Citizen Relationship Management

Prepared for the
State of Mississippi
Office of Governor

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Citizen Relationship Management

Citizen Relationship Management is the practice of tracking citizen requests, reports, complaints and compliments and responding to those requests in an effort to serve the citizens better.
Intranet Quorum

Intranet Quorum (IQ) is the nation’s leading browser-based Citizen Relationship Management system.
IQ Functionality Includes:

- Citizen Database
- Correspondence Management
- Workflow & Case Tracking
- Event Tracking
- Internet Mail Management
- Boards & Commissions
- Press Management
- Reports
A Quick Look at the IQ System . . .

People, not documents are the heart of the IQ System. Multiple addresses, contact methods, codes and ad-hoc information is easily recorded for fast retrieval.

User created unlimited codes

Unlimited contact information

Unlimited Text Field
A Quick Look at the IQ System...

The People Summary Screen presents all citizen data for each individual. A complete history of postal mail, telephone, internet mail, fax, field interviews and office visits are quickly and easily reviewed.
**A Quick Look at the IQ System . . .**

IQ People allows your staff to easily make changes to existing people records.
A Quick Look at the IQ System . . .

Addresses entered into the IQ system are verified against an address verification and standardization database.
IQ Search Screens are of a common style and format. Each search screen provides easy to use options with informative tips printed right on the screen.
Correspondence is simple with IQ’s mail creation features, which include the ability to handle variable text processing, “ad-hoc” text, letter formats, letter review and correction, letter templates and library creation and update.
Workflow is used to track and route citizen requests and other office projects and tasks. IQ provides two levels of workflow -- workflow managed entirely within the IQ system and IQ Extended Workflow that can be routed to and from non-IQ users via email. Extended Workflow is available as an add-on module.
Event Tracking is a group scheduling system that is fully integrated with the citizen database (People module). With IQ you can manage conflicting appointments, link events to citizen records, and keep a complete and searchable record of all past, current, and future appointments by type, topic, and other criteria.
IQ’s Internet Mail Agent (IMA) provides email management tools for routing, tracking, and answering email.
IQ allows users to easily manage lists by virtually every criteria stored in the IQ database. Lists are quickly and easily produced with the IQ select processor. They can also use the select lists to generate targeted mailings based upon any cross-section of information in the database.
IQ Boards & Commissions module maintains a detailed membership list for each Board.
The IQ Boards & Commissions Summary Page summarizes membership and contact information.
IQ Boards & Commissions maintains accurate records for Board Members and tracks appointment status.
IQ Press allows easy access to your press documents which include such information as media type, related issues, press status and any related notes. IQ tracks media organizations and contacts, requests for interviews and media documents such as press releases. In addition, users can scan documents such as newspaper articles into an extensive library.
A Quick Look at the IQ System . . .

IQ Tools supplements a rich variety of text-based reporting options with charts and graphs that provide trend data for analysis.
Latest Technology

- **Web-based design** — easy-to-use interface, increased speed & flexible environment

- **Oracle database** — the ideal platform for data warehousing applications of every size and scope

- **Intranet Security** — unique user accounts with Microsoft NT and Oracle security
The CRM = IQ Message

• Efficiency and service to the citizen is primary focus
• A Web-based solution delivers the future platform needed for exceptional customer/citizen service
• Ensuring all areas of the organization have easy access to citizen information
• Minimal risk solution with flexibility and scalability to support future requirements
• Emphasis on ease-of-use
Similar Projects

Applying our Successful Experience

- Fairfax County
- Georgia Governor
- Minnesota Governor
- Virginia Governor
- Arlington County (new)
- Alabama Governor (new)
- White House
- U.S. House of Representatives
- U.S. Senate
Building Stronger, One-to-One Citizen Relationships