



وزارة البلديات والإسكان
Ministry of Municipalities and Housing



MOMAH • Saudi Arabia

Public trust. Everyday services.

A leadership perspective on municipal and housing experiences

Prepared for the Ministry of Municipalities and Housing by Sprinklr. Evidence from the supplied MOMAH-topic listening snapshot and official public sources.

September 2026 evidence • Prepared for discussion



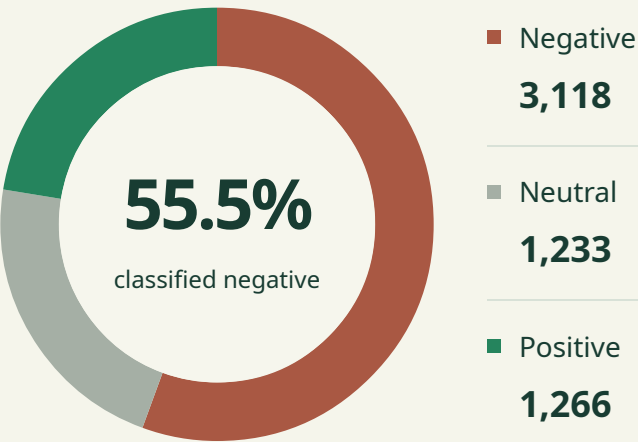
AI-generated illustration • not a verified project photograph

The opportunity is clearer follow-through

02

The captured conversation points to practical opportunities in service ownership and local communication.

Captured sentiment



5,617 mentions · platform labels, reviewed in context

01 Service questions deserve attention

55.5% of captured mentions carry a negative label. Review the underlying experience before drawing a conclusion.

02 An owner makes the next step clearer

Selected housing and municipal examples describe repeated contact or uncertainty over who should act.

03 Campaign reach needs a separate reading

Repeated public-space messages show distribution. They do not by themselves prove independent endorsement.



Public investment meets everyday experience

03

MOMAH's September announcement connects public spaces with easier movement and more accessible neighborhoods.



AI-generated illustration · not a verified project photograph

667+

km of walkways and
sidewalks

108

municipal squares

44

municipal parks

MOMAH · H1 2026 delivery · published 29 September 2026

Sources: O01 · O02

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01 Delivery context

The figures describe the first half of 2026, as published by MOMAH on 29 September.

02 Leadership question

Where can communication help residents understand access, local delivery and the next milestone?



A focused view of the public conversation

04

MOMAH-topic listening collected in ACME, downloaded on 29 September 2026.

24

exported widgets

5,617

mentions

3,291

distinct users reported

01 Configured window

1–30 September 2026. The snapshot precedes month-end and is not a completed September report.

02 Captured sources

Almost all mentions come from X. Findings describe this topic and source coverage.

