CASE STUDY

PollStar—Election Management System from DSNL

PollStar was designed and developed for monitoring and controlling the polling activity during bye-elections in Tamil Nadu in 2016

Client

The Election Commission is an autonomous constitutional authority responsible for administering election processes in India.

Requirement

Election Officers needed a system to track the polling process in real-time during the bye-elections to three assembly constituencies in Tamil Nadu in 2016

Challenge

The earlier system based on SMS service proved to be inadequate and inefficient, failing to meet the requirements. The team needed a robust and highly responsive system for tracking the polling status in real time.

DSNL Solution

1. The team at DSNL created PollStar, an Election Management tool based on Qmulus, DSNL's Command, Control, and Conference (C3) platform. The system captured responses from the Presiding Officers and conveyed data to the chain of command.
2. Responses from polling booths were recorded and stored in the PollStar database
3. Customised reports were created as per specific requirements

Result

1. The team received a response rate of over 98% from the Presiding Officers on the day of the election
2. The results were streamed live on popular state-wide television channels

Benefit

1. Instant communication from polling booths on the status of elections left no room for ambiguity
2. Comprehensive and intuitive reports gave critical insights on the election management process resulting in customer delight.

Summary

Customer Challenge:

· SMS-based system failed to meet the needs

Solution Offered:

· PollStar Election Management System, powered by DSNL Qmulus Conferencing Platform

Result:

· Response rate of over 98% on the day of the Election

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