



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

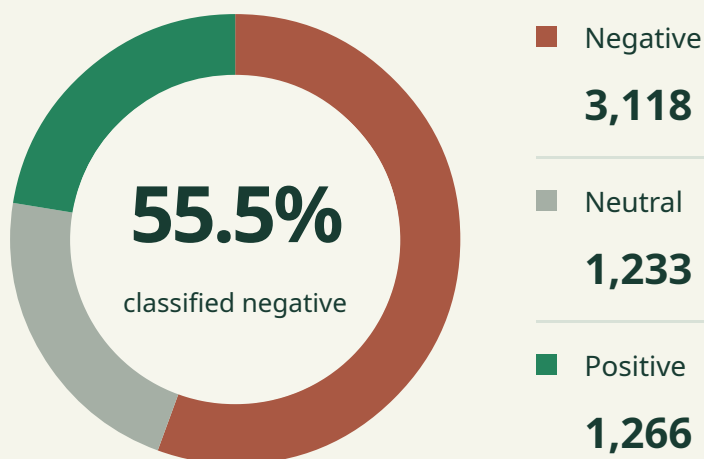


AI-generated illustration • not a verified project photograph

The opportunity is clearer follow-through

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

Captured sentiment



5,617 mentions · platform labels, reviewed in context

Service questions deserve attention

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

An owner makes the next step clearer

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

Campaign reach needs a separate reading

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

Leadership interpretation

The business value is a shorter path between a public signal and a well-informed leadership question. This snapshot supports a focused review of beneficiary journeys. It does not establish overall satisfaction, case resolution or the performance of an individual municipality.

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

A focused agenda for the first month

03

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.

Leadership interpretation

These roles are proposed responsibilities, not confirmed assignments. The first meeting should select a sponsor and agree the service perimeter. The aim is a repeatable decision process with clear evidence and follow-through, rather than a larger volume of reports.

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

Public investment meets everyday experience

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

Delivery context

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

Leadership question

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

Leadership interpretation

The official portal positions Balady and Sakani as key service channels. The recommended intelligence approach connects that strategic ambition to concrete questions about the beneficiary journey. The public conversation is one source of evidence alongside operational records and direct feedback.

Sources: O01 · O02

A focused view of the public conversation

05

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

24

exported widgets

5,617

mentions

3,291

distinct users reported

Configured window

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

Captured sources

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

Examples, not a census

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

Leadership interpretation

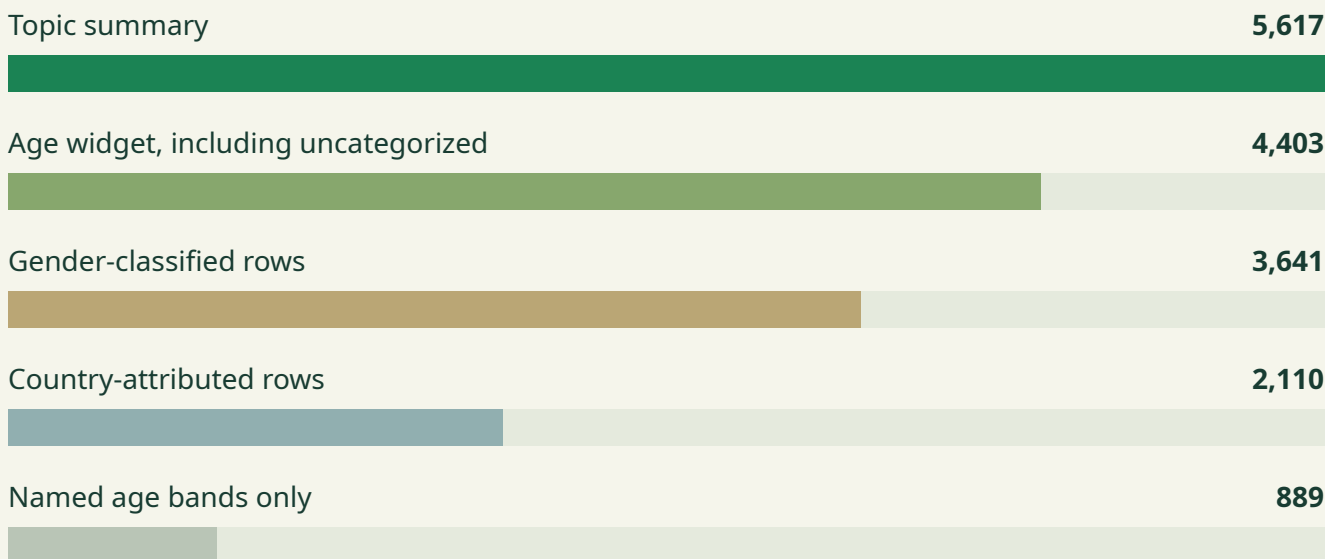
Twenty-four exported widgets cover totals, sentiment, themes, hashtags and audience attributes. Their scopes differ. Some exclude unknown locations or neutral sentiment. Every exhibit therefore retains its own denominator, time zone and coverage statement.

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

Coverage changes with the question

Every chart needs its own denominator. The full conversation is larger than the attributed audience subsets.

Returned mention coverage by widget



Common visual scale: 5,617 topic mentions. Subsets overlap and are not additive.

Start with the observation unit

These are counts of mentions in returned widget rows.
They are not counts of residents, cases or service users.

Explain the coverage gap

A missing attribute limits the analysis. It does not
establish a characteristic of the people who are missing.

