



Community Engagement

for Local Government

Improve Community Engagement

Local Government success depends upon the ability to deliver quality public services and programs both efficiently and effectively. Despite the demands of complex and often competing priorities, managing the diverse needs of numerous stakeholders is paramount.

TechnologyOne Customer Relationship Management (CRM) is designed for Local Government organisations to help manage the complexities of fostering, implementing and managing the many individual and organisational relationships involved in community engagement and development programs.

xRM – Beyond Sales CRM

Supporting a rich, proactive engagement model for multiple stakeholders, TechnologyOne CRM delivers an xRM environment, where the 'x' can be any range of stakeholders. Local government stakeholders can include community members or groups, suppliers and partners, each of whom may also have some interaction with each other.

TechnologyOne CRM for Local Government is different because it offers flexibility through its engagement-based model, and so removes the frustrations and limitations of traditional sales-based CRM's.

TechnologyOne CRM for Local Government facilitates communication with stakeholders in a methodical and traceable manner. It has been designed to help manage relationships with the community, industry bodies, not-for-profit organisations, memberships, and even policy or service changes.

Empowering Community Development

TechnologyOne CRM enables Local Government organisations to build and reap the rewards of better individual, organisational and community relationships.

- **Manage all your stakeholder relationships** using the community engagement feature
- **Create** contact lists and **build community networks**
- Use the email communication and marketing tools to **improve stakeholder communication**
- **Record and track information on different stakeholders** through simple configuration
- **Proactively engage with your community** instead of being reactive

Better Stakeholder Management

With increasingly diverse stakeholder groups and relationships, more than ever the focus is on optimising your communications. TechnologyOne CRM for Local Government offers an efficient way to ensure you communicate with the right people at the right time.

- **A true xRM environment** enables you to manage relationships with multiple stakeholders
- **Tailor your processes** when dealing with different stakeholders
- **Improve communication and automate process** using workflow rules





An Integrated Enterprise Solution

TechnologyOne develops, markets, implements and supports a comprehensive solution suite for Local Government organisations.



TechnologyOne CRM is **deeply integrated** with other TechnologyOne software, delivering organisation wide solutions, for a true 360 degree view of all your stakeholders.

- **Integrates with TechnologyOne Financials** to link accounts receivable, invoices and other financial operations directly to your stakeholder information
- **Integrates with TechnologyOne Works & Assets** to link to any organisational contract for better supplier management
- **Integrates with TechnologyOne Supply Chain** to seamlessly manage and optimise your purchasing processes

Functional Overview

With TechnologyOne CRM, you gain the flexibility to deploy any number of components at once, or over a staged implementation approach. We can help you define the components that will deliver the most benefit to your organisation.

<p>Engagements – xRM</p> <ul style="list-style-type: none"> • Community engagement • Fundraising • Risk management 	<p>Configuration</p> <ul style="list-style-type: none"> • Custom fields and sections • Custom contacts • Engagement processes • Customise activities • Customise relationships 	<p>Communication</p> <ul style="list-style-type: none"> • Contact lists • Marketing campaigns • Measure marketing ROI • Bulk emails • Mail merges • Event management
<p>Advanced Customisation</p> <ul style="list-style-type: none"> • Tailor communications towards groups or individuals • Advanced field and section customisation • Modify custom fields 	<p>Comprehensive Reports and Enquiries</p> <ul style="list-style-type: none"> • Improve business intelligence • Improve decision making capacity • Standardised reports • User configurable reports 	<p>Access and Security</p> <ul style="list-style-type: none"> • Roles and workplaces • Access control • LDAP integration • Security and auditing • User and system management

Integration with your Day to Day Tools

TechnologyOne CRM seamlessly integrates with the most widely used office productivity tool, Microsoft Office. Easily update email correspondence, contact details, appointments and tasks from Outlook so that your CRM system is always synchronised. From any standard enquiry, data can be exported to MS Excel for further analysis or MS Word for mail merges.

- **Integrates with Microsoft Outlook** to enable tracking of emails and synchronisation of contacts and appointments
- **Integrates with Microsoft Word and Excel** to deliver mail merge and data export functionality
- **Minimise change management** impacts by enabling staff to continue to use their day to day tools
- **View the entire history of interactions** with an individual or organisation, including emails, phone calls, faxes, letters and memos

The Power of Business Intelligence

By implementing TechnologyOne Business Intelligence with TechnologyOne CRM, you can gain unprecedented insight into the information contained in your CRM.

- **TechnologyOne Business Intelligence** delivers an integrated, real-time, organisation-wide view of key information, across system boundaries
- **TechnologyOne Business Intelligence dashboards** deliver immediate click-through to action with a range of visualisation tools
- **XLOne Analyse is our premiere reporting tool** which delivers the ability to slice and dice data in a familiar Excel spreadsheet environment

Post-Implementation Agility

As your business changes and grows, so can TechnologyOne CRM. It is agile enough to adapt to changes in your organisation, with configuration changes easy to make without relying on someone with technical ability.