

Accela CRM: Product Overview

Accela CRM
Aurora, IL

Accela CRM, a part of the Civic Platform

**ACCELA CRM HAS
THREE MAJOR COMPONENTS:**

- Community Engagement Tools
- Customer Relationship Management (CRM)
- Reporting and Analytics



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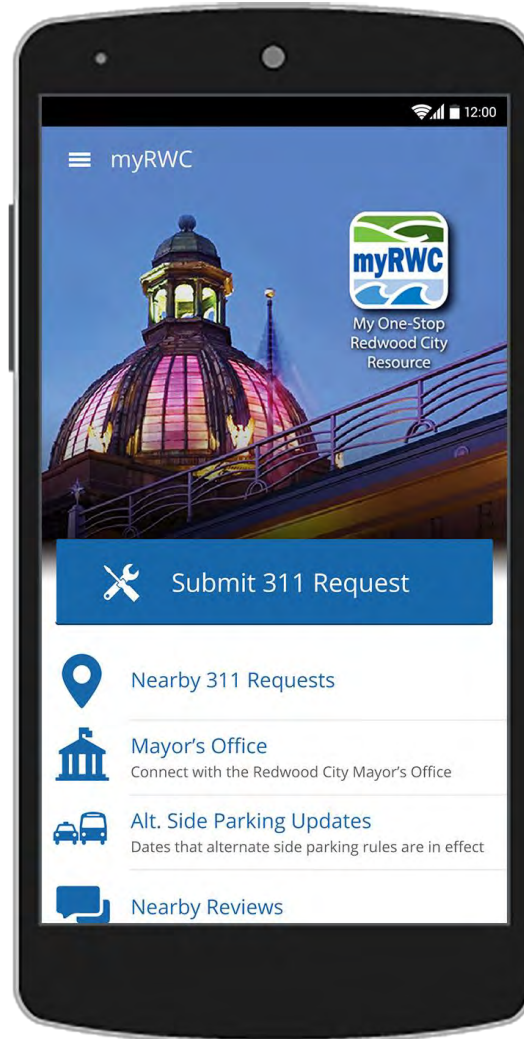
- **Community Engagement Tools**
- **Customer Relationship Management (CRM)**
- **Reporting and Analytics**



