



CRM Ad Hoc Naming Committee Report Out

Kathleen Boutté Foster, CIO
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CRM Naming Ad Hoc Subcommittee

- Committee Members:
 - ◆ Larry Klein
 - ◆ Richard Mehlinger
 - ◆ Murali Srinivasan
- Objectives: Select and Recommend a Name for the CRM and chatbot
 - ◆ Select and Recommend a CRM name
 - ◆ Select and Recommend a Chatbot name

Potential Sunnyvale CRM Names

Professional & Government

- Sunnyvale 311
- Sunnyvale Service Center
- Sunnyvale Connect
- Sunnyvale Resident Portal
- Sunnyvale Service Hub
- Sunnyvale Customer Service Center
- MySunnyvale Services

Friendly & Public-Facing

- Sunnyvale Fix-It
- Sunnyvale Help Hub
- Sunnyvale Works
- Sunnyvale Service Desk
- Sunnyvale Cares

Innovation & Tech Branding

- Sunnyvale Service Cloud
- SV Connect
- Sunnyvale Digital Services
- Sunnyvale Online OneStop

AI Top Picks (Balanced + Brandable)

- Sunnyvale Connect
- Sunnyvale Service Hub
- My Sunnyvale
- Sunnyvale 311
- Sunnyvale Works

Potential Sunnyvale Chatbot Names

- Top Picks:
 - ◆ **Ask Sunny** – Friendly + on-brand
 - ◆ **SunnyBot** – Very approachable
 - ◆ **SunnyVA (Virtual Assistant)** – Clean and Modern
 - ◆ **Lumi** – Unique, light-themed
 - ◆ **Sunnyvale AI Assistant** – Professional + clear purpose

Recommended Names

CRM

MySunnyvale

Chatbot

Sunny