

*Items MN02-02/26 and MN03-02/26 were moved to another part of the minutes.*

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**MN04-02/26 Cr Wright - Usage of Snap Send Solve**

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File Ref: 50350 – 26/19576  
Author: Councillor Jordan Wright  
Action Officer: Acting Director Corporate Strategy & Performance  
Disclosure of Interest: Nil  
Attachments: Nil

**Changes to Report and Additional Information Arising from Agenda Briefing**

Nil.

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**Issue**

To consider the implementation of the 'Snap Send Solve' Enterprise platform on a trial basis to improve the customer experience for residents reporting issues, serving as an interim solution until the City of Wanneroo's (the **City**) new website and Customer Relationship Management (**CRM**) projects are fully operational.

**Background**

Residents frequently contact Councillors regarding the difficulty of reporting maintenance and service issues to the City. Many residents already attempt to use the popular third-party application 'Snap Send Solve' because of its simplicity and ease of use compared to the City's current online reporting forms.

In March 2022, Administration advised that the City does not officially subscribe to Snap Send Solve, preferring to direct customers to the City's website to avoid third-party costs and data separation. However, the City continues to receive reports from the "free" version of the app, which arrive as basic emails requiring manual administrative processing.

The City is currently undertaking a major project to renew its website and CRM systems to provide a contemporary customer interface. However, until this project is delivered, the current website functionality remains "clunky" and creates friction for residents wishing to report simple matters like graffiti, dumped rubbish, or damaged assets.

**Detail**

This motion proposes that the City of Wanneroo enters into an agreement to use the full Enterprise version of Snap Send Solve for a trial period (e.g., 12 months or until the new CRM/Website is launched).

Overview of Snap Send Solve Snap Send Solve is a third-party mobile app that allows residents to report community issues (like dumped rubbish, graffiti, or potholes) in under 30 seconds. It uses the phone's GPS to pinpoint the location and allows users to attach photos.

The Process;

1. Resident: Snaps a photo and confirms the location via the App.
2. App: Automatically identifies the responsible authority (e.g., City of Wanneroo, Water Corp, Main Roads) based on the location.
3. Transmission:
  - a. Current "Free" State: The City receives an email with the details. This is unstructured data that staff must manually re-enter into the City's systems.
  - b. Proposed "Enterprise" State: The app integrates directly with the City's CRM system. Reports are automatically triaged, creating a service request without manual staff intervention. It also provides the City with data analytics and allows the City to send status updates back to the resident (e.g., "Job Complete").

By adopting the Enterprise version temporarily:

- Integration: Reports can be directed via API into the City's existing backend systems, removing manual data entry.
- Communication: The City can close the feedback loop, notifying residents via the app when a job is fixed.
- Data Control: The City can customise the incident types to ensure correct triaging.

This approach acknowledges that while a custom "City of Wanneroo" solution should be the ultimate goal, an immediate, innovative interim measure is required to meet community expectations now.

## Consultation

Feedback has been received from numerous residents expressing frustration with the current website reporting forms and confusion as to why the City does not fully support the Snap Send Solve platform used by neighbouring local governments.

## Comment

The City's Customer First Strategy 2021-2026 prioritises "Ease" and "Accessibility," stating the goal to "make it easier and simpler to deal with the City" and "remove barriers and complexity".

Continuing to rely on the current web forms while the new CRM is developed fails to address the immediate friction residents face. Adopting Snap Send Solve as a "fresh and innovative" interim layer allows the City to be responsive to community habits immediately. If the trial yields positive results in administrative savings and customer satisfaction, it may complement the future CRM ecosystem rather than compete with it.

It is counter-productive to have a "fresh and innovative" approach to governance while relying on legacy reporting systems that frustrate ratepayers. This trial bridges the gap between the current state and the future delivery of the new website.