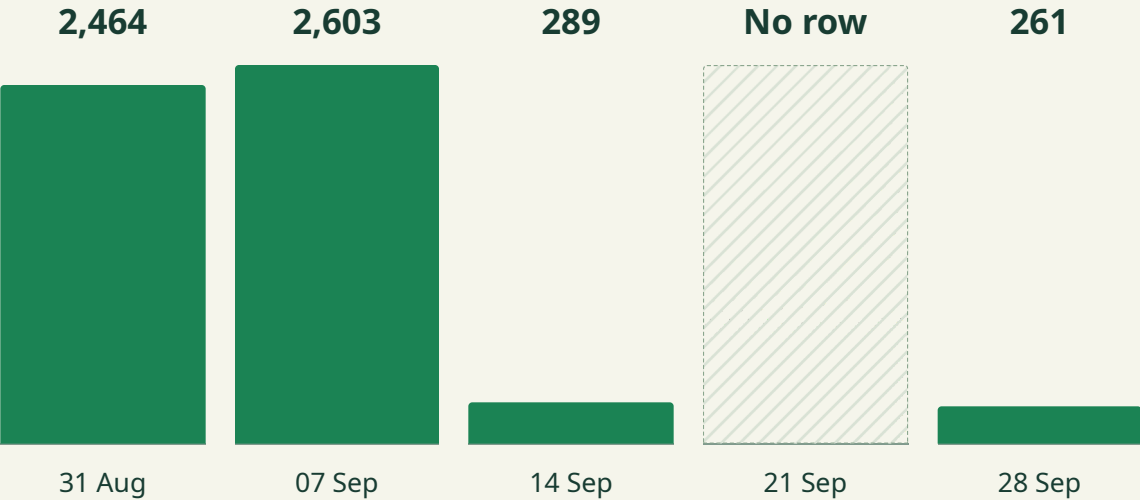
03 Examples, not a census

Each conversation export stops at 100 rows. Selected examples explain issues without estimating prevalence.

Four returned weeks account for 5,617 mentions

05

Weekly buckets describe the returned snapshot. The absent week remains a gap.



Week starting · Asia/Riyadh · first and final buckets cover partial weeks

01 The first two buckets are larger

The buckets beginning 31 August and 7 September contain 2,464 and 2,603 mentions.

02 A decline needs verification

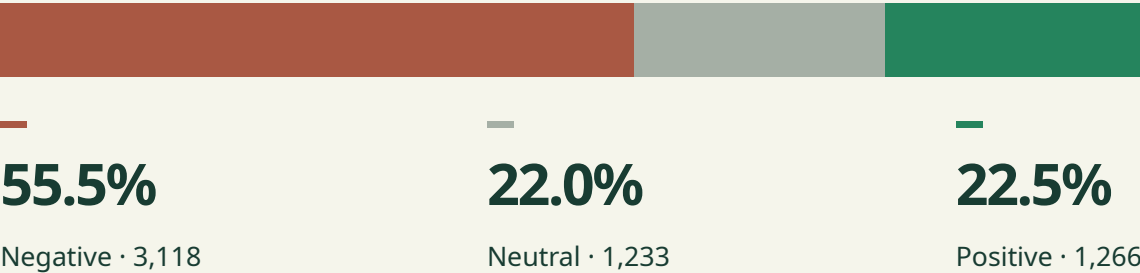
The missing 21 September bucket and partial final week prevent a reliable conclusion about momentum.

Sources: D01 · MOMAH topic / ACME · 29 Sep 2026 snapshot

Negative labels are a reason to investigate

06

3,118 of 5,617 captured mentions carry a negative classification.



01 Interpretation requires context

Courtesy, quoted replies and sarcasm can change what a sentiment label appears to mean.

02 A useful business response

Review the recurring experience, verify the underlying case and identify the question an owner can resolve.



Residents describe the journey around the facility

07

Selected examples connect public-space ambition with the experience outside the front door.



AI-generated illustration · not a verified project photograph

SELECTED PUBLIC EXAMPLE · ANALYST PARAPHRASE

A recurring message asks why residents need a car to reach a place designed for walking.

[Read the original source](#) ↗

01 Access matters

A repeated message questions the need to drive to a walkway.

02 Essentials matter

Another resident asks about lighting and waste containers in an occupied neighborhood.

Sources: D01 · MOMAH topic / ACME · 29 Sep 2026 snapshot

The next responsible party should be clear

08

Selected housing messages describe follow-up questions that cross organizational boundaries.



AI-generated illustration · not a verified project photograph

SELECTED PUBLIC EXAMPLE · ANALYST PARAPHRASE

A beneficiary describes being referred between a bank and a housing-support body over a payment question.

[Read the original source](#) ↗

01 Repeated contact

Examples include requests for a complaint update and a reservation-payment follow-up.

02 Partner handoffs

One beneficiary describes referrals between a bank and a housing-support body.

Sources: D01 · MOMAH topic / ACME · 29 Sep 2026 snapshot

A clear owner reduces uncertainty

09

The proposed operating response connects public signals to an accountable internal review.



AI-generated illustration · not a verified project photograph

01 **Verify**

Check the source, case context and relevant jurisdiction.

