Through the PwC Alliance, Waltham Forest Leverages Seed Development to Deliver a New Way for Residents to Help Clean up Their City

BUSINESS CHALLENGE

For the past decade, Waltham Forest residents have faced a growing domestic rubbish and waste problem. Residents needed a new and more efficient way to report excess rubbish in a timely fashion that also allowed authorities to identify exact location.

Waltham Forest turned to Seed to develop a technology solution that would not only address this significant problem but also provide the borough an accurate way to track successful clean-up.

DELIVERY SOLUTION

Seed developed Walt, a Facebook and Twitter chatbot that users can now utilize to report rubbish and waste in their neighborhood. Using Dialogflow within the Google Cloud Platform architecture, Seed leveraged the Facebook Messenger Platform and Twitter’s Developer API to bring Walt to life. In tandem, Seed built a web portal using the Google Maps API, React and LoopBack which allows any user to track submitted reports. As a result, Seed’s tech solution transformed the way residents engage within their community, and addressed Waltham’s need to uphold its neighborhood value.