

About the project

The project started on March 13, 2019 in Almaty. It was first and one of a kind project in Kazakhstan.

The Agency together with the mayor's office of The city decided to create a single account called "Almaty_zholdary", which translated into Russian sounds like "Roads of Almaty", which became a bridge in communication between the residents of the city, the state body responsible for the state of roads, and Contracting road construction organizations.

The account began to react instantly to requests of people, by giving them full information on roads, about overlapping of road sites and to carry out explanatory work with the population. And also respond to road problems. Furthermore, within the framework of the project, cooperation was established with all district akimats, which provide information and respond to requests from residents of Almaty.

Was created its own press center, which daily sent up-to-date information about road construction works to the media in order to inform residents and guests of the city and request to adjust the route on this section of the road in order to avoid traffic jams.

This project has become a very effective communication solution to complex problems.

Goals of almaty_zholdary

Create a single communication chanel

To build

communication

with residents of

the city

Highlight the work of contractors Works demonstration of road construction organizations

Build communication with the media

To increase awareness
of the project
almaty_zholdary and
redirect the flow of
requests from the
mayor's Office to social
networks and messenger
of the project

Effective and efficient processing of complaints, reducing the number of applications and processing time of requests from residents



Strategy of almaty_zholdary

Instruments:

- Media events and meetings with the public
- Prompt feedback on all communication channels
- Generating content according to the objectives of the strategy
- Carrying out explanatory and educational work in the field of repair work (meetings with the population, the press, social networks, etc.).)
- Publication of announcements and press releases in the media

Reduction of discontent on the part of residents

Stages:

Strengthening of the neutral position, constructive attitude to repair works

Goal:

The establishment of a neutral, objective attitude to repair works by the city population.



Responsibilities of almaty_zholdary

Receiving complaints from residents across all Monitoring of social Collection of requests and Transfer of requests to channels of their further redirecting to networks on a daily basis contractors in order to communication the mayor's Office instantly fix the problem (WhatsApp, Instagram, Facebook, mail) Offline preventing of Distribution of information on Notification of residents possible discontent from road construction works in the about road construction Information support residents works in social networks media



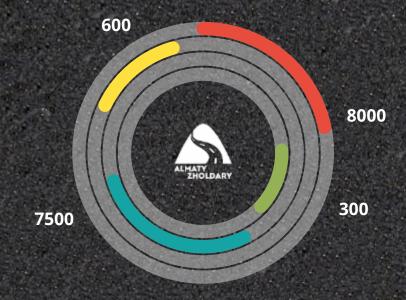
Almaty_zholdary account

More than 600 publications

300 stories about the current road construction works

7,500 messagess from residents of the city of Almaty (data from Instagram and Facebook account)

More than **8000** of organic followers



Channels of communication of almaty_zholdary

- Meetings with citizens
- Media

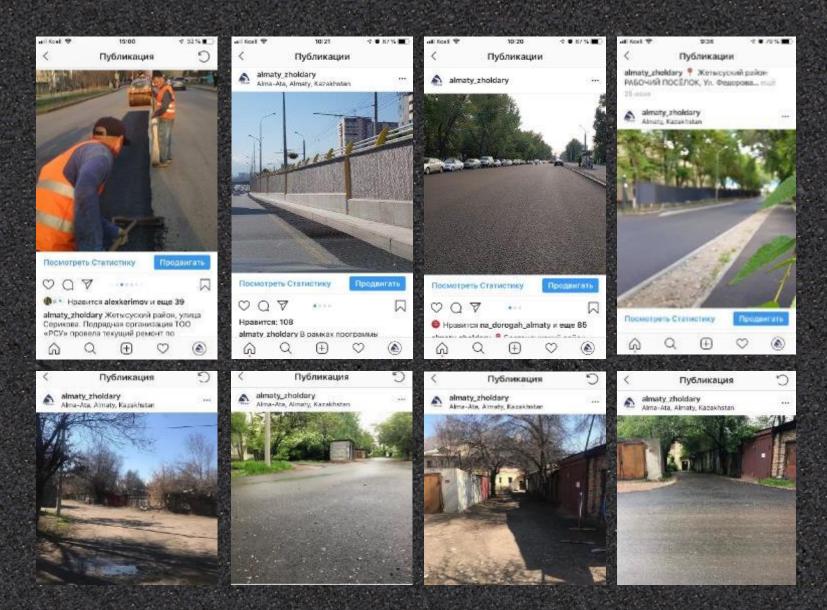
- Instagram (direct and comments)
- Facebook

