

## CivicPlus Improves Customer Experience with iCharts



“CivicPlus is in the business of helping governments serve their communities better. iCharts allowed us to understand and serve our clients better, which in turn helps them serve their citizens better.”

—Melody Wagner  
NetSuite Administrator

### Company at a Glance:

**Location:**  
Manhattan, Kan.

**URL:**  
[www.civicplus.com](http://www.civicplus.com)

## iCharts

**Partner**  
iCharts

**Location:**  
Sunnyvale, Calif.

### About CivicPlus

CivicPlus partners with local governments to increase citizen engagement and satisfaction by improving accessibility, communication, transparency and workflow. Since 2001, CivicPlus has served more than 1,700 governments in North America. Its portfolio of solutions includes website consulting and design, Government Content Management System (GCMS) training and support, human resources and emergency management platforms, mobile-ready and mass communication products and more. CivicPlus is headquartered in Manhattan, KS.

### Challenges

- No consistent business view for Sales Management.
- Limited business visibility for sales representatives.
- Evaluated an SaaS BI platform, but did not implement due to the high cost and system complexity.

CivicPlus was looking to better understand its clients' buying patterns in order to improve overall customer experience. By anticipating client needs, CivicPlus could then better plan its own sales activities and staffing requirements. Prior to the iCharts implementation, CivicPlus was using NetSuite's saved searches to extract client data into Excel, where it would be manipulated to create and distribute reports to sales management. Extracting the data into Excel was time-consuming and did not allow CivicPlus sales management to have a consistent view of the business. In addition, because of the complex process, sales representatives had limited visibility in client behavior. CivicPlus evaluated a traditional SaaS business intelligence (BI) platform, but did not implement due to the high cost and complexity of set-up and maintenance.

“The support and responsiveness of iCharts is outstanding. It’s clear their entire team is committed to our success. By partnering with iCharts, we are able to have true visibility into our sales department, and we’ll be leveraging iCharts across other departments over the next year.”

—Meagan Pickett  
Assistant NetSuite Administrator

### Solution

- Deployed integrated iCharts SuiteApp.
- Leveraged NetSuite saved searches.

By deploying the integrated iCharts SuiteApp, CivicPlus was able to significantly improve customer experience by enabling its entire sales organization to access valuable information and gain better insights. Sales staff can now leverage NetSuite’s saved searches to generate real-time customer analytics which are fully embedded in their NetSuite dashboard.

### Results

- Improved customer experience.
- Achieved greater agility.
- Increased IT productivity.

CivicPlus was able to improve its customer experience by providing increased transparency across its entire sales organization, enabling the company to serve its clients better. In addition, iCharts has allowed CivicPlus to quickly generate visually appealing reports that can be customized within minutes, without the need for specialized resources. By removing the need to produce and distribute Excel reports, the CivicPlus IT team is able to focus on other activities, helping the entire organization extract even more value from NetSuite.