓	✓
Forums	✓	✓
Stories	✓	✓
Guestbook	✓	✓
Questions	✓	✓
Ideas	✓	✓
Places	✓	✓
Reports and Analytics		
Project Summary Report	✓	✓
Detailed Project Report	✓	✓
Demographics Report	✓	✓
Custom Survey PDFs	✓	✓
Project Overview Dashboard	✓	✓
Tool Dashboards	✓	✓
Survey Analysis	✓	✓
Text Analysis	✓	✓
Sentiment Analysis	✓	✓
Submissions Manager	-	✓
API Access	-	✓
Communications and Notifications		
Newsletters	✓	✓
Custom Tool Notification	✓	✓
Communications (govDelivery) Integration	✓	✓
Constant Contact Integration	Optional	Optional
Audit Trail	✓	✓

	STANDARD	PROFESSIONAL
Workflow and Team Management		
Draft Project Sharing	✓	✓
User Access Controls	✓	✓
Project Tagging	✓	✓
Project Cloning	✓	✓
Scheduled Publishing	✓	✓
Workforce SSO	Optional	✓
Content Moderation		
Native Language Moderation (French, Spanish, Welsh, English)	✓	✓
24/7 Moderation	✓	✓
Blacklist filtering	✓	✓
Sanctions and participant blocking	✓	✓
Alert moderator function	✓	✓
Privacy, Security and Compliance		
Platform hosting	✓	✓
Data encryption	✓	✓
ISO 27001 & Cyber Essentials	✓	✓
WCAG 2.1 AA	✓	✓
Annual accessibility audits	✓	✓
GDPR compliant	✓	✓
Premium SSL	✓	✓
Single Sign On	Optional	✓
Support		
24/5 Web Chat	✓	✓
Email	✓	✓
Helpdesk	✓	✓
Training Videos	✓	✓
govCommunity	✓	✓
Dedicated Customer Success Consultant	✓	✓
Granicus Experience Group Campaign Consultancy	Optional	Optional

Granicus support service

Sentiment & Feedback (EngagementHQ) Service

Sentiment & Feedback delivers more than an online engagement platform. With every purchase of Sentiment & Feedback, we include a range of core support and implementation services to make sure you get the most out of your investment.



24/5 technical support

Sentiment & Feedback provides technical support through live chat and email 24 hours a day from Monday to Friday, serviced by real people.



Local account management

Communicate with an experienced Customer Success Consultant who knows what it takes to deliver robust and thoughtful online engagement.



govCommunity

Find like-minded professionals tackling similar issues, share insights, and learn from your peers. govCommunity gives Sentiment & Feedback users a space to ask questions, get answers, and start discussions.



Organisational success

Your Customer Success Consultant will reach out to ensure you are getting the most out of Sentiment & Feedback. We will provide guidance, champion product features, and suggest improvements.



Online helpdesk

A dedicated learning space where all administrators can access a breadth of online training materials and videos.



Onboarding

The onboarding process was designed to include the necessary training and support required to get you set up for success. The process includes a kick off call, site scoping, two training sessions, and a pre-launch site review.



Granicus Experience Group (GXG)

GXG is Granicus' digital agency focused on citizen experience and digital engagement, providing human-centred strategies, data-driven insights, and hands-on consultancy services. We design custom solutions and achieve measurable outcomes for our customers.

At GXG, we are driven to help public services to become more citizen centric. Whether assisting a carer, engaging with a concerned resident, supporting a local business, participating in the planning process, or helping a parent or a student, we empower you to build better experiences and get more value out of your Granicus technology. Our guiding light is helping people to get what they need, when they need it, as quickly as possible whilst being respected, remembered, and reminded.

Our human-centred approach to digital transformation focuses on solving problems and providing solutions that help our customers create better services for their customers, foster prosperous communities, and increase employee morale.

Over a decade of helping government build better citizen experiences.



Do more with Granicus

Ready to take the next step?

Granicus solutions and services are meant to work together to provide an end-to-end platform that helps you modernise services, improve trust, and increase resident satisfaction. Contact Granicus team today to learn how our solutions and services help you create government experiences that work for all.

Contact us:



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granicus.uk/contact-us/



linkedin.com/company/granicus-europe/