CASE STUDY

Qlue

Enabling Indonesians to report neighbourhood conditions to city authorities and businesses

⚑ **FOUNDING YEAR**

2016

📍 **GEOGRAPHY**

Indonesia

👥 **FOUNDING TEAM**

Raditya Maulana Rusdi | Co-founder and CEO

Andre Hutagalung | Co-founder and CTO

📢 **TWEET PITCH**

Qlue is a civic engagement mobile solution that allows users to report or share neighbourhood conditions with city authorities and businesses.

🖥 **WEBSITE**

www.qlue.co.id

Indonesia's bustling capital of Jakarta is home to 10 million people. When the suburbs of the city are included (often referred to as Jabodetabek), Jakarta's population swells to 30 million people, making it the largest urban area in the world after Tokyo.[21] The sheer scale of the metropolis and rapid rate of urbanisation have made the maintenance of roads and public infrastructure a complicated task, and the city government faces a variety of challenges providing a safe and orderly environment for residents.

In 2016, Qlue launched a mobile-enabled platform offering two-way communication between city residents and local governments. The mobile app enables citizens to communicate with city authorities and share major problems near their homes and businesses, such as natural disasters, damaged roads, floods and road accidents, among others.

The requests and complaints are compiled in actionable reports for city authorities to manage. The Qlue mobile app includes a city dashboard that enables city officials and service providers to track and resolve requests and complaints. These reports are also available to the media and the public, making communication between city residents and local government more transparent. In addition to reporting and sharing civic issues in their neighbourhood with government or businesses, residents can also access real-time information on traffic and public transportation.

Currently, Qlue is active in 15 cities across Indonesia. Through Qlue's app, government officials receive real-time reports and can monitor situations in their cities more effectively. Qlue's analytics platform helps leaders make better and more informed data-driven decisions and policies

---

21. SmartCitiesWorld and Phillips (2018), *Smart cities: understanding the challenges and opportunities.*
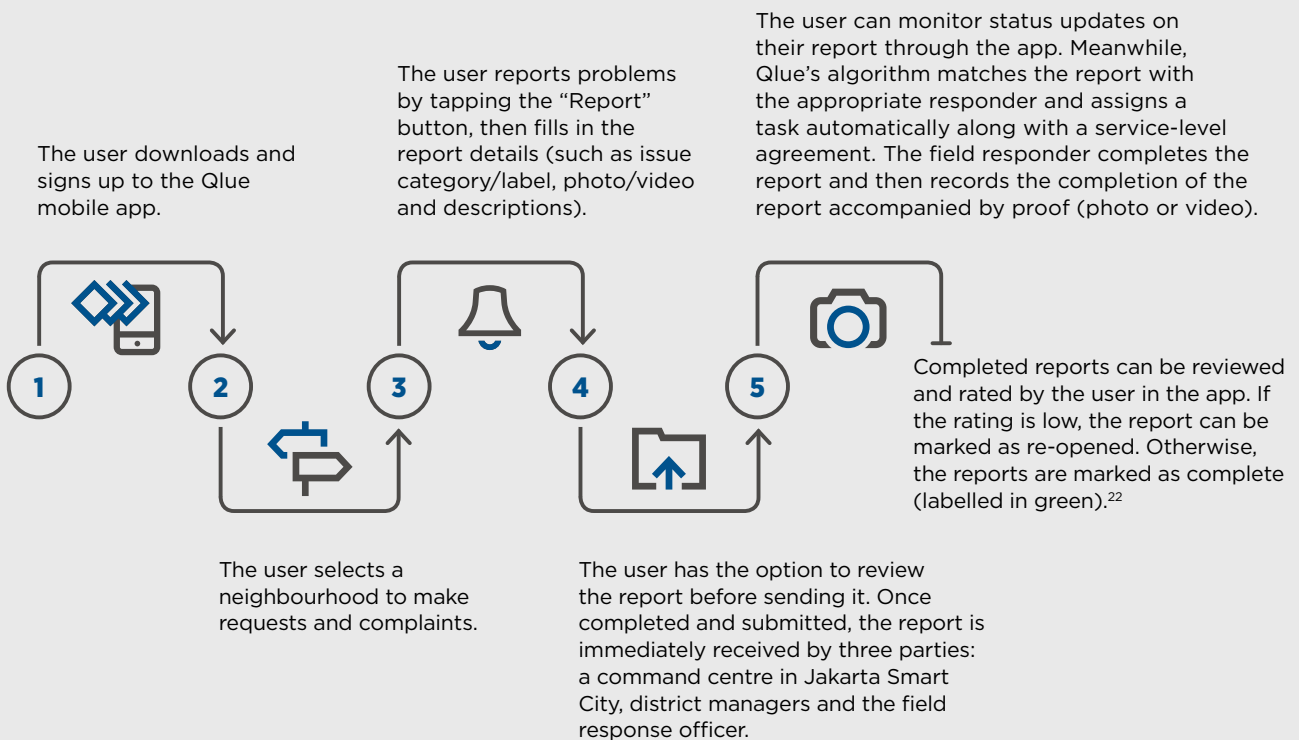
QLUE
REGISTERED USERS AND USER REPORTS
(CUMULATIVE FIGURE AS OF 2019)

REGISTERED USERS	616,514
USER REPORTS	1,070,698

How the service works

Qlue's civic engagement app allows citizens to report or share neighbourhood conditions with city officials and businesses. The app is available on Google Play and the App Store.

The user downloads and signs up to the Qlue mobile app.

