

How Wentzville Police Department uses community feedback to improve service and build trust.

City of Wentzville, MO

CASE STUDY



CHALLENGE ONE

Sent over one hundred paper surveys every month with little to no response. Process was ineffective and time-consuming for staff and citizens.

**100X
RESPONSE
RATE
INCREASE**

OUTCOME

100x increase in survey response rate without extra work for staff.

Now paperless and automated with CAD data, Wentzville PD averages a 40-45% survey response rate and benefits from specific feedback.



Before Engage

After Engage

96%
CPSS
SCORE 

CHALLENGE TWO

Not being able to measure community satisfaction made it challenging to improve service and build community trust.

OUTCOME

A 96% Citizen Positive Satisfaction Score proves clear community support.

Community feedback data validates great service and ensures community needs are being met.

66 “PowerEngage helps us understand community needs so we can provide better service.”

Jennifer Bell, Police Lieutenant
City of Wentzville, MO