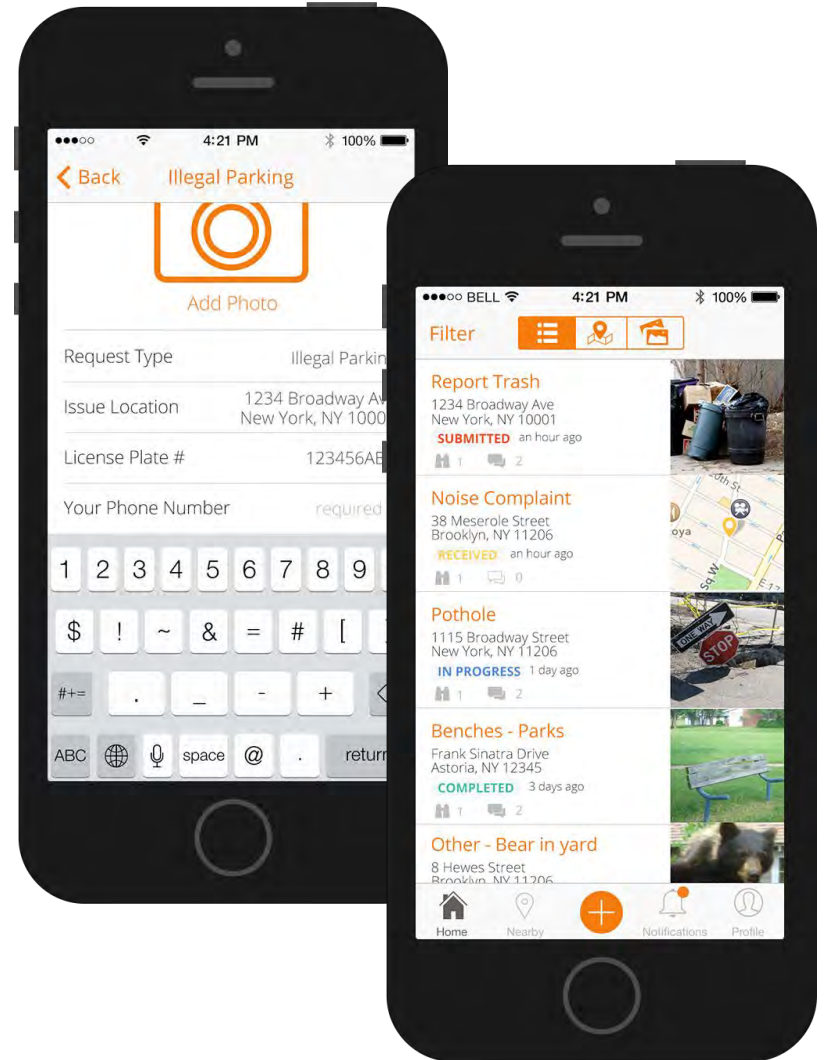
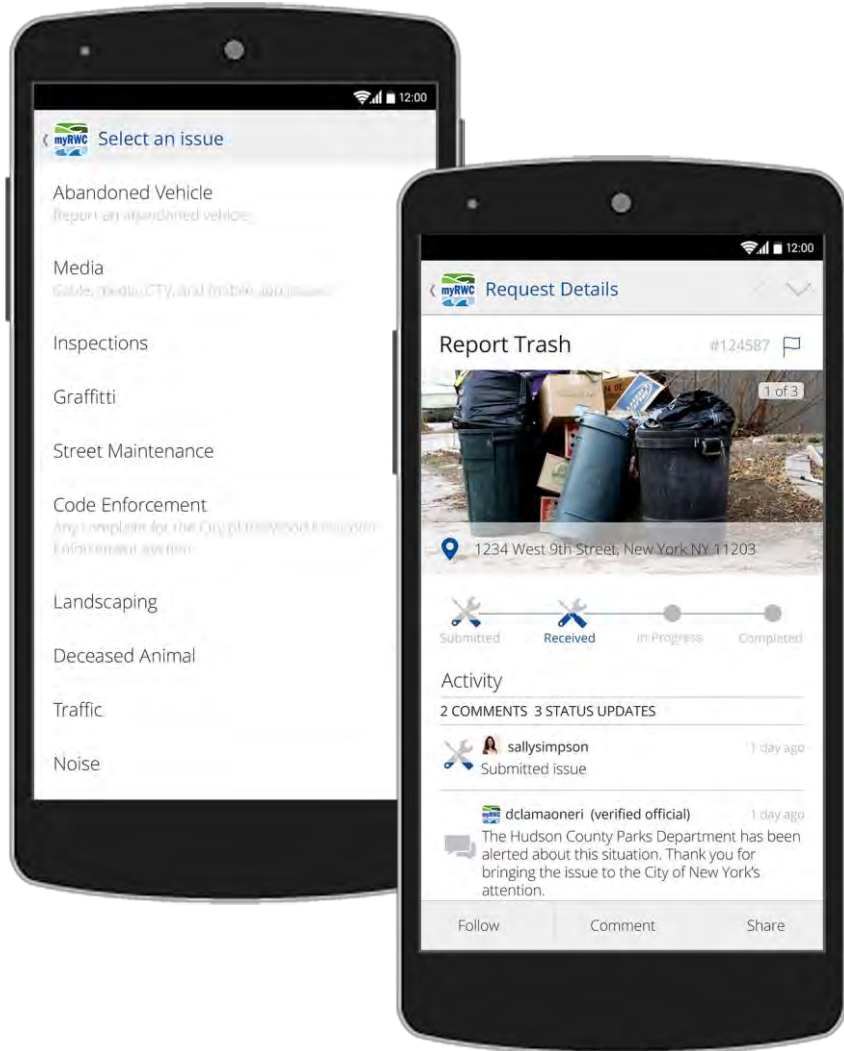
Community Engagement Tools