The user reports problems by tapping the "Report" button, then fills in the report details (such as issue category/label, photo/video and descriptions).

The user can monitor status updates on their report through the app. Meanwhile, Qlue's algorithm matches the report with the appropriate responder and assigns a task automatically along with a service-level agreement. The field responder completes the report and then records the completion of the report accompanied by proof (photo or video).

Completed reports can be reviewed and rated by the user in the app. If the rating is low, the report can be marked as re-opened. Otherwise, the reports are marked as complete (labelled in green).[22]

The user selects a neighbourhood to make requests and complaints.

The user has the option to review the report before sending it. Once completed and submitted, the report is immediately received by three parties: a command centre in Jakarta Smart City, district managers and the field response officer.

QLUE APP – CITIZEN USER

22.   All reports are integrated in the Jakarta Smart City dashboard, and this data can be used to create better policy by identifying problem areas in the city.

QLUE APP – CITIZEN USER
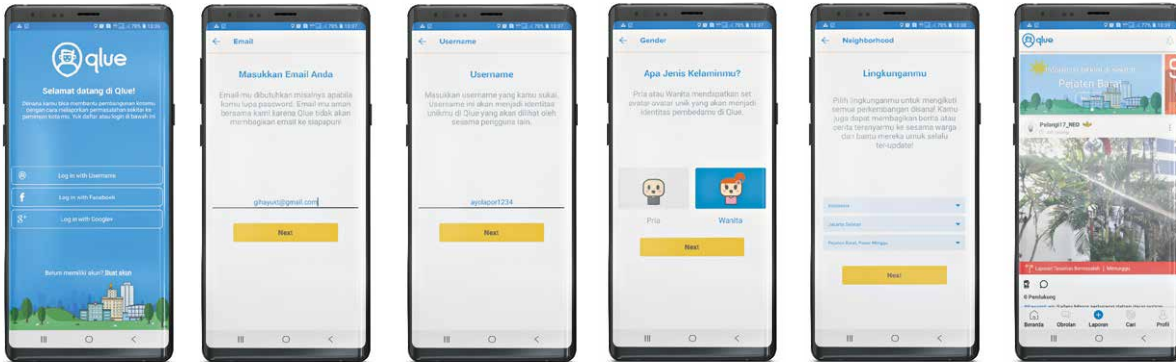
Working with mobile operators

Qlue has a partnership with Telkomsel in the city of Jakarta where Qlue offers a bundled smart city solution to the mobile operator. Telkomsel offers devices, network coverage, and marketing support to support Qlue for offering a platform that citizens can use to record civic problems to the civic authority.

Since signing the GSMA grant, Qlue has expanded its operations and secure more partnerships with telecom operators such as Indosat Ooredoo. In February 2019, Qlue raised an undisclosed amount from MDI Ventures, the corporate venture capital arm of Telkom Indonesia.

> *Qlue established a strong relationship with not only numerous government parties, but also with private enterprises to help them scale up their business throughout Indonesia. As a leading smart city company, we think Qlue has been very helpful in serving large scale customers in respective sectors. Qlue has a number of strategic partnerships with Telkom Indonesia and other MDI's portfolios. They have established partnerships, for instance, with Telkomsel and Infomedia in serving government clients such as Polda and Local City government. This kind of synergy helps to generate better synergy impact and value for Telkom, particularly in governmental and industrial sectors.*

Alvin Evander,
Head of Synergy and Accelerator, MDI Ventures

Changing lives

Through its mobile app, Qlue creates safer, cleaner and more inclusive living conditions. In 2016, the use of Qlue mapping technology reduced the number of flooded areas in Jakarta during monsoon season from 2,000 to 88.[23] Qlue also helped reduce sanitation

---

23. Google Cloud: *Qlue: Boosting intelligence about activity in Indonesian cities.*

problems by 18 per cent and cut the operating costs of Jakarta services by 35 per cent. Residents are now 27 per cent more satisfied with the performance of Jakarta officials than they were before Qlue's technology was deployed.

Qlue continues to help address urban issues, such as poor public service delivery, public distrust of government performance and poor living conditions. In Jakarta, for example, Qlue improved the delivery of government services by 47 per cent, and 61.4 per cent of residents feel that the Qlue app is effective in solving problems (according to Litbang Kompas, the largest Indonesian news network).

" *At first, I used Qlue to report road construction in front of my house which hadn't finished and had disrupted vehicle flow. My report was followed up and solved in just 5-working days after I made a report in the Qlue app. Qlue has proven to be a very effective app and tool compared to other channels, which often cannot be reached. Using Qlue, I can report and solve problems in Jakarta faster.*

Arnita Setiawati, Jakarta, Qlue user since September 2019

I use Qlue because as a Jakarta citizen, I care about the various social and environmental problems in my city. Qlue has been an official channel for citizen reporting in DKI Jakarta since 2014. The Qlue app is very effective in saving time when reporting environment problems in the city, without having to put big effort.

Gasto Fernando, Jakarta, Qlue user since July 2016 "

Working with the GSMA Ecosystem Accelerator

In November 2018, Qlue received a grant from the GSMA Ecosystem Accelerator Innovation Fund to expand its civic engagement solution to three new cities in Indonesia. The grant is also being used to train government officials to engage with citizens through the Qlue app, which will help to ensure city governments are aligned with the objectives and expectations of the platform.

By the end of the grant in February 2020, Qlue had reached an additional 67,100 users through its civic engagement app. In addition to funding, the GSMA continues to support Qlue by helping it deepen its relationship with Indonesian mobile operators.