

MUNICIPALITY USE CASE



SOLUTION
PARTNER

The Village of South Holland

Connecting Communities and Streamlining Civic Operations with SmartRec and SmartText, Powered by Pidj

CLIENT	WEBSITES	VERTICAL	IMPLEMENTED SOLUTIONS
The Village of South Holland	southholland.org amilia.com	Municipality	API, Opt-In, Tagging, Bulk, Campaigns, Email

THE CHALLENGE: BRIDGING THE GAP BETWEEN CIVIC OPERATIONS AND RESIDENT AWARENESS

The Village of South Holland, a vibrant suburb of Chicago, is defined by its deep community involvement and strong civic pride. Grounded in its vision of "Faith, Family, and Future," the Village's Office of Communications works to strengthen the connection between local government and residents by keeping information accessible, transparent, and timely.

To achieve this, the Village needed a modern, multi-channel platform to reach a diverse audience of residents, businesses, community organizations, municipal staff, and elected officials. However, they faced a common municipal hurdle: **How do you scale resident communications without increasing administrative headcount or overburdening existing staff with manual data entry?**

To merge powerful information sharing with simple management, the Village of South Holland required a communication solution that provided:

- **Seamless integration with SmartRec (Amilia)** via API to automate notifications directly from their database.
- **Support for interactive, two-way texting** to instantly answer resident inquiries and route questions to the right department.
- **Secure, compliant opt-in pathways** to build and maintain resident trust.
- **Precise contact categorization** so residents only receive the specific updates they sign up for (e.g., senior services, youth sports, weather cancellations, or local events).
- **Unified SMS and email campaigns** under a single administrative dashboard to eliminate repetitive, fragmented workflows.



THE SOLUTION: "SMARTTEXT"—AN AUTOMATED, COMMUNITY-FIRST COMMUNICATION HUB

By partnering with Pidj, the Village of South Holland launched **SmartText**: a fully integrated, multi-channel communication system powered by the Pidj platform.

Instead of forcing staff to manually export contact list spreadsheets from their recreation software to send text alerts, Pidj designed a seamless API integration directly with SmartRec. This unified setup automated the Village's daily outreach, allowing staff to manage program updates, emergency alerts, and community newsletters from one centralized dashboard.

CORE PLATFORM CAPABILITIES IN ACTION



Deep API & SmartRec Integration:

Syncs communications directly with the Village's recreation platform. Program registrations, roster changes, or facility bookings in SmartRec automatically trigger personalized, real-time text updates to residents.



Customizable QR Code Opt-Ins:

Easily embedded on physical park signage, utility bills, mailers, and the Village website. This gives residents a frictionless, secure way to subscribe to municipal updates while protecting subscriber privacy.



Advanced Contact Management & Tagging:

Automatically segments contacts using dynamic tags. This ensures that targeted campaign messages (such as youth sports rainouts or neighborhood association meetings) reach the exact relevant audience.



Intelligent Inbound Message Routing:

Uses interactive automated text responses and keyword triggers to instantly route resident questions to the correct municipal agent or department, radically reducing response times.



Multi-Channel Campaigns & Email Integration:

Consolidates text and email communications within a single, unified workflow, allowing staff to easily cross-publish announcements without duplicating effort.



THE RESULT: INFORMED CITIZENS, STRONGER NEIGHBORHOODS, AND EFFICIENT OPERATIONS

Through their integration of SmartRec and SmartText (powered by Pidj), the Village of South Holland built a modern, highly efficient community engagement engine.

By automating routine administrative outreach, the Village saved countless hours of manual staff labor, allowing employees to focus on direct community service. Simultaneously, residents benefit from real-time transparency and instant updates about local programs. The result is a more connected, engaged community where citizens can easily participate in the local events and services that make South Holland thrive. **A stronger community through connection.**