- What's App
- Mail





Posts of almaty_zholdary





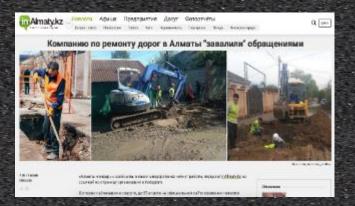
Media Publications

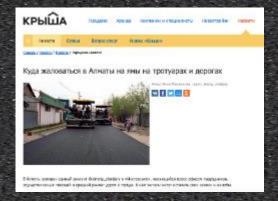
More than 200 articles were published in the national and regional media





















zakon.kz







Publications in med

That case, when media perceived as a company, legal entity

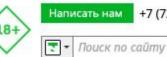
In fact, "Almaty Zholdary" LLP is really an existing company in Kazakhstan, however, it does not carry out any information work. This information was provided by the media on behalf of @Almaty_zholdary







KZ RU





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USD / KZT - 384.20 . EUR / KZT - 427.92 *

CNY / KZT - 55.88 A

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Главная / Новости / Новости Казахстана /

23 июля, 11:59

Получить короткую ссылку

Теги:

Алматы, Дороги, Ремонт

Ссылки по теме:

Участок одной из главных улиц перекроют в Алматы

Другие новости рубрики "Новости Казахстана" :

Реконструкция "Трех богатырей": 3Dснимки ЖК с высоты птичьего полета

Пожилая алматинка 28 DET WURET 663

В центре Алматы перекроют движение



Иллюстративное фото:ugranow.ru

В центре Алматы временно перекроют проезд на нескольких участках улиц в центре города, передает Tengrinews.kz со ссылкой на прессслужбу ТОО "Алматы Жолдары".



Publications in media



Сколько зарабатывают дорожные рабочие?

Ремонт дорог в Казахстане — отличное место для работы, т. к. можно быть уверенным каждый год — объёмы будут!

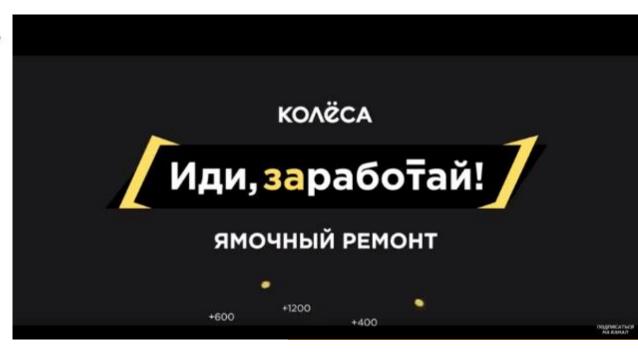
20 марта 2019 · 3 2.9K ■ 4

In the author's project "Go, earn" of the largest automotive media in Kazakhstan kolesa kz there was a series devoted to patching in Almaty.