- ***Branded Mobile Apps***: Custom branded iOS, Android, and Windows apps allow residents to:
 - Submit requests
 - Access general municipal information
 - Browse neighborhood issues
 - Receive notifications and communicate directly with their government
- ***Embeddable Web Iframe***: An embeddable Iframe allows residents to report on and browse requests directly from the Agency's website.
 - Requires a single line of code
 - Completely hosted and maintained by Accela

Mobile that represents your agency well



Instant access & Amazing Customer Service



More than just a “311 app”

Accela’s **widget system** allows staff to create “apps within the app”

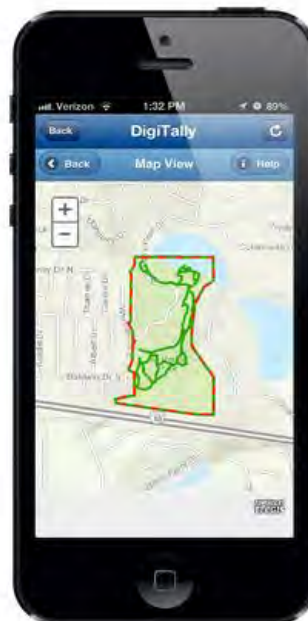
Elk Grove Waste Pickup Schedule

Elk Grove citizens use this app to find the solid waste pickup schedule for a given address.



DigiTally City Parks

Residents and visitors can find information about nearby parks by location and activity with this app.



DigiTally Online Kennel

Current and future pet owners in Tallahassee can use this online kennel app to search for animals up for adoption.




Philly311 License & Inspection Property History

Citizens can enter an address in Philadelphia to see permits, licenses, violations and appeals from the Department of Licenses & Inspections.



Seamless Agency Website Integration

 **PaloAlto311** Login Sign up

Tell us more about the *Graffiti*

Select Option

Address

Description explaining the above field

Description

Privacy

Publicly visible to other users.

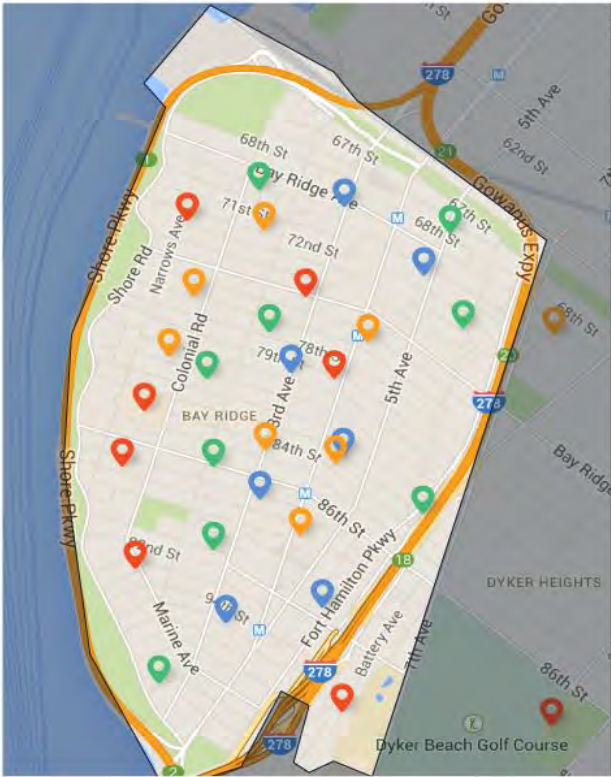
This issue

Cancel Submit

Articles that may help to answer your issue:

- [Does the City remove graffiti from both public and private properties?](#)
- [Where is the Graffiti waiver form located?](#)
- [Who do I contact to report graffiti on a building](#)
- [Graffiti Public Property](#)
- [Graffiti on my Private Property](#)