Leadership interpretation

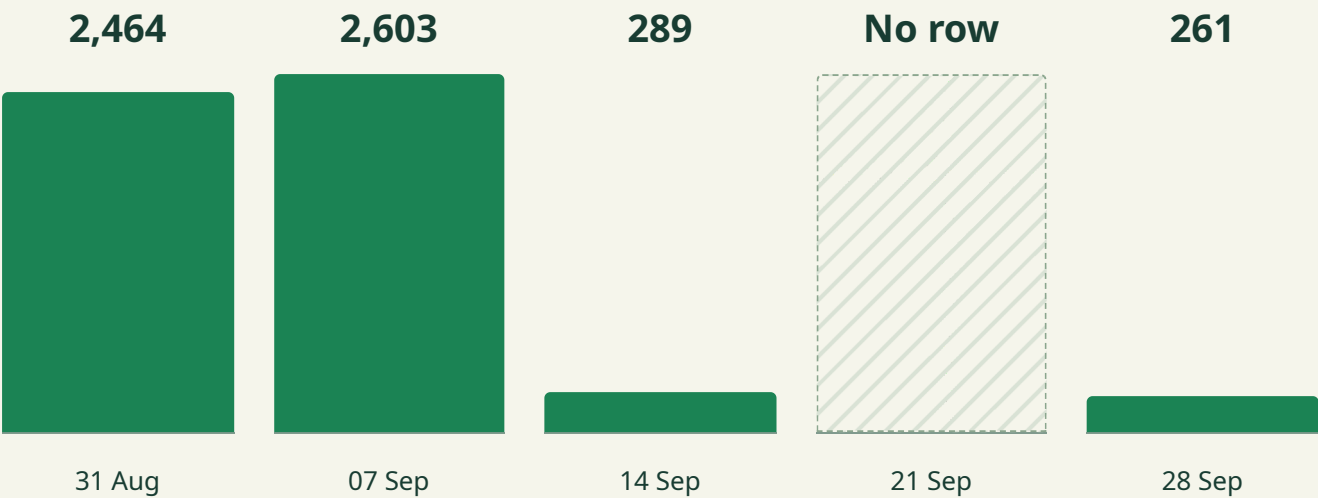
For leadership, the most useful comparison is between the question and the evidence available to answer it. Topic volume and sentiment cover 5,617 mentions. Country, gender and age widgets return different subsets. The age widget includes an explicit uncategorized row, while other absent mentions are simply outside its returned total. Preserve those distinctions when writing a brief. Request an aligned retrieval only when a decision depends on the missing coverage.

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

Four returned weeks account for 5,617 mentions

07

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



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

The first two buckets are larger

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

A decline needs verification

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

Leadership interpretation

The first bucket begins before the configured window because the widget groups by week. It is still bounded by the September query. The absence of a returned row does not prove zero conversation. The chart deliberately uses separate columns rather than a line across the gap.

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

Reach is an exposure measure, not unique residents

08

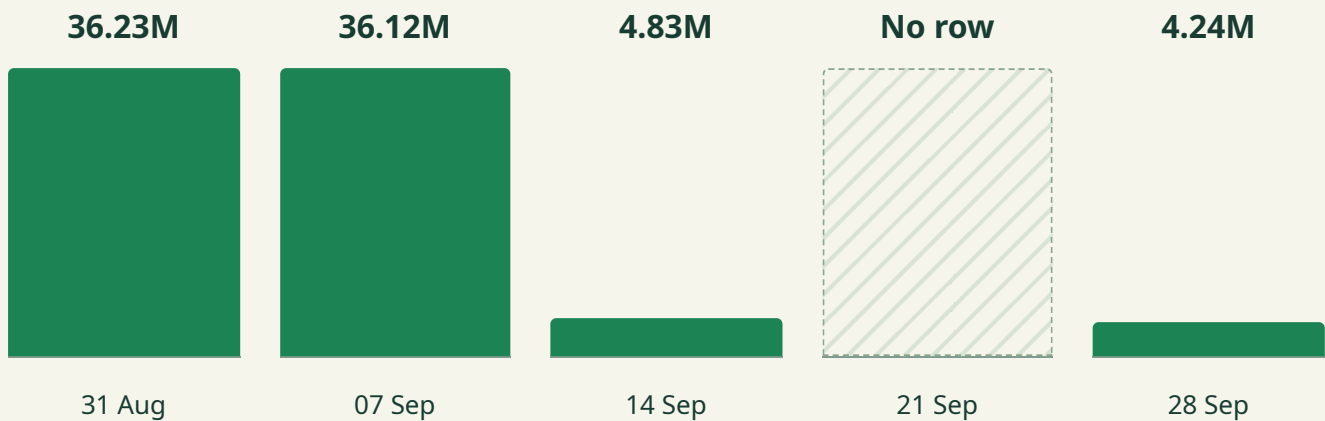
The exported reach metric totals 81.42 million. Returned engagement rows sum to 10,157.

81.42M

reported aggregate reach

10,157

returned engagements



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

Preserve the metric definition

Aggregated reach can include repeated exposure. Do not interpret it as population coverage.

Inspect the weekly pattern

Use the dashboard to switch between mentions, reach and engagement without mixing scales.