02 **Assign**

Name the team that owns the next substantive update.

03 **Explain**

Tell the beneficiary the next action and expected update point.

04 **Confirm**

Check the outcome using operational evidence.

Specific progress gives the story substance

10

Positive examples include community appreciation, public-space content and constructive urban suggestions.



AI-generated illustration · not a verified project photograph

SELECTED PUBLIC EXAMPLE · ANALYST PARAPHRASE

A captured message praises a local volunteer team and its progress.

[Read the original source](#) ↗

01 Local proof

Show a verified improvement, its location and how residents can benefit.

02 Useful guidance

Explain the next step for recurring service questions in plain language.

03 A feedback route

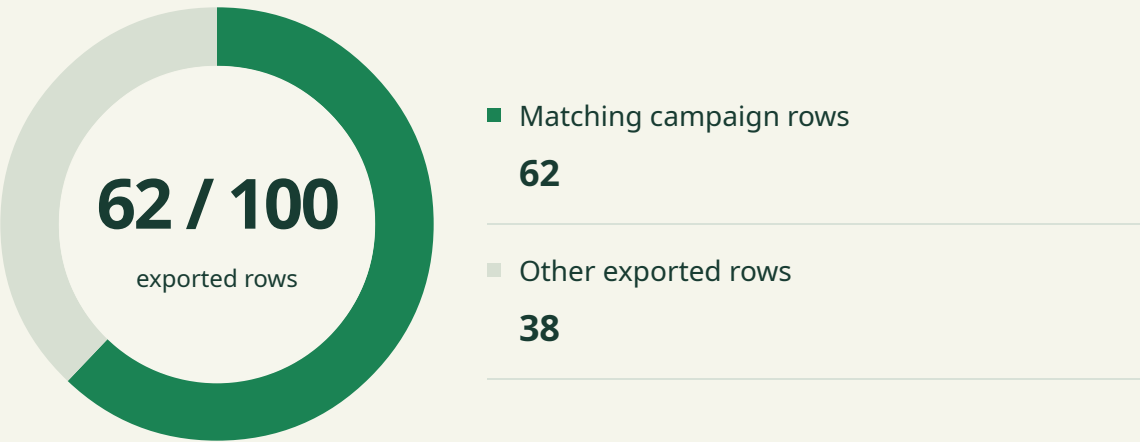
Invite specific observations through the appropriate service channel.

Distribution and endorsement are different measures

11

One public-space message repeats in 62 of the 100 rows in the positive conversation export.

One repeated message within the positive export



A capped sample, not the 1,266 positive mentions. Repetition does not prove coordination.

01 What the sample shows

Repeated wording is evidence of message distribution across captured posts.

02 What remains to be tested

Independent reactions, useful responses and verified beneficiary outcomes require separate measures.