The shooting was initiated by @almaty_zholdary

More than 28 000 views 1 200 likes

https://www.youtube.com/watch?v=35QhEGt9TQ8



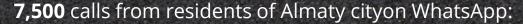
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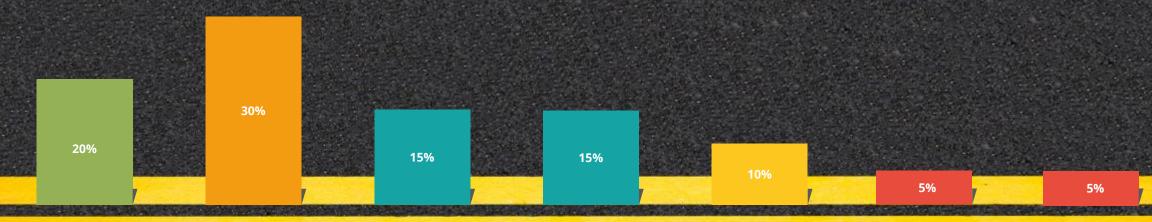






almaty_zholdary feedback





About 20% of inquiries for reference information - 100% satisfied

About 30% of inquiries on the problems of yard areas;

More than 15% of complaints on the roads (mainly on the construction of new roads in neighborhoods and towns);

15% of applications maintenance - 70% of complaints for current repair (holes, hatches) are satisfied;

Approximately 10% of requests for the region of Almaty (in the redirected regional Akimat Kazavtozhol); Requests for info how to apply for the inclusion of the street in the planned repair - 5% (explanation of the application process)

Approximately 5% of applications for the construction of new sidewalks, installation of traffic lights, speed bumps and irrigation ditches (redirected to the authorized body)



almaty_zholdary feedback



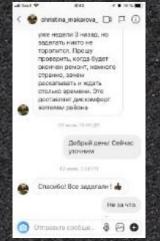




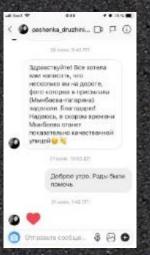






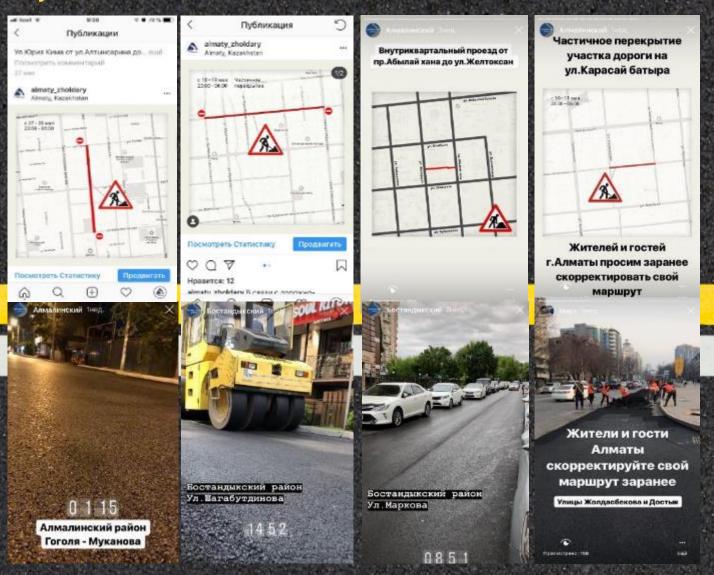








Informing almaty_zholdary





Results

Quantitative results:

Per today, about 15,000 requests have been received on social networks and in what's app messenger.

The number of subscribers in social networks is more than 8,000 and an important aspect is that absolutely every subscriber is a "organic" person, not a single cent was spent on advertising the account and the service for cheating followers was never used.

More than 200 articles were published in the national and regional media.

15 000

8000

200

Qualitative results:

- Daily publications in the leading media of Kazakhstan with reference to the press service of Almaty Zholdary. The name of the project has become a household word, it is perceived as a separate structure, not a project. At the mention of road construction works the reference goes to Almaty Zholdary.
- Another result is the gratitude of the residents for their help, for the elimination of problems, for timely informing about the blocking of roads, for explaining the need for repair, process, timing. There is no better result than people's gratitude.
- The result of the work was the manifestation of public confidence in state structures, transparency of work.



Thank you for your attention!