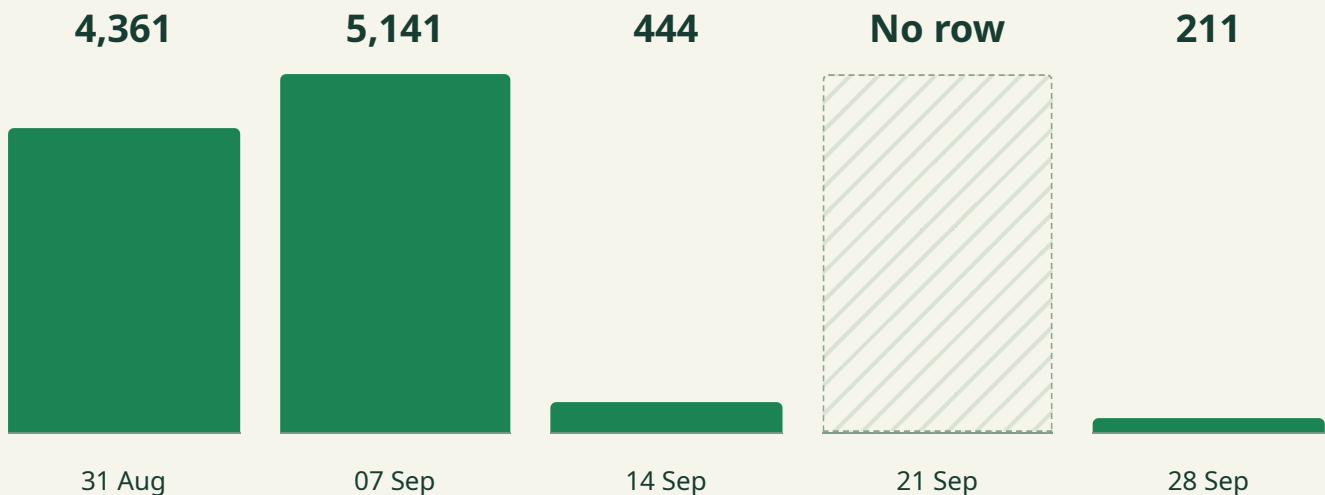
Leadership interpretation

The reach total reconciles to the four returned weekly rows. Engagement is a separate sum from the same trend widget. Neither measure demonstrates behavior change or completed services. A future evaluation should connect communications objectives to an appropriate outcome measure rather than infer impact from exposure alone.

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

Engagement concentrates in the earlier returned weeks

The four returned buckets sum to 10,157 engagements. The missing week remains a gap.



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

Attention is visible

The week beginning 7 September returns 5,141 engagements, the largest observed bucket.

Outcomes need another source

An engagement count cannot confirm whether a question was answered or a service journey improved.

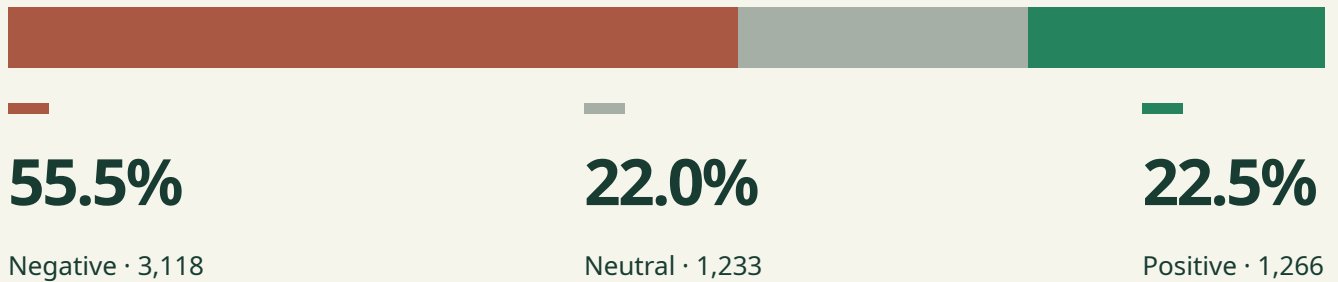
Leadership interpretation

Use the observed concentration to select material for review: which messages attracted attention, which questions followed, and whether the content gave a usable next step. Keep engagement separate from reach and sentiment. A highly visible message can still leave a practical question unresolved. Do not interpret the smaller final bucket as declining interest because the snapshot cuts the period short and another week is absent.

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

Negative labels are a reason to investigate ¹⁰

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



Interpretation requires context

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

A useful business response

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

Leadership interpretation

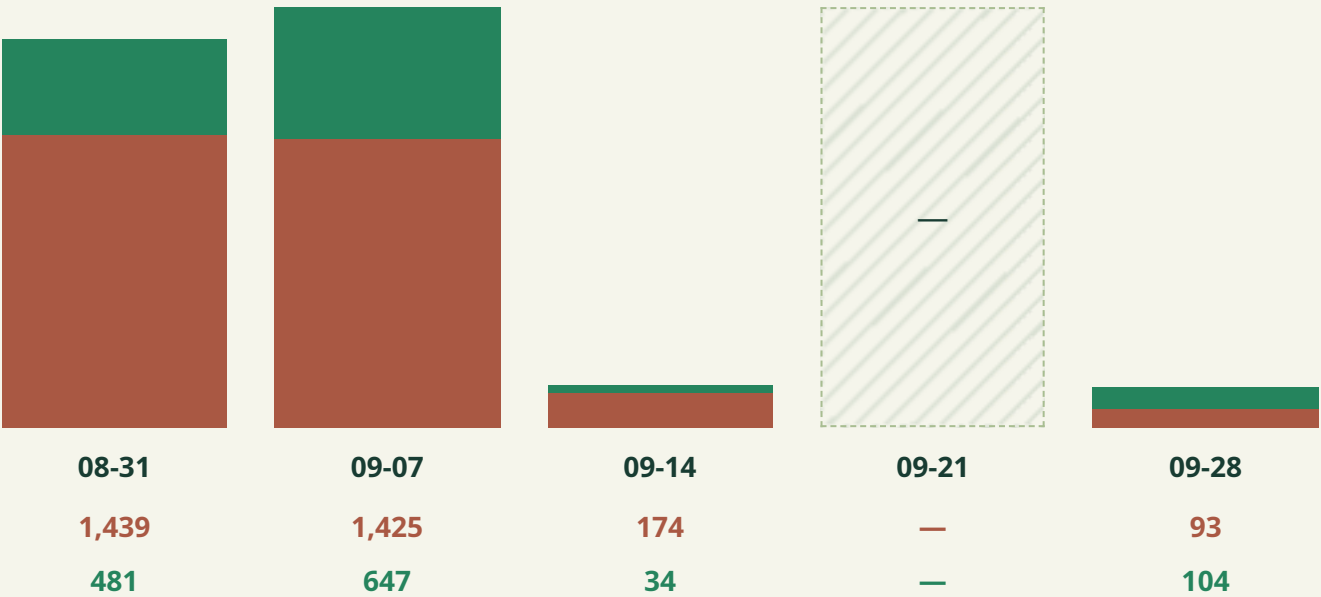
The positive, neutral and negative totals reconcile to 5,617. These are platform classifications within captured conversation, not a survey of Saudi residents. A reviewed example in the positive export criticizes a service reply sarcastically. Its label remains in the source data, while the interpretation is flagged separately.

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

The sentiment series has a separate reporting scope

Dubai-time observations include positive and negative mentions only. Neutral and uncategorized records are excluded.

