

Our insight

All this made sense to us – these issues are the same ones many corporates have been grappling with for years.

So, we took our proven CRM and tailored it for local government. We gave it a name, 'The CDC Civic Platform'. But we like to think of it as: Driving better Council Connections and services for all.

"Working with the CDC Praxa team has been extremely beneficial to the project. They fully understand what the business needs are and deliver solutions to fit, in a flexible way. They have been extremely accommodating in delivering enhancements to the technical solutions as ... business needs have changed. They have been understanding of our business resource constraints and have worked around this to deliver maximum solutions with minimum disruption."

Ms Louise Duncan, Customer Marketing Manager, Cricket Australia

Our solution

The CDC Civic Platform is a way to effectively manage your constituent relationships cost-effectively, by leveraging existing systems. This means it easily slots in to work around elements you undoubtedly already have – like Excel and Outlook – and, more importantly, software your staff are already used to working with. Clients also tell us that it's incredibly easy to use, with intuitive features that fit in with the way people actually work.

We begin by looking at the activities of your organisation, and take best-practice examples of how your people do their jobs. Then, we work with you to take those processes and give you streamlined, consistent, and automated ways of working that will help you vastly improve productivity and customer service. Absolutely key to this is an inbuilt flexibility within the CDC Civic Platform which means you don't have to reinvent the wheel – just learn how to make it roll more smoothly.

"The perspective that CDC Praxa brought to our project from their unmatched experience was extremely valuable to us in three ways. Firstly, their innate understanding of the solution, relational databases and business processes meant that solution architecture was effectively mapped and correct the first time around. Secondly, they showed us a roadmap, giving us the confidence that we had chosen not just the right technology, but also the right team to work with. Thirdly, CDC Praxa's team could rein in a manageable phase one, which addressed immediate objectives and goals, whilst delivering fast results."

Mr Ernie White, Senior Manager, Burwood Council

Meeting future needs

Because we take a phased approach, there's plenty of scope for adding features down the track. For example, you can add modules in areas such as Case Management, Enterprise Content Management and Performance Reporting as you wish, or as your IT budget allows.

That's when you start getting into the realm of Business Intelligence, with the ability to do things like anticipate needs, forecast budgets with accuracy, spot trends, and track and publish performance metrics.

"CDC Praxa is fantastic and they know the product inside and out. If we have any issues they always know how to help us. They have stuck with us through the whole process by monitoring things and directing us when we need it. They will play a key role in the future."

Mr Aldo Cevaal, National Service Manager, AE Smith

CDC Praxa's government clients include:

- Attorney General's Department of NSW
- Australian Broadcasting Corporation
- Australia Council
- Australia Post
- Brisbane City Council
- Burwood Council
- City Of Sydney
- Department of Innovation, Industry and Regional Development
- Department of Education (NSW and VIC)
- Department of Fair Trading
- Department of Foreign Affairs and Trade
- Department of Justice (VIC)
- Department of Sustainability and Environment
- Department of Transport
- Gosford City Council
- Mallee Catchment Management Authority
- NSW Commission for Children and Young People
- NSW Department of Juvenile Justice
- NSW State Transit Authority
- Office of Industrial Relations
- Office of the Protective Commissioner
- Residential Tenancies Authority
- Rural Lands Protection Board
- Shire of Maree
- The Cancer Council of Victoria
- VicRoads
- Victoria Legal Aid
- Victoria Police

CRM that works? Yes please

Don't you love it when a plan comes together? You know, when technology works the way it should? When it works the way you do.

If you're ready to vastly improve business processes, and transform the way you deal with constituents and the community you service, give us a call.

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THE CDC CIVIC PLATFORM

Driving better Council connections and services for all

"CDC Praxa's team could rein in a manageable phase one, which addressed immediate objectives and goals, whilst delivering fast results."



Your challenges

The Situation

When we sat down and talked to people just like you, working in local government, we kept hearing about the same challenges when it came to the systems you use to deal with customers, and manage workflows:

- Lack of integration
- Reports generated that don't make sense
- No way of getting a holistic view of council business
- Slow to respond to customer needs
- Duplication of workloads
- Inaccurate information

And what did you tell us you wanted?