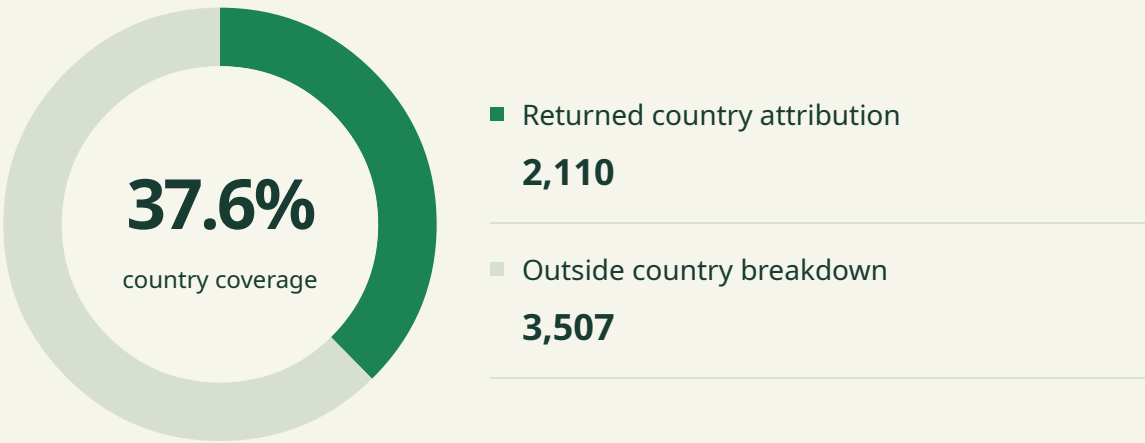


Arabic dominates; location coverage is partial

12

The strongest communication lens is Arabic. Geographic conclusions need a narrower denominator.

Country attribution coverage



96.2% Arabic-language mentions · Country coverage is not a city service map.

01 Language of captured mentions

5,405 of 5,617 mentions are Arabic. Language is not a nationality measure.

02 Country attribution

The country widget returns 2,110 mentions, including 1,822 assigned to Saudi Arabia.



Five views for the next leadership question

13

The dashboard suite connects the summary to inspectable evidence.

01	Executive overview What stands out in the captured conversation?	↗	02	Beneficiary experience Which service journeys deserve a closer review?	↗
03	Conversation and sentiment What do the returned metrics actually measure?	↗	04	Communications opportunities Where can clearer messages support the experience?	↗
05	Leadership briefing What question, owner and next step belong in the brief?	↗			

Sources: D01 · MOMAH topic / ACME · 29 Sep 2026 snapshot

A focused agenda for the first month

Prioritize a small number of service questions that leadership can verify and act on.

01

Beneficiary care + service owners

Review the selected follow-up journeys and agree one owner for each next update.

02

Communications + local delivery teams

Pair a public-space announcement with local access information and delivery milestones.

03

Insights + leadership sponsor

Publish a weekly evidence brief with an explicit question and proposed next step.

One page that makes the next decision clear

15

Prepared example based on this snapshot. Proposed actions require operational confirmation.

MOMAH · Leadership brief		29.09.2026	
01	Observation Selected housing posts describe repeated follow-up and referrals between parties.	02	Business implication Unclear ownership may prolong uncertainty even when a reply has been sent.
03	Decision requested Nominate an owner to verify these journeys and recommend the next beneficiary update.	04	Evidence required next Case status, responsible party, substantive last contact and confirmed outcome.



MCP makes the briefing workflow repeatable

16

An approved AI assistant can use documented Sprinklr tools to research a question and retrieve supporting evidence.

01

A leadership question

Ask about a defined topic, source set and reporting period.

02

Connected evidence

Documented tools support research, dashboard questions and cited-message retrieval.

03

An accountable brief

An analyst reviews scope and interpretation before leadership uses the result.

A small commitment with measurable value

17

Agree a sponsor, an approved workspace and two service questions for the first cycle.

01

Week 1 • Baseline

Set baselines for preparation time, source traceability and usefulness.

02

Week 2 • First brief

Produce a brief; record the share of claims with usable sources.

03

Week 3 • Repeat

Repeat the questions and record review effort and usefulness.

04

Week 4 • Decide

Compare with baseline and decide whether to extend the scope.

Evidence that can be checked

18

Every quantitative exhibit traces to the supplied snapshot. Public context and product references are identified separately.

D01 **MOMAH-topic listening snapshot** ↗

ACME workspace. 24 exported widgets. September query window, incomplete month.

O01 **MOMAH official portal** ↗

Municipal and housing services, Balady and Sakani, and Vision 2030 context.

O02 **Public-space delivery in the first half of 2026** ↗

MOMAH reports over 667 km of walkways and sidewalks, 108 municipal squares and 44 parks. Historical delivery, not September listening results.

P01 **Sprinklr MCP** ↗

Internal Confluence, current v4. Positioning and roadmap reviewed through TWG. Roadmap is not a tenant availability guarantee.

P02 **MCP Connection Steps** ↗

Internal Confluence, current v5. Documents research, dashboard questions and retrieval of cited source messages. Access requires configuration.