Returned sentiment observations · Dubai time



Terracotta: negative. Green: positive. 21 September is missing, not zero. Neutral is excluded.

Read within this series

The returned trend contains 3,131 negative and 1,266 positive mentions.

Retain the disagreement

The negative total is 13 above the summary. Time zone and scope differ, but the export does not prove the cause.

Leadership interpretation

The first two observed buckets contain most of the returned activity in this series. A missing 21 September row and partial boundary weeks prevent a complete month narrative. The comparison is descriptive, not a conclusion about sentiment improving or deteriorating. If MOMAH needs a reliable change measure, retrieve both periods with the same source filters, time zone and sentiment treatment, then inspect the messages behind the shift.

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

The captured conversation is overwhelmingly on X

5,615 of 5,617 mentions come from X. Facebook and news each contribute one returned mention.

Mention counts by source

X	5,615
Facebook	1
News	1

X: 99.96% of 5,617 mentions. The two small rows remain labeled at their actual value.

A strong source boundary

The findings describe an X-led conversation, rather than a balanced cross-channel view.

Connect to service evidence

Use public posts to identify questions. Use operational records to establish the actual service response.

Leadership interpretation

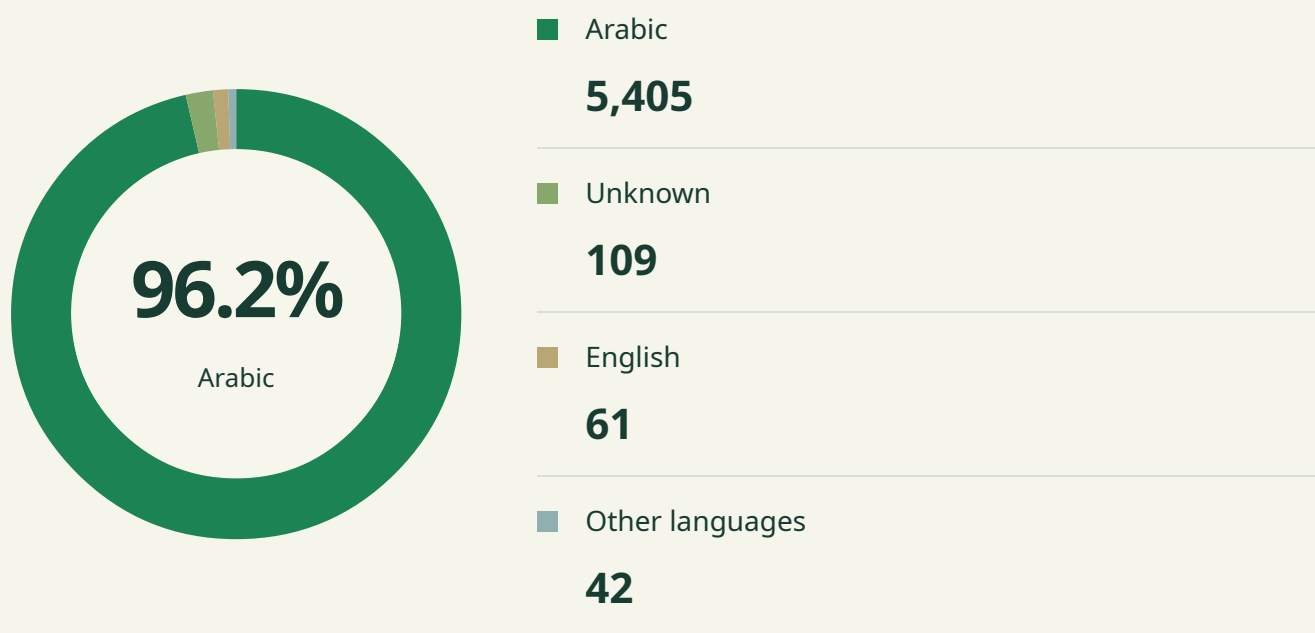
Channel concentration matters when leaders ask how representative the findings are. People who contact a call center, use an app, visit a service office or choose not to post are not represented by this source mix in a measurable way. The listening snapshot can point to a journey worth reviewing. Triangulate it with the relevant beneficiary-care and service records before drawing a wider conclusion about experience.

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

Arabic is the clearest language for the next update ¹³

Arabic accounts for 96.2% of captured mentions. Smaller language rows remain visible in the breakdown.

Language share of captured mentions



Denominator: all 5,617 mentions. Other languages total 42.

Lead with usable Arabic

Explain the next action, responsible party and update point in plain language.

Language does not identify nationality

A language label describes the captured message. It is not a demographic or citizenship measure.

Leadership interpretation

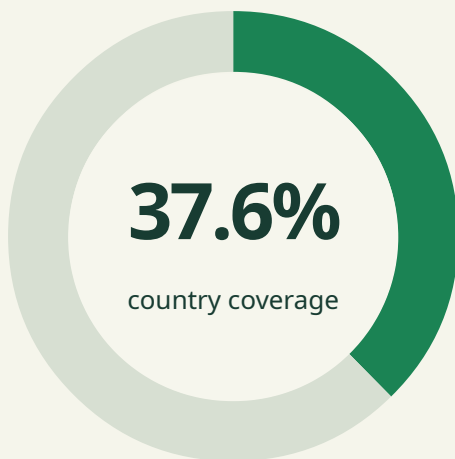
This distribution supports an Arabic-first briefing and review workflow for the captured topic. It does not remove the need for accessible alternative channels or other languages when the actual service journey requires them. The unknown-language category contains 109 mentions. Inspect short replies, links and mixed-language posts before assuming that every classification reflects the language a beneficiary would prefer for service.

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

Arabic dominates; location coverage is partial

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

Country attribution coverage



■ Returned country attribution

2,110

■ Outside country breakdown

3,507

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

Language of captured mentions

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

Country attribution

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

Leadership interpretation

Unknown countries are excluded from the geography widget. The remaining 3,507 mentions are outside that returned country breakdown. Country attribution does not establish where a service incident happened. These data do not support municipality rankings or a map of local service performance.

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

Saudi attribution dominates the returned country subset

15

Saudi Arabia accounts for 1,822 of 2,110 country-attributed mentions, or 86.4% of that subset.

