

# Salesforce Communities for Government

Boost your agency's performance with internal & external collaboration

Created by and for the people, government agencies must be able to collaborate and manage relationships with constituents, volunteers, employees, partner organizations and other agencies. Regular communication is not just expected; often it is mandated by law. What if you could leverage a single platform for all incoming and outgoing communication, from public notices and announcements, to internal policy changes, constituent surveys and more.

In the social and mobile age, citizens have come to expect more from government agencies. They are no longer willing to wade through paper-based processes in order to access services. Does your agency collaborate openly and seamlessly?

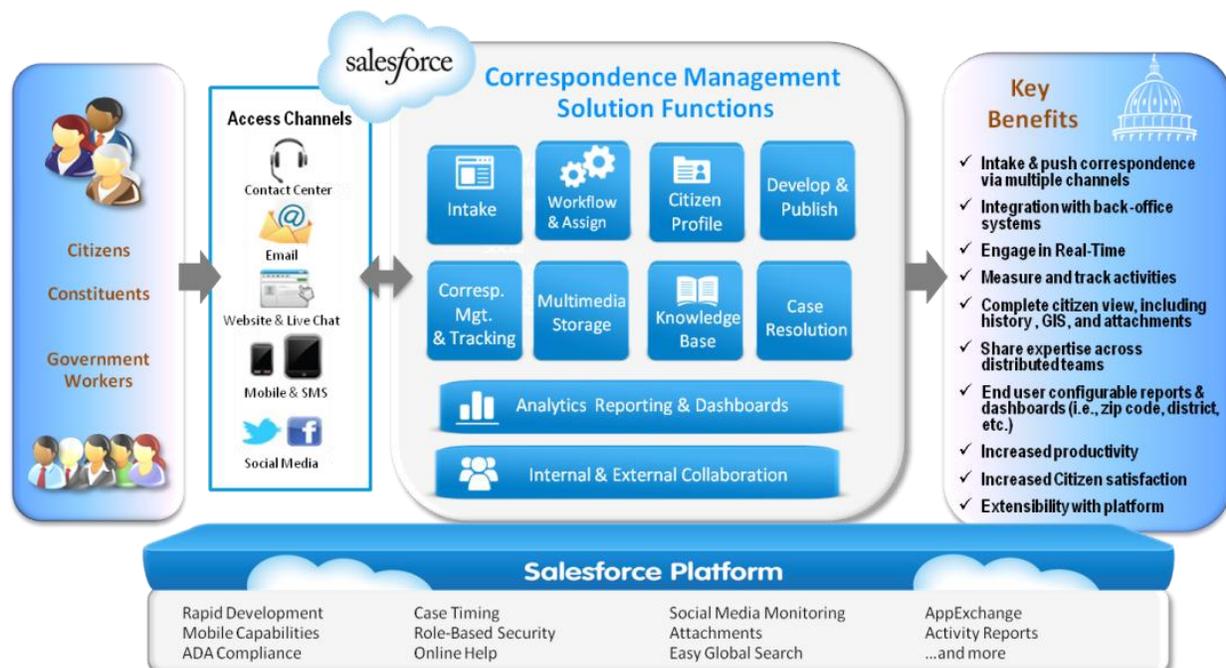
With Salesforce Communities for Government, agencies can connect, engage, and create social communities everywhere. **Partner communities** are collaboration portals that allow agencies to engage with business partners or other agencies around strategic initiatives. Get projects done faster while maintaining security and compliance, by customizing which data is exposed to partner organizations.

**Internal communities** increase employee productivity and drive interdepartmental cooperation. Collaborate in real time around citizen inquiries, internal documents and other data.

**Citizen communities** capture correspondence from citizens. They are cloud-based, so they easily scale to support any incoming case volume. From one console, agents can engage with citizens across any device or social channel.

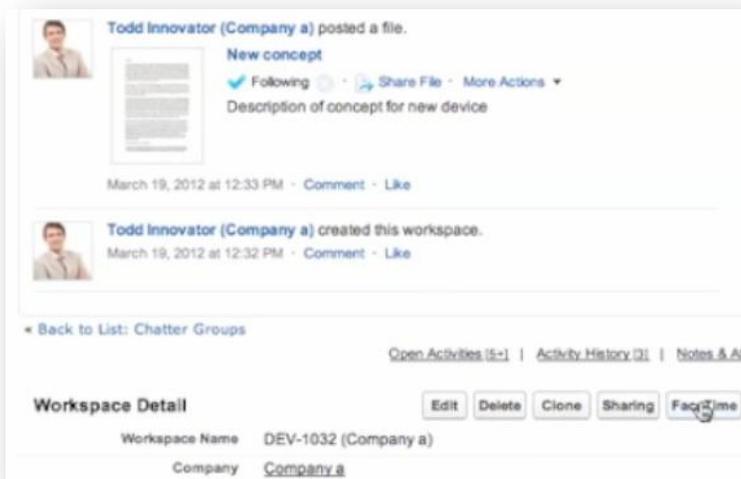
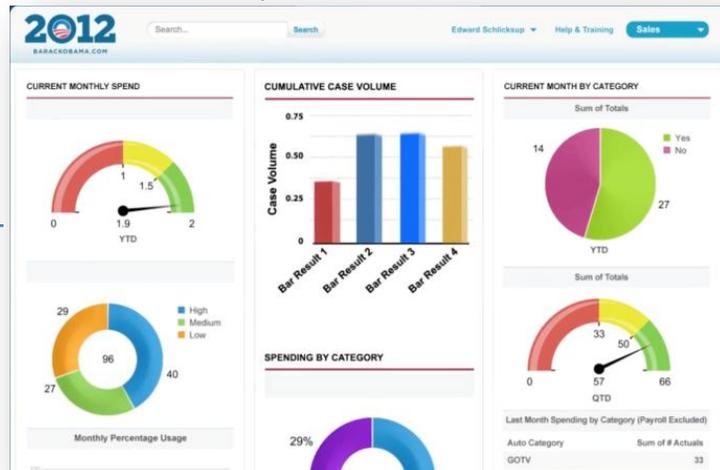
Interactions in all of these communities are measured with powerful, built-in reports and dashboards. These tools can easily be configured to provide actionable metrics and meet ever-changing compliance regulations at the federal, state and local levels.

Salesforce.com's flagship customer relationship management (CