Report it where it is.

A QR tag on the streetlight, the bin, the bench. Residents scan it with their phone camera, tap what's wrong and send. The report arrives knowing exactly which asset it is, so it reaches the right crew the first time.

- ✓ No app to install
- ✓ No account
- ✓ No address to type
- ✓ No category hunt



Illustrative tag. City-branded, serialized, on outdoor vinyl. A printed short code works if the QR is scratched.

SHORTER FORMS

The exact asset on every report.

Because the tag already knows where the resident is standing and what they're looking at, every report carries the asset ID, and most of today's form has nothing left to ask. The tag answers the location, the asset and the details. The resident answers one question.

Streetlight report — TODAY

1. ~~Drop a pin or type an address~~
2. ~~Nearest cross street or landmark~~
3. ~~Which side of the street?~~
4. ~~Light type~~
5. ~~Pole number~~
6. ~~Pole material~~
7. What's wrong?

→

Streetlight report — AFTER A SCAN

Streetlight SL-20417
Elm St at 3rd Ave · metal pole, city-owned

Filled in by the tag: location, asset type, ID and the facts used for routing.

What's wrong?

- **Light out** — Dark at night
- **Flickering or on all day** — Cycling, or lit in daylight
- **Pole damaged** — Leaning, hit, open panel
- **Something else** — Location stays filled in

Illustrative form.

BUILT FOR THE STREET

Tags people can trust.

Clearly the city's

Your logo and your web address lead the tag, with only a small Spot Reporters mark. The landing page matches it, and both promise "reports only, never payment".

Made for outdoors

Pre-encoded, serialized rolls on outdoor vinyl, in shapes for flat panels and narrow poles. A printed short code works if a code gets scratched.

Scan or tap

QR works with any phone camera. NFC is an option on the same tag for a tap-to-report experience.

HOW IT WORKS

From a sticker to a closed case.

Crews tag an asset once. Residents need nothing installed, Spot Cloud routes the report, and the crew finishes the job in Spot Workers. Tags come pre-encoded on rolls from us; you choose the logo, web address and shape.

1 Tag
Crews stick a pre-encoded tag from a roll we supply and scan it once to link it to the asset.

2 Scan
Any phone camera opens a city web page that already knows the asset. No app required.

3 Tap
Residents pick from the problems that asset can have, and add a photo if they like.

4 Route
Spot fills in the report, asset ID included, and your existing rules send it to the right queue.

5 Repair
The crew sees the asset, its open reports and repair history, then scans the tag on arrival.

6 Close the loop
Completing the linked job updates every report tied to it and tells each resident.

Resident, on the web · Automatic, in Spot Cloud · Crew, in Spot Workers

ROUTING

One tag, the right queue.

Who fixes a problem often depends on a fact the resident can't see, like whether a streetlight sits on a utility pole or a city pole. The tag carries that fact, so the report goes to the right team without a hand-off.

TAGGED ASSET	RESIDENT TAPS	FACT ON THE TAG	GOES TO
Streetlight	Light out	Metal pole, city-owned	**City electrical**
Streetlight	Light out	Wooden pole, utility-owned	**Utility streetlight team**
Litter bin	Overflowing	Collection contract zone	**Hauler for that zone**
Any asset	Graffiti	Inside a park boundary	**Parks maintenance**

Example routing. Each city sets its own rules; Spot passes the asset's facts to them.

WHERE TAGS FIT

Anything fixed, public and fixable.

Where to start: one asset class with a clear owner, like streetlights or signs. Tags are for non-emergency repairs.

- Streetlights
- Traffic signals
- Signs and sign posts
- Litter and recycling bins
- Parking meters
- Benches and kiosks
- Park restrooms
- Transit shelters
- Hydrants
- EV chargers

WORKS WITH WHAT YOU RUN

No new back office.

- Tag reports flow through Spot Cloud as ordinary cases with the asset attached
- Connects to CRM, GIS, asset management and work order systems, including Verint, Salesforce, SAP, Motorola CSR and Maximo
- No CRM behind 311? Spot Workers can run the work on its own

See a tag in action.

Scan a demo tag and follow its report from intake to completion. Tell us which asset class and backend you'd start with.

Request a demo
603.889.2200