Country-attributed mentions



Denominator: 2,110 attributed mentions. Another 3,507 mentions are outside this widget.

Keep the subset denominator

The Saudi share is 32.4% of all 5,617 mentions when the full topic is used as the denominator.

Country is not the service location

A source country attribution cannot confirm which municipality or housing project a post concerns.

Leadership interpretation

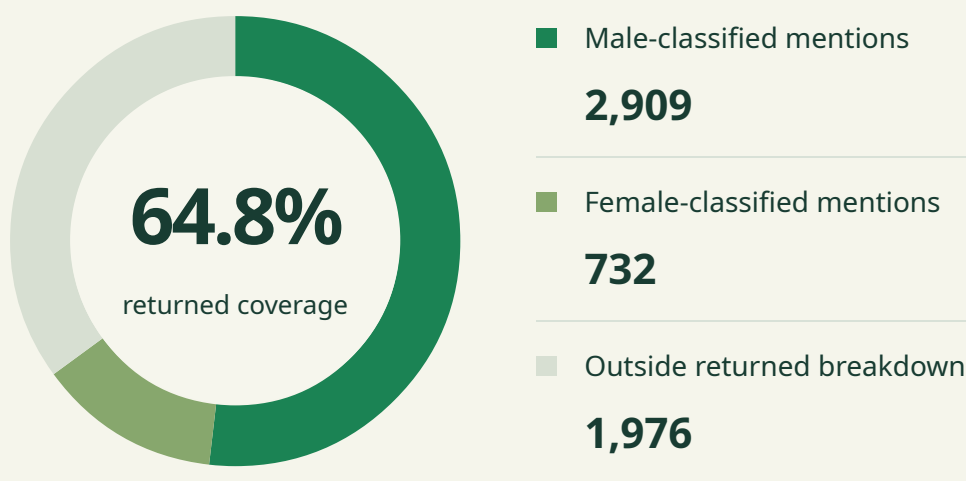
There are 3,507 mentions outside the returned country breakdown. For place-based action, the location described in the source and the service record matters more than an account-level country label. Confirm the neighborhood, project or responsible authority before assigning an issue. This export does not support a municipality league table, a city-level heat map or a population sentiment estimate.

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

Audience attributes cover only part of the conversation

The gender widget returns 3,641 classified mentions. It is an attributed subset, not a census of beneficiaries.

Returned gender attributes and coverage gap



Platform-attributed message counts. These are not verified identities or unique people.

Report the missing coverage

A further 1,976 topic mentions are outside this returned breakdown.

Avoid targeting from inferred attributes

Use the chart to understand evidence limits. Validate service needs through the actual beneficiary journey.

Leadership interpretation

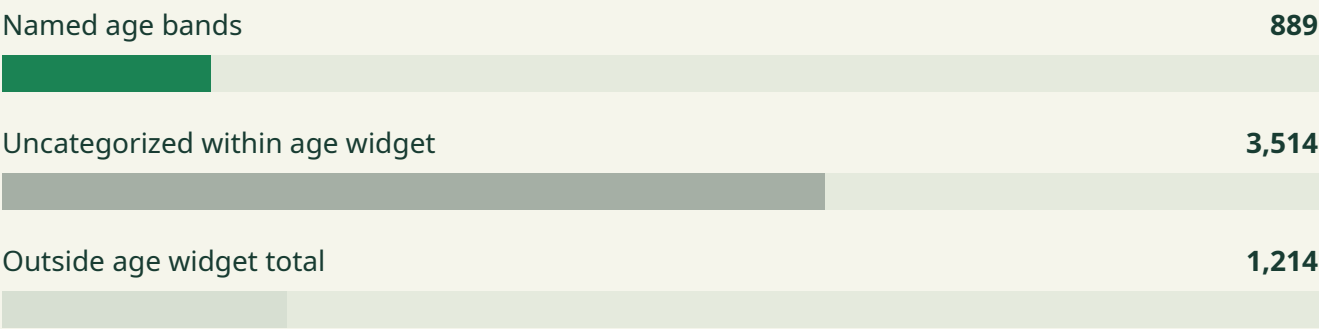
The returned rows sum to 2,909 male-classified and 732 female-classified mentions across sentiment labels. These are message counts attached to platform attributes, not verified identities or unique people. Differences in who posts and which profiles are classifiable can affect the result. The practical leadership implication is to avoid generalizing this subset to all residents or using it to prioritize individual access to services.

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

Age coverage is too limited for a population profile

Only 889 mentions sit in a named age band. Another 3,514 are explicitly uncategorized in the age widget.

Age attribution and the two coverage gaps



18-35	681	35-60	195	60+	13
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Full topic: 5,617 mentions. Named bands: 889. Returned age widget: 4,403.

Separate two kinds of gap

The age widget returns 4,403 mentions in total. Another 1,214 topic mentions are outside its returned rows.

Focus on the question asked

The content of a service question is more useful here than an inferred age category.

