

Leger Joins Forces with B-CITI: A Strategic Partnership for Smarter Cities

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Montréal, May 1st, 2018 – B-CITI, a leader in digital innovation, and Leger, the largest Canadian-owned research and polling firm, are combining their expertise to offer a complete, real-time digital solution to cities and their residents.

B-CITI and Leger are joining their strengths to offer a smarter platform for residents that will allow them to stay connected to their city at all times. By integrating Leger Metrics into the B-CITI platform, users will enjoy these benefits:

- Global management and integration of digital data
- Development of digital services
 - Personal profile and resident card
 - Management of permits, centralized invoicing and payments
 - Digital card reader
 - Emergency alerts and information for residents
 - Resident consultation and online community
- Real-time measurement of residents' satisfaction
 - Interactive dashboard
 - Real-time dissatisfaction alerts
 - Transformation of detractors into ambassadors
 - Increase in employee engagement
 - Automated reports by department
- Integration and artificial intelligence for data management

“We are delighted with this Leger–B-CITI partnership,” proudly states Vivianne Gravel, the president, CEO and founder of B-CITI Solutions. “It contributes to our vision of developing innovations that efficiently use new information and communications technologies (NICT) to bring residents closer to their city and to collaborate in improving urban living.”

Leger president Jean-Marc Léger adds: “Leger is proud to be contributing to offering municipalities a complete digital solution by partnering with B-CITI and leveraging Leger Metrics, our real-time resident feedback solution.”

The two firms are responding to a growing need in cities, arising from the digital transformation. B-CITI and Leger are known for offering outstanding customer service and targeted consulting services that contribute to the growth and development of cities wanting to listen to and learn from their communities.

About B-CITI

B-CITI brings cities closer to their residents. B-CITI is an integrated intelligent multi-modal/multi-channel platform: B-CITI connects systems, centralizes and cleans data, digitizes resident services and provides real-time analytics dashboards. B-CITI helps cities move from fragmented to global and improved management, simplifying operations and enhancing the quality of life of its residents. For further details, see <https://www.b-citi.com>

About Leger and Leger Metrics

Leger is the largest Canadian-owned polling, research and strategic marketing firm, with over 400 employees working at its six North American offices. Leger has worked with over 100 cities in Quebec and has developed unique and recognized expertise in municipal affairs with these tools: real-time customer feedback with Leger Metrics, metrics on resident satisfaction with their city with the Municipal Indicator, and a Relative Happiness Index. For further details, see www.leger360.com

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