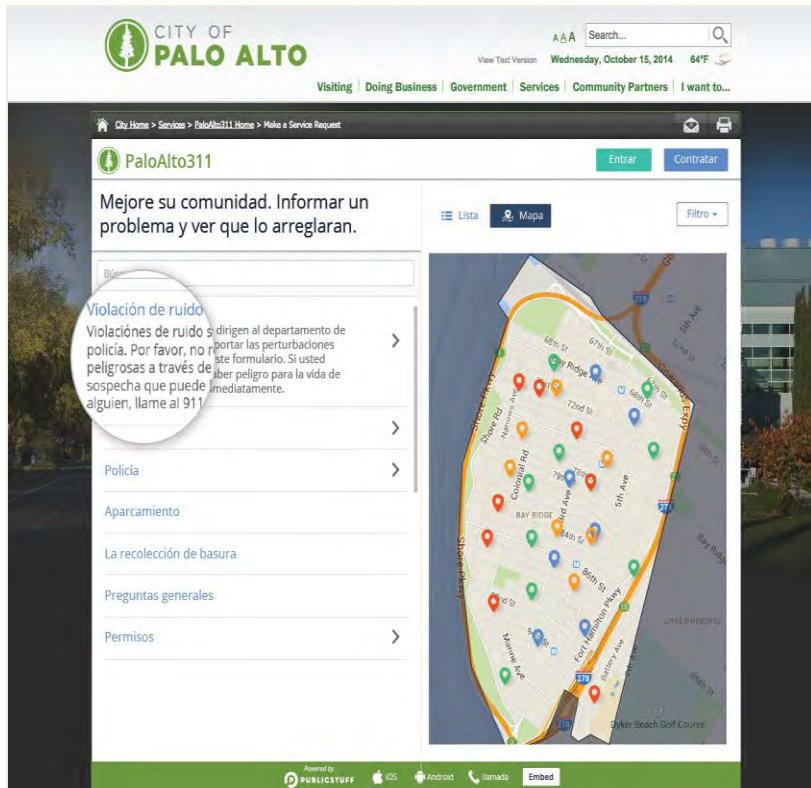
List Map Filter



Submitted Received In Progress Completed

Full, Dynamic Translation

City staff can provide comments and updates to the resident user in English, which the resident will receive in their native language.



ENGLISH



SPANISH

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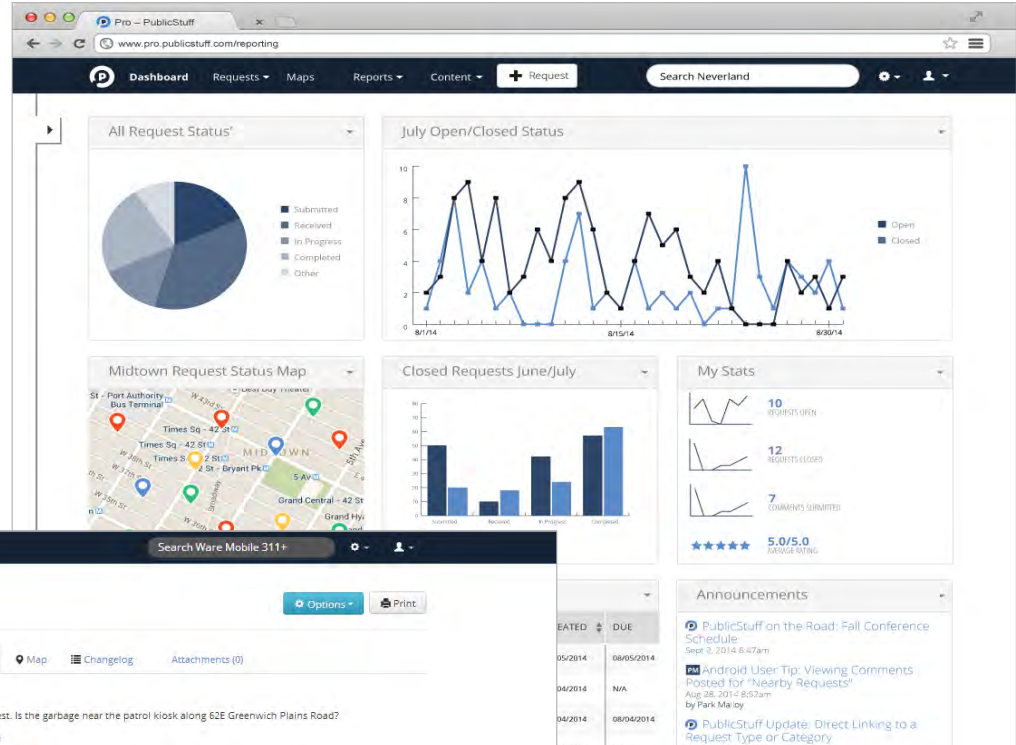