Leadership interpretation

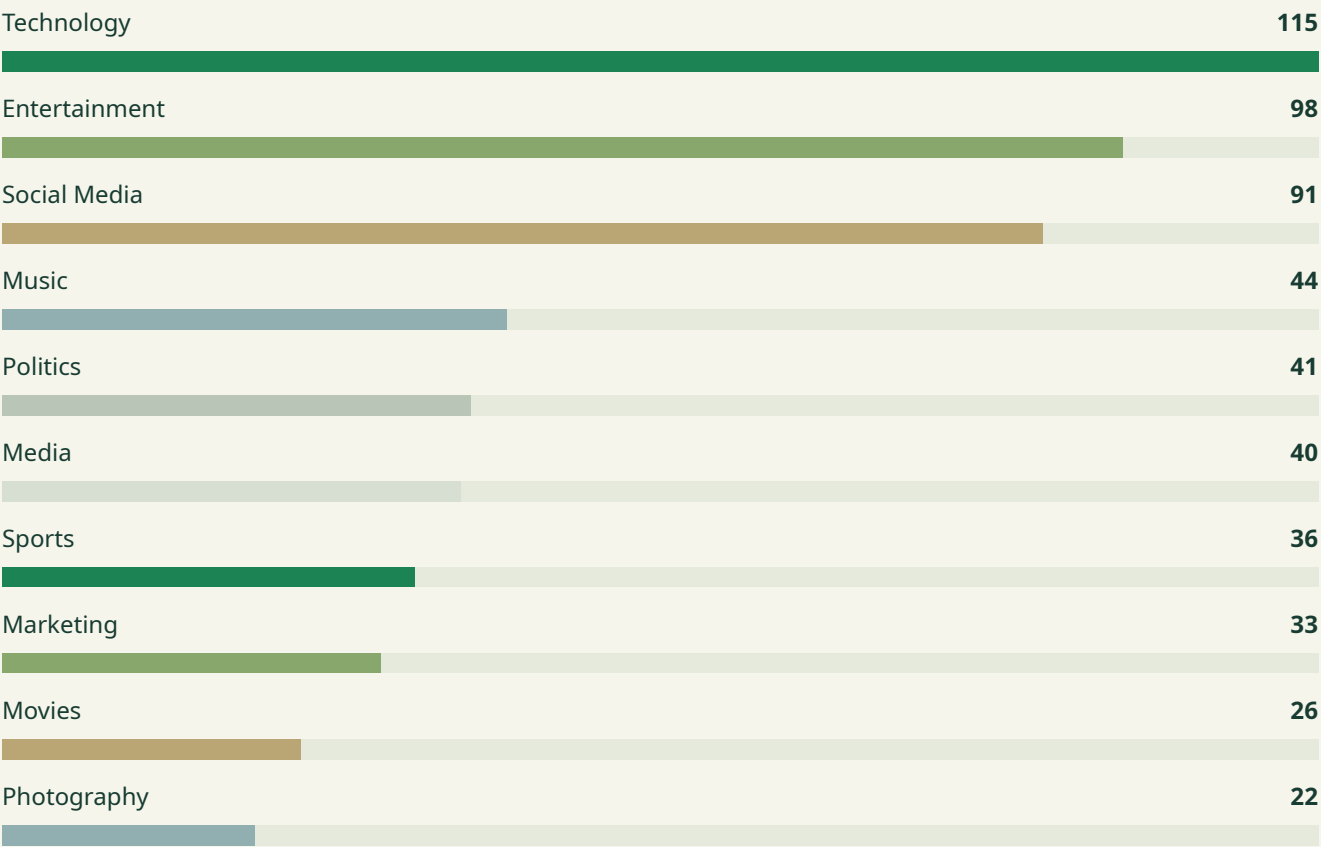
The 18–35 category is the largest named band, but its 681 mentions should not be read as evidence that most beneficiaries are young. Both the uncategorized group and the out-of-scope remainder are larger. A leadership report should show the evidence gap explicitly and avoid using this chart to estimate the age distribution of MOMAH service users.

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

Interest labels provide context for content review 18

Technology, entertainment and social media lead the returned interest labels. These rows can overlap.

Ten leading returned interest labels



Associated mentions. Categories may overlap and cannot be summed as unique audience.

Leadership interpretation

These labels can help an analyst choose examples for closer reading, but they are not sufficient to define audience segments or predict service needs. The counts refer to mentions associated with returned interest categories. A useful communications experiment would test whether a practical explanation answers an observed question, using an agreed outcome measure rather than assuming an interest label predicts behavior.

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

Residents describe the journey around the facility

19

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 ↗](#)

Access matters

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

Essentials matter

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

Leadership interpretation

These examples suggest a useful leadership question: does communication explain how residents can use an improvement, or only announce that it exists? A locality-specific update can make the delivery stage, access arrangements and next milestone visible. Operational teams should verify location and responsibility before making commitments.

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

Local updates can answer the next question

A neighborhood improvement becomes easier to understand when the next milestone is visible.

SELECTED PUBLIC EXAMPLE · ANALYST PARAPHRASE

Local expectations of improvement

A resident asks when a neighborhood will benefit from announced quality-of-life improvements.

[Read the original source ↗](#)

What is known

Selected posts ask about missing essentials, access to walking routes and expected greening work.

What needs verification

Location, project scope, responsible entity and delivery status require operational records.

A proposed communication test

Compare a general announcement with a locality-specific update that explains the next step.

Leadership interpretation

An insights team can group related examples before requesting a review. A service owner can then confirm whether they refer to one project or different responsibilities. This avoids treating every repeated mention as a separate incident, or assigning a complaint to a municipality solely because an account was tagged.

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

The next responsible party should be clear

21

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 ↗](#)

Repeated contact

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

Partner handoffs

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

Leadership interpretation

Public posts are evidence of an expressed experience, not proof of case status or fault. The proposed response is to verify the internal record, identify one follow-up owner and tell the beneficiary what will happen next. A brief thank-you message should not be treated as evidence of case closure.

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

A reply and a resolution answer different questions

Service communication should distinguish acknowledgement, progress and a confirmed outcome.

SELECTED PUBLIC EXAMPLE · ANALYST PARAPHRASE

Courtesy after contact

A brief message thanks the housing-care account. It does not establish that the underlying matter was resolved.

[Read the original source ↗](#)

Acknowledgement

Was the concern received and understood?

Progress

Does the beneficiary know who owns the next step?

Outcome

Does the operational record confirm what was completed?

Leadership interpretation

The selected thank-you message is useful precisely because it shows the limit of interpreting tone alone. A polite reply may reflect courtesy, a helpful explanation or a resolved issue. Public text cannot distinguish these reliably without additional context. The proposed brief should record the confirmed outcome separately from the sentiment label.

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

Specific progress gives the story substance ²³

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 ↗](#)

Local proof

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

Useful guidance

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

A feedback route

Invite specific observations through the appropriate service channel.