## Statutory Compliance

Nil

## Strategic Implications

The proposal aligns with the following objective within the Council Plan 2025 – 2035:

*5 ~ A Well-Governed and Managed City*

*5.1 - Lead with clear decisions and strong advocacy*

## **Risk Appetite Statement**

In pursuit of strategic objective goal 5, we will accept a Medium level of risk as the City balances the capacity of the community to fund services through robust cost-benefit analysis and pursues evidence-based decision making to be effective stewards of the Council and City for future generations.

## **Risk Management Considerations**

There are no existing Strategic or Corporate risks within the City's existing risk registers which relate to the issues contained in this report.

## **Policy Implications**

Nil

## **Financial Implications**

Pricing for the Enterprise version is typically an annual subscription based on the size/population of the Local Government Area. For a City the size of Wanneroo, this would likely fall into a "High Volume" tier.

While exact commercial pricing is confidential until quoted, the cost of a 12-month Enterprise subscription will need to be identified within the existing Operational Budget. It is anticipated that the license fee may be partially or fully offset by the reduction in staff hours currently spent manually entering data from the "free" version emails and handling follow-up calls from residents who haven't received status updates.

## **Voting Requirements**

Simple Majority

## **Moved Cr Wright, Seconded Cr Rowe**

**That Council:-**

- 1. REQUESTS the Chief Executive Officer to negotiate and implement a 12-month trial of the Snap Send Solve Enterprise capability to facilitate seamless, integrated reporting of community issues;**
- 2. NOTES that this trial is intended as an interim measure to improve customer experience and administrative efficiency while the City's permanent website and CRM renewal projects are in development; and**
- 3. REQUESTS a report be presented to Council at the conclusion of the trial period detailing the volume of reports received, administrative time savings achieved, and customer satisfaction levels to inform a decision on its continued use.**

**CARRIED UNANIMOUSLY  
12/0**

**For the motion: Mayor Aitken, Cr Bedworth, Cr Berry, Cr Coetzee, Cr Figg, Cr Huntley, Cr Miles, Cr Parker, Cr Rowe, Cr Seif, Cr Smith, and Cr Wright**

**Against the motion: Nil**

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## Administration Comment

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The quality of the customer experience the City provides is a defining priority for the City of Wanneroo and our operations and services are kept under continual review to ensure that we are meeting the commitments of our Customer First Strategy.

Members of the community have the option of using a variety of traditional and online communication channels to log issues with the City and all issues received by whatever method are processed as quickly and efficiently as possible. This involves recording the issue in the City's customer relations management system, categorising it, and (if it cannot be resolved immediately) routing to the appropriate team for prioritisation and action.

Recognising the growing importance of online and self-service customer solutions, the City has invested significant resources in developing web-enabled and mobile channels for community enquiries, and as of March 2025 offers over 120 general and specialised online forms, with an additional 50 in development. Enquiries submitted via these channels are guaranteed to include all required information to allow them to be actioned, automatically recorded in the City's systems, and be routed directly to the relevant team for action, allowing issues to be addressed promptly and efficiently. The City continues to invest in and develop these services, and is currently in a tender evaluation process for a new customer relationship management system. This new system, is expected to create a range of enhanced customer service outcomes including significantly improved online forms and customer self service portal.

Whilst the City has a goal of systems consolidation as recommended by the recent Systems Review, the Cities Customer 1st Strategy, has committed that the City will meet the customer on their channel of choice. The City currently receives approximately 500 to 600 Snap Send Solve requests per month, with 7523 requests received in 2025, a significant increase from the 4608 requests received in 2024.

Given the increasing demand for the Snap Send Solve reporting tool, the City could consider to undertake a 12 month trial to determine the benefits an enterprise subscription would offer the City, and whether this improves the customer experience for the users of the app.

A quote for a 12 month Enterprise subscription to Snap Send Solve including integration with the Civica Altitude CRM system has been requested, and the City is currently working with the Snap Send Solve team to determine technical requirements and complexity of integration, configuration and implementation. Snap Send Solve have advised it would take approximately 12 weeks to configure and implement the solution, depending on the complexity of integration required.

Note this cost has not been budgeted in this financial year.

*Attachments: Nil*