CRM: Log-in to a Smarter Agency



Primary CRM Features

- Administrative Dashboard
- Resident notifications and announcement management
- Custom category and request type configuration
- Request tracking, with GIS visualization of issues
- Request modification
- Internal knowledge base
- Robust custom reporting
- GIS Integration



The screenshot shows the 'Request Details' page for request #390051. The page includes a navigation bar with 'Dashboard', 'Requests', 'Maps', 'Reports', 'Content', and '+ Request'. The main content area is titled 'Request Details #390051' and includes the following elements:

- Request Info:** A section with 'Request Info', 'Comments (2)', 'Map', 'Changelog', and 'Attachments (0)'.
- Status and Priority:** A form with 'Status' (Completed) and 'Priority' (None) dropdown menus, and 'Submitted' (06/13/2014) and 'Due' fields.
- Submitter and Device:** A section showing 'Submitter' (Janet Gray) and 'Device' (iphone).
- Workflow:** A section showing two steps: 'Step 1' (Completed by Jane Smith on 6/18/2014 at 5:57:29 PM) and 'Step 2' (Completed by Jane Smith on 6/18/2014 at 5:57:29 PM).
- Request Description:** A text area containing the message: "Hi Janet, thank you for submitting a request. Is the garbage near the patrol kiosk along 62E Greenwich Plains Road? Jane Smith 'janemsmith' on 06/13/2014 2:57pm delete. Yes, you are right. Hope you can solve this soon. Thanks! Janet Gray 'janet.gray' on 06/13/2014 2:59pm delete." Below this is a response from the system: "Thanks for your request. This location is serviced by County Sanitation. I've alerted them to this issue and they expect to pick up on Friday this week. I will now close this in our system. If you have any questions, please contact Maria at the County at 555-1234."
- Response Form:** A form with a dropdown menu for 'Append a canned response...', a 'Submit' button, and a 'Public' button.
- Image Upload:** A section with a 'NO PICTURE' placeholder and an 'Upload Photo' button.
- Footer:** A link for 'Having trouble?'.

