

CITY OF DUBLIN DRAMATICALLY IMPROVES CONTACT MANAGEMENT WITH CLARITYSOFT

HIGHLIGHTS

- In 2 years, the City of Dublin Economic Development Division improved the success of its annual Business Appreciation mailing from a 30% return rate to a 5% return.*
- The effort to compile the mailing was significantly reduced from many hours across multiple work units to just one hour for one resource.*
- Costs were reduced by using more reliable internal data rather than an external subscription service provider.*

BACKGROUND

Dublin, Ohio is an educated and forward-thinking city located to the northwest of Columbus, Ohio. More than 43,000 residents and 3,000 businesses call Dublin home, as do the Jack Nicklaus' PGA Tour Memorial Tournament and the Dublin Irish Festival.

According to the National Citizen Survey, Dublin ranks #1 in Overall Economic Health, Economic Development and Employment Opportunities, in part by providing high-end services to corporations and residents.

"Because we hire customer-oriented employees and have high expectations of them, Dublin continues to exceed citizen and business expectations," says Tammy Brown, Administration Specialist with the City of Dublin. "Resident and business satisfaction drives what we do on a daily basis."

A key component of the services that Dublin provides are the outreach efforts of the Dublin Economic Development Division, which offers a number of programs including Training & Workforce Development, Safety & Security Services via the Division of Police, Special Events Sponsorships, Volunteering Opportunities and more.

CHALLENGE

The City of Dublin manages contact information for thousands of residents, businesses and organizations. Previously, this information was kept in paper files and spreadsheets across different departments.

Contact data was scattered and in some cases, inaccurate. Annually, the division completes a very important mailing to city businesses, which was managed by a subscription service. Using the service was expensive, time-consuming, and the results left much to be desired.

"We were so pleased with the results garnered for the city that we were ready to turn cartwheels!"

Tammy Brown
Administrative Specialist
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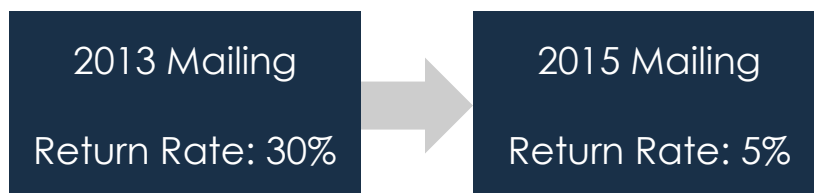
SOLUTION

The City of Dublin implemented Claritysoft Customer Relationship Management (CRM) to support contact management across multiple departments and work units.

Contact information is now centralized and accessed in one place. If a contact owner makes an update, it is then readily available to all city departments.

“Our days can be chaotic and change is constant,” Brown says. “By streamlining our processes, we’re able to focus on building better relationships rather than data manipulation.”

Claritysoft is used to manage contact lists for mailings, meetings, and large-scale events like the Memorial Tournament. Contact data and lists can be exported to any software program or application.



RESULTS

Annually, the Dublin Economic Development Division completes a very important mailing to city businesses, which in the past was managed by a subscription service.

In 2013, using only the subscription service, the mailing return rate was 30%. In 2014, using a combination of the service and data collected in Claritysoft, the return rate was 12%. In 2015, using only the data gathered in Claritysoft, the mailing return rate was 5%.

“We were so pleased with the results garnered for the city that we were ready to turn cartwheels,” Brown said.

Additionally, the department saved money and significant amounts of time using Claritysoft. Previously the department worked with a GIS team to review addresses provided by the subscription service. Other city teams had to manually review every piece of information. Now, using Claritysoft CRM’s contact management features, the team was able to create the mailing list in far less time.

“Using Claritysoft, we compiled the mailing list in less than an hour,” Brown said, “and we didn’t have to pay for the subscription service. Our own data was better and more accurate.”

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