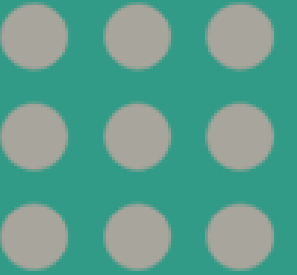


FEBRUARY 10, 2020

TECH SOLUTIONS

ECONOMIC DEVELOPMENT REIMAGINED



Presentation Outline

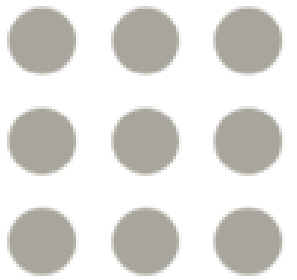
1. Problems
2. Solutions
 - a) Customer Relationship Management System
 - b) Human Resource Information Systems
 - c) Additional Tools
 - d) Custom Tools
3. Q&A



Why do economic developers need Customer Relationship Management systems?

OUR BUSINESS MODEL IS
DEPENDENT ON PROPER
STAKEHOLDER MANAGEMENT

Customer Relationship Management (CRM)



PROBLEM



The Business Alliance needed to perfect the process in which we:

- Communicate with stakeholders
- Reconcile data
- Report progress
- Forecast
- Strategize long-term
- Manage large amounts of stakeholder data

SOLUTION



The Solution was a customized Customer Relationship Management (CRM) system with functionality to accommodate our business model and performance and accountability systems

OPERATIONAL IMPERATIVE



- Without a solid data system, our data collection, performance management, and accountability would be inefficient
- A CRM System is necessary to create an optimal customer experience
- The ability to analyze data allows for more efficient and effective strategic planning

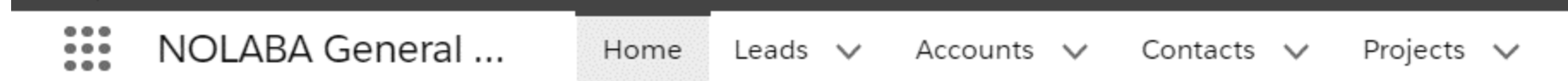


CRM Implementation Plan

Milestone	NOLABA Team	Session Schedule
Kickoff: Senior Leadership	Senior Leadership, Project Leads	Monday July 29 *
Kickoff: Staff	All Staff Members	Monday July 29 *
Design / Review: Accounts, Contacts and Relationships	Phase 1 Team, Project Leads	Monday, July 29 *
Design / Review: Opportunities & BREs	Business Development, Small Business, Project Leads	Wednesday August 7 *
Design / Review: Investments	Investor Relations, Project Leads	Wednesday, August 14
Design / Review: Small Business Programs	Small Business, Project Leads	Thursday, September 5 *
Design / Review: Campaigns, Leads, Activities, Referrals	Phase 1 Team, Project Leads	Thursday September 12
Design / Review: Reports & Dashboards, Inbox, Sync, Mobile	Phase 1 Teams, Project Leads	Wednesday September 18
Data Migration	Project Leads	Week of September 16
Training: Basic & Comprehensive	All Staff for Basic, Phase 1 Teams Comprehensive	Monday September 23 Tuesday September 24 *

CRITICAL SUCCESS FACTORS

- A clean data migration
- Effective and strong executive sponsorship
- Buy-in from front-line managers and employees
- Continuous and targeted communication
- A planned and organized approach



Tasks
My Open Tasks

4+ items • Sorted by Subject • Filtered by my tasks - Closed • Updated a few seconds ago

<input type="checkbox"/>	Subject ↑	Name	Related ...	Due Date	Status	Pric
1	<input type="checkbox"/> 4th Quarter Performance ...		New Orl...	12/20/...	<input type="checkbox"/> Op...	Hig
2	<input type="checkbox"/> Email Exchange between ...	Aaron D...	Limo Liv...	10/25/...	<input type="checkbox"/> Op...	Nor