Leadership interpretation

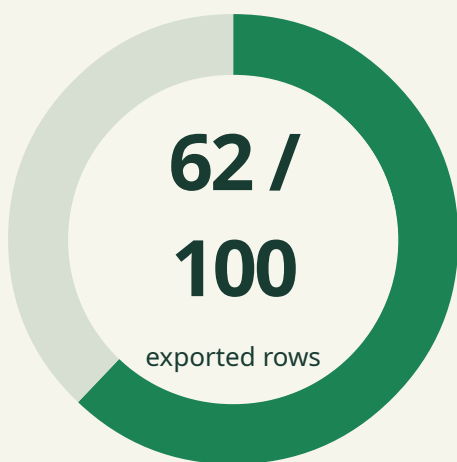
The communication opportunity is to connect announced progress with recognizable beneficiary experiences. Community stories should use verified outcomes and appropriate permissions. Constructive suggestions should remain visible even when the platform groups them with positive content.

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

Distribution and endorsement are different measures

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

One repeated message within the positive export



■ Matching campaign rows

62

■ Other exported rows

38

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

What the sample shows

Repeated wording is evidence of message distribution across captured posts.

What remains to be tested

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

Leadership interpretation

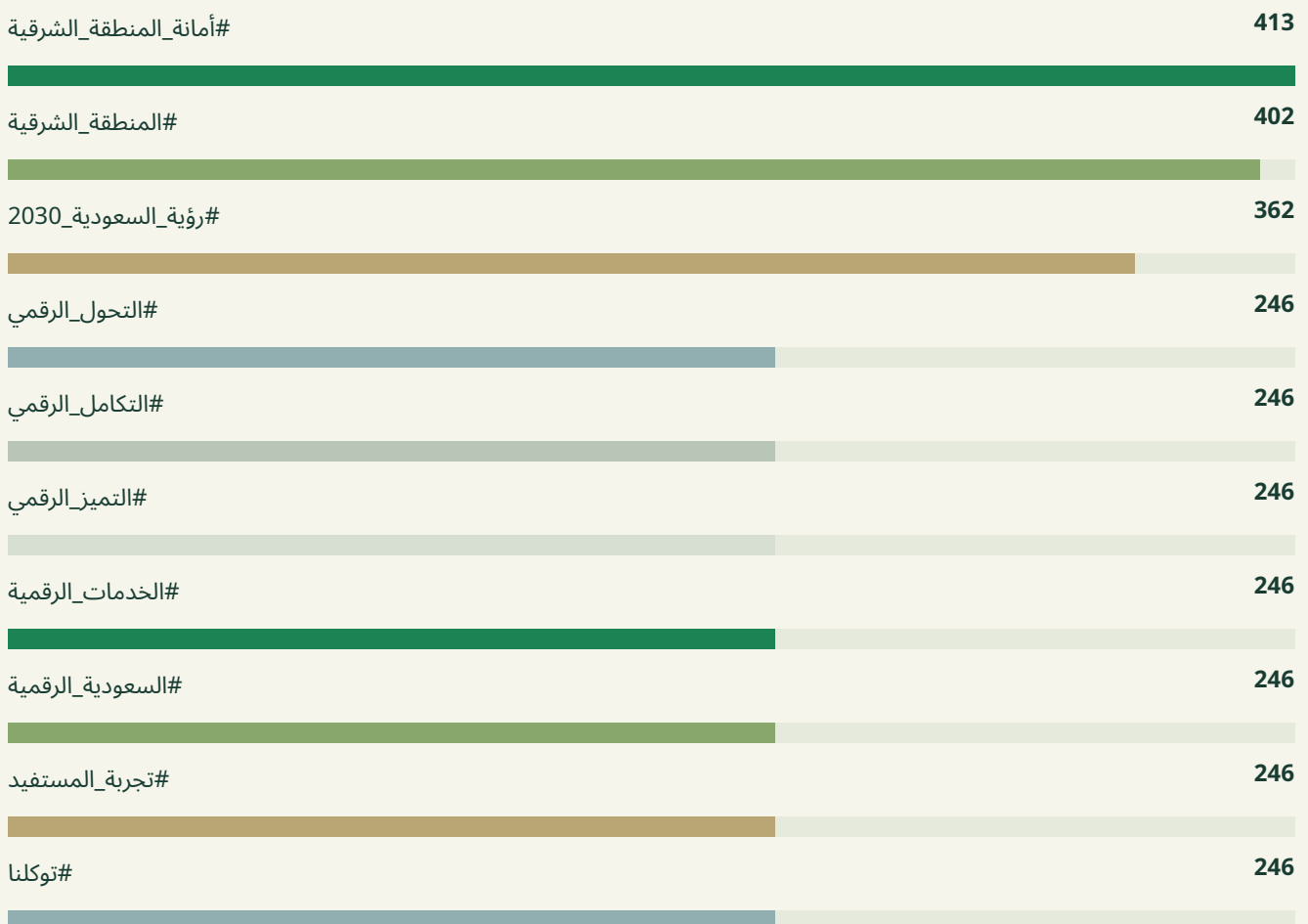
The duplicate count uses exact text after removing links and normalizing whitespace. It applies only to the 100-row positive export, not all positive mentions. This comparison does not allege inauthentic behavior. Municipal accounts may legitimately distribute the same campaign message. Hashtags can co-occur in one post and must not be added as unique people or unique messages.

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

Hashtags show several overlapping conversation contexts

The leading returned hashtags connect municipal place, national vision and digital-service themes.

Ten leading hashtags by returned mentions



Top 10 of 414 returned hashtag rows. Co-occurring tags make these counts non-additive.

Leadership interpretation

The hashtag export contains 414 returned rows. This chart shows the ten largest by mention count and preserves the original Arabic spellings. For communication planning, select a tag and inspect its source messages before inferring why it is prominent. Do not add rows together as topic volume, and do not treat a regional hashtag as proof of the author's location or the location of a reported service issue.

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

Positive hashtag tone can coexist with repeated campaign text

The leading three hashtags carry predominantly positive platform labels in the returned hashtag-sentiment widget.

Sentiment within each hashtag

#أمانة_المنطقة_الشرقية

413



Negative 2 · Neutral 1 · Positive 410

#المنطقة_الشرقية

402



Negative 0 · Neutral 0 · Positive 402

#رؤية_السعودية_2030

362



Negative 0 · Neutral 5 · Positive 357

Each bar has its own denominator. Green = positive; gray = neutral; terracotta = negative.

