Service
Support

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-Franka Maerz,
Senate of Pennsylvania

The Problem:
Historically, the Senate of Pennsylvania used an in house, homegrown database system. This system could not meet the demands of the growing constituent base.

Because the database was slow and outdated, maintaining accurate and detailed information pertaining to the Senate's constituents was virtually impossible. The staff was overwhelmed with all of the information that needed to be tracked. The Senate of Pennsylvania needed a new solution.

Supporting organizations in their processes and enhancing their ability to track and retain customers

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The Senate of Pennsylvania

The Senate of Pennsylvania has a staff of 300 supporting the state's population of over 12 million. This staff is tasked with tracking bills and issues, day to day constituent services, tracking notary information and all other constituent needs.

The Solution:

Upon implementing Contact-Wise® CRM, the Senate of Pennsylvania's staff greatly increased its ability to track bills and issues, constituent services, day to day constituent's history, and notary applications. The staff could easily run reports to see the status of issues and critical information about each constituent. Franka Maerz, IT Trainer at the Senate of Pennsylvania, said, "We do custom reporting which allows [the staff] to just print the report and hand it to the senator to let him/her know what's going with a particular issue with a constituent." This quick and custom reporting capability has helped the senators serve their constituents more effectively.

The Senate of Pennsylvania's staff can now quickly find each constituent and view their history information, allowing the staff to be more efficient. When a constituent calls in, the staff can easily find the information to better serve the contact.

The Senate of Pennsylvania benefits from the mass email feature of ContactWise CRM. The staff can easily contact each constituent with a customized and personalized email which can be sent to any number of constituents. Maerz stated, "This feature has been very helpful to us because it helps save on postage and paper costs, and a lot of people have email so that has been a great, big help!"

Conclusion:

With ContactWise CRM, the Senate of Pennsylvania has increased staff efficiencies and lowered total overall costs (TCO). This solution allows the staff to easily access constituent information, giving senators the ability to serve constituents more effectively.

Mobile & Enterprise CRM