Human Resource Information Systems





ADDITIONAL TOOLS

ORGANIZATIONAL TRANSPARENCY



DATA COLLECTION/ANALYSIS





Three online tools added to NOLABA.ORG designed to support small businesses



Opportunities Portal

New Orleans Business Insights Tool

Crescent City Biz Connector

Let's get started

Tell us what you want to do

Business Opportunities

NOLABA is committed to improving the lives of its citizens by creating avenues for economic prosperity through the veil of economic development. We seek to support business by providing access to procurement opportunities in both public and private sectors. If your firm would like to prepare a bid for submission please click on the opportunity and follow the directions posted. Please do not send NOLABA bids, proposals, and/or questions pertaining to updates for addendums for opportunities unless they are solicited by NOLABA.

Current solicitations below. If your organization would like to post opportunities for procurement please contact SBED@nolaba.org. If you are interested in bidding on an opportunity and need more information please contact the company listing the solicitation.

If your company would like to post business opportunities, please fill out the [Request Company Account form here](#). If you already have an account, [log in to your dashboard](#) to post new business opportunities.

Search Entries: Opportunity Type: **SELECT ONE**

Contact Person	Company Name	Name of Project	Opportunity Type	Response Date	
Brandi Ebanks	NEW ORLEANS BUSINESS ALLIANCE	Assessment of Early Implementation: Workforce Development	Professional Services	01/25/2019	View Details
Monique Robinson	NEW ORLEANS BUSINESS ALLIANCE	Consultant Services for Outcomes-Oriented Contracting	Professional Services	04/13/2019	View Details
Don Lawhorn	Louisiana State University	Bid Number: 50001-918 FOOTBALL HELMETS AND SHOULDER PADS	Materials/Supplies	06/06/2019	View Details
Don Lawhorn	Louisiana State University	Bid Number: 50001-927 POULTRY LITTER FOR AG CENTER	Materials/Supplies	06/11/2019	View Details
Don Lawhorn	Louisiana State University	Bid Number: 50001-935 BENCHTOP ELEMENTAL ANALYZER ISOTOPE SPECTROMETER	Materials/Supplies	06/11/2019	View Details
Don Lawhorn	Louisiana State University	Bid Number: 50001-934 SUPPLEMENTAL PAINTER MANPOWER FOR MAIN CAMPUS	Construction	06/13/2019	View Details

Learn about
OUR ADVANTAGES
location, strengths, initiatives

Review the
BUSINESS CLIMATE
statistics, taxes, incentives, trends

Discover
INDUSTRY TRENDS
research, performance

Research your
CUSTOMERS
demographics, location, number

Analyze your
COMPETITION

Uncover local
OPPORTUNITIES

Identify
ZONING CONTROLS

Examine the
ENVIRONMENT

Filter by Industry: **ALL INDUSTRIES** Filter by Business Stage: **ALL STAGES** Filter by Provider Type: **ALL PROVIDER TYPES**

CHAMBERS OF COMMERCE



NEW ORLEANS CHAMBER OF COMMERCE

Provides members with the opportunities to build mutually beneficial partnerships within the City of New Orleans

Demographics: New Orleans Chamber
1515 Poydras Street
Suite 1010

JEFFERSON CHAMBER

Provides diverse business growth assistance and opportunities for member businesses to build relationships with other businesses in the community

Demographics: Jefferson Chamber
3421 N Causeway Blvd
Suite 203

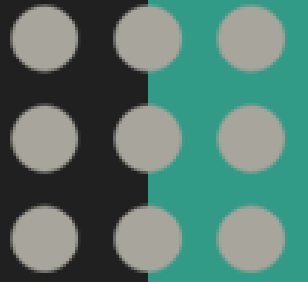
ST. TAMMANY WEST CHAMBER OF COMMERCE

Supports member businesses through providing peer-to-peer networking opportunities, educating the public at large on issues of importance and advocating for favor-able laws within the state legislature

[Website](#)



Questions?



THANK YOU!

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www.Nolaba.org