Preserve the local denominator

Each stacked bar uses that hashtag's returned sentiment counts. Rows overlap across posts.

Separate tone and independence

Positive wording can reflect campaign distribution. Independent beneficiary response requires source review.

Leadership interpretation

The positive-conversation sample provides a useful companion exhibit: 62 of its 100 rows repeat one public-space message after links and whitespace are normalized. That observation does not establish that these leading hashtags belong to the same posts. It shows why a communications brief should report reach, repetition and substantive response as different questions rather than collapsing them into one success measure.

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

The strongest brief makes uncertainty visible

Different widgets answer different questions. Their numbers must retain their original scope.

SELECTED PUBLIC EXAMPLE · ANALYST PARAPHRASE

Context changes sentiment

A message in the positive stream repeats a polite service reply and then criticizes that reply sarcastically.

[Read the original source ↗](#)

Different time zones

Mentions use Riyadh time. The sentiment trend uses Dubai time and excludes neutral and uncategorized rows.

Sample limits

The two conversation exports each contain 100 rows. Keyword paging stopped after a repeated page.

Context review

Some messages are repeated, sarcastic or unrelated despite mentioning an official account.

Leadership interpretation

The negative sentiment trend sums to 3,131, while the summary returns 3,118. These values are preserved separately. Different time zones are one observed scope difference, not a proven explanation of the discrepancy. No reconciliation is forced. An aligned retrieval and scope review are required before direct comparison.

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

A clear owner reduces uncertainty

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



AI-generated illustration · not a verified project photograph

Verify

Check the source, case context and relevant jurisdiction.

Assign

Name the team that owns the next substantive update.

Explain

Tell the beneficiary the next action and expected update point.

Confirm

Check the outcome using operational evidence.

Leadership interpretation

This is a proposed workflow rather than a description of MOMAH's current process. It does not assume a service-level breach or a missing capability. The leadership discussion should establish where ownership is already clear, where partner journeys need coordination and which evidence can confirm completion.

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

A weekly brief with an accountable review

29

The operating rhythm should serve an existing leadership decision.

01 Before the review

Insights selects material observations, checks sources and records uncertainty.

02 During the review

Service owners confirm context. The sponsor selects a decision or verification step.

03 After the review

The owner records the outcome and the evidence needed for the next brief.

Leadership interpretation

Routine observations can remain in the dashboard. A material issue enters the leadership brief when it changes a decision, requires coordination or warrants verification. This is a proposed cadence for the pilot, not a commitment to automated alerts or an assessment of MOMAH's existing reporting process.

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

One page that makes the next decision clear

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.

Leadership interpretation

A useful brief keeps the observation, interpretation and proposed action separate. It cites the source, states the limits of the sample and identifies what additional evidence can resolve uncertainty. The leadership sponsor can then ask for a decision, a verification step or no further action.

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

Five views for the next leadership question 31

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? | ↗ |
-

Leadership interpretation

These views use the same frozen evidence as this report. They work offline and offer Arabic and English navigation. Source dialogs explain scope. Example filters affect only the curated examples, and prepared briefing answers are not a live AI service.

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

MCP makes the briefing workflow repeatable

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.

Leadership interpretation

Model Context Protocol is the connection between the approved assistant and the available Sprinklr tools. Workspace selection, access and enablement must be validated for a pilot. This package was prepared from exported data and public research. It does not demonstrate a live MOMAH connection, automatic case resolution or production write-back.

Sources: P01 · P02

A small commitment with measurable value

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.

Leadership interpretation

Measure elapsed preparation time, the proportion of material claims with usable sources, and sponsor-rated usefulness on an agreed scale. Set acceptance thresholds with MOMAH in week one. Keep human approval of conclusions and any subsequent action. No saving, satisfaction improvement or ROI is promised in advance.

Sources: P01 • P02

A pilot scorecard makes the decision measurable

Agree the baseline and acceptance criteria before the first comparison. No result is assumed in advance.

Proposed measures across four weeks

Measure	Week 1	Weeks 2–3	Week 4
Preparation time	Baseline minutes	Record each cycle	Compare like tasks
Source traceability	Audit current claims	Sourced / reviewed claims	Review gaps
Leadership usefulness	Agree rating scale	Sponsor rating + reason	Decide scope

Proposed measurement design. Blank baselines are intentional; no results or savings are invented.

Use comparable tasks

Record the same question type, source scope and review standard each week.

Keep quality alongside speed

A faster brief is useful only if its important claims can be checked and leaders can act on it.

Leadership interpretation

Measure elapsed preparation time from question receipt to the approved brief. For traceability, divide material claims with usable supporting sources by all material claims reviewed. Ask the sponsor to rate usefulness using one agreed scale and record the reason for the score. The week-four decision should consider these results together, including exceptions and the analyst review effort, before expanding the scope.

Sources: P01 · P02

How to read the exhibits

Use each result with its source, unit, denominator and reporting boundary.

01 Mention

A returned topic-matching message. It is not necessarily a unique person, complaint or case.

02 Sentiment

The original platform classification. Analyst review does not overwrite the exported totals.

03 Selected example

A reviewed, paraphrased source within the capped conversation exports.

04 Proposal

A recommended action or operating model for discussion, not an observed outcome.

Leadership interpretation

Rates use the displayed denominator and round to one decimal place unless stated otherwise. Duplicate grouping removes links and normalizes whitespace, then matches exact text. It does not infer coordinated behavior. Missing observations stay missing, and no confidence intervals or population estimates are derived from these exports.

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

Evidence that can be checked

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.

Leadership interpretation

The original exports remain unchanged. The package preserves units and denominators, leaves absent weeks unfilled and excludes unverified prior-period comparisons. Selected posts are paraphrased and linked. Proposed actions and pilot roles are recommendations for discussion.

Sources: D01 · O01 · O02 · P01 · P02 · MOMAH topic / ACME · 29 Sep 2026 snapshot