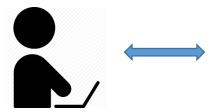
#### CUSTOMER/CLIENT ENGAGEMENT ON IPAIDABRIBE





## Why does he come?

- Report a bribe
- Report not paying a bribe
- Seek information on Public Services
- Seek advice on Governance matters

### How does he come?

- Facebook
- Google
- News Articles
- Research Articles

### What does he do?

- Shares his bribe experience
- Seeks advice through the "Ask Experts" feature related to governance issues and public services
- Seeks information about Public Services through the "How to" sections

# What does he get?

- Advice related to bribery, public services, legal issues
- Information on Public Services
- Analysis on current bribe trends across various services in India
- Successful resolutionssuccess stories