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Reporting in Accela CRM

Dashboard Requests Map Reports Content + Request Search Arlington

Q1 Request Submitted

Save as new Export

Jan 1, 2015 - Mar 31, 2015 Department All Request Type All Status All Add filter

Group By Week Cumulative Straight Curved

Show 500 entries

WEEK	REQUESTS
Dec 28 - Jan 3	83
Jan 4 - 10	239
Jan 11 - 17	228
Jan 18 - 24	288

MY REPORTS

All Requests Closed July

Save as new Export

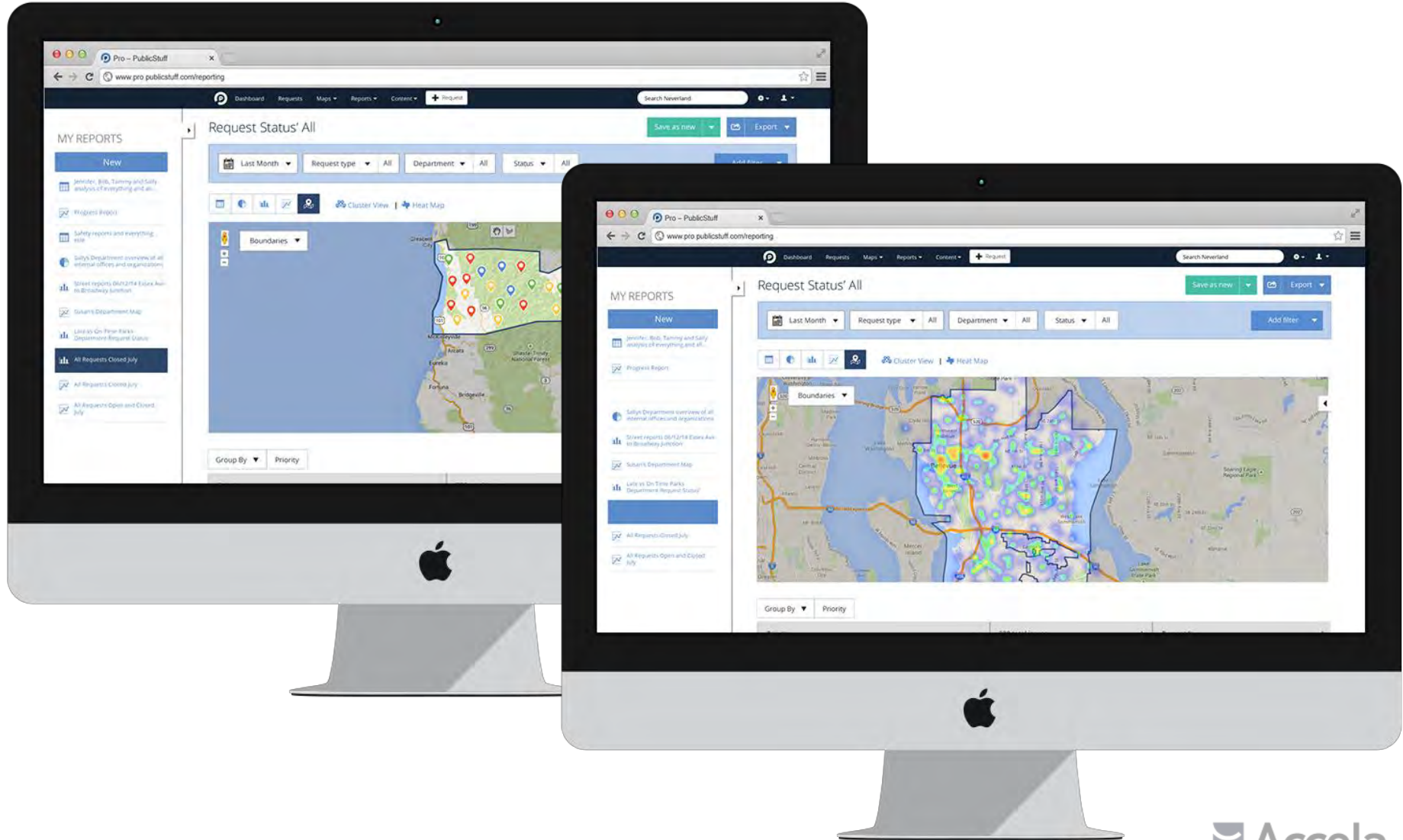
All Requests Closed July Closed: 7/1/14-7/31/14 Request type All Department All Status All Add filter

All Requests Closed June Closed: 6/1/14-6/30/14 Request type All Department All Status All Add filter

Group By Status

STATUS	ALL REQUESTS CLOSED JULY	ALL REQUESTS CLOSED JUNE	TOTAL
Submitted	50 (33.8%)	20 (17.3%)	70 (26.7%)
Received	10 (6.7%)	20 (17.5%)	30 (11.5%)

Insights that lead to executive action



CUSTOMER SUCCESS



Accela CRM is a natural extension of where our communication strategies are going. It will help us **better interface** with our community, and this is another way for us to **adapt to the modern world**.

Nora Dukowitz, Communications Manager, City of Bloomington, IL



Not only does the app make it easy for anyone with access to a smartphone or a web browser to report a concern, it also helps establish internal workflows that are accountable, measurable, and transparent.

Ray Gosack, Former City Administrator, City of Fort Smith, AR



Whether you want to **report a pothole**, find your nearest fitness center, **check upcoming road conditions**, or **send an idea** to City Council, the VanConnect app means that all the information you need is only as far away as your smartphone.

Gregor Robertson, Mayor, City of Vancouver, BC



Connecting Citizens and Government

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