Above all, a CRM system that was easy to implement and use, that would help you improve customer service and employee morale, and that would fit in with existing software without the need for extensive retraining of staff. You also told us that it had to be exceptional value for money.

“There are several reasons why CRM can be applied effectively in the public sector: cost reduction, product and service improvements, better customer knowledge, and higher employee morale.”

CRM in Real Time

Your needs

Building local government capabilities

Citizen and Business Services Need

1. Local Information and Data
2. Applications, Payments, Rates and Registration
3. Community Communications, Services and Events
4. Permit, Grant and License Requests
5. Business Information Services
6. Address Update
7. Citizen and Business Contact Services
8. Waste and Recycling
9. Environmental Health and Safety
10. Trading Standards
11. Education Services
12. Infrastructure and Utility Services

Council

Local Government Employee and Officials Need

1. Case and Document Management
2. Reporting and Analysis Services
3. Financial, Procurement and Inventory Management and Expense
4. Economic Development and Community Project Services
5. Cross Department Collaboration
6. Employee Management and Development
7. Rates, Licensing, Permits, Trading Standards and Tax Payments
8. Local Information and Internal Directories
9. Building Works and Control
10. Project Management, Elections and Event Planning
11. Business, Resident and Asset Registry
12. Compliance Management and Process
13. Asset, Facilities and Fleet Maintenance, Tracking and Management
14. Budgeting and Forecasting
15. Social Care

The CDC Civic Platform

- Building and managing better citizen and business connections and relationships
- Increasing staff productivity and improving decision through collaboration across council departments
- Driving better government operation performance by streamlining processes across the organisation with automatic workflows
- Reducing administrative overheads like auditing, accountancy and IT costs
- Quickly increasing insight into operational performance with timely access to critical information across all departments

- Empowering management and staff with a common, standard method for managing its facilities, assets, projects, finances, capital and citizen's complaints and feedback
- Improving and ensuring compliance and transparency to meet stringent public sector requirements and regulations
- Easy to implement and maintain scalable infrastructure with a proven CRM platform and support system
- Better information management and coordination of official records, correspondence, grants, permits, assets and legislative documents
- Driving seamless connections between citizens, council personnel and business that you serve

Your benefits

The CDC Civic Platform can help improve your results

By looking at the way your people already work, and providing the right platform and support system, we are able to take the best bits of your existing systems and make sure everyone is working in the most effective way possible.

Best of all, it can help you bring together data from many different sources, consolidate it, and present it in an easy-to-view format at the right level of detail for staff.

“We found the level of product knowledge, and the ability to translate that knowledge into practical, effective and problem-solving advice to be a valuable contributor to the success of the project...the CRM product itself is a top quality product with tremendous configuration and optimization options, [but] it is precisely because of this flexibility that we were so dependent on the CDC Praxa consultants to recommend the best solutions and demonstrate its effectiveness to us in real-time – demonstrating not only their understanding of the CRM product but also that of our business.”

Mr Gareth Maiden, Manager Domestic Customer Acquisition, The Australian Stock Exchange

“CDC Praxa is fantastic and they know the product inside and out. If we have any issues they always know how to help us.”

7 good reasons to consider CDC Praxa as your CRM partner:

1 We've been successfully consulting to government and business clients since 1982.

2 A multi-award winning solution provider including Microsoft Dynamics CRM Partner of the Year and Microsoft Worldwide Solutions Partner of the Year.

3 We use our extensive experience to help clients get a successful first phase of CRM deployed with high user adoption rates and appreciation from senior management.

4 One of the largest, award winning CRM teams in Australia and a focus on great business requirements analysis, good documentation, training and support services.

5 We can give you strategic CRM advice identifying the best roadmap aligning investment with business benefits on the way.

6 We have a deep product knowledge, ensuring your application serves as a good platform for growth and scalability.

7 An endorsed government-preferred supplier for the Australian, NSW and VIC government plus a Quality Endorsed Company.

Challenges for local government

1 Improving customer (citizen and business) service delivery

2 Increasing operational efficiency

3 Improving compliance and accountability

4 Leveraging the power of technology

5 Caring for the environment

6 Sustaining the local economy

7 Delivering social care

8 Raising the standards in education

9 Working collaboratively and taking advantage of shared services

10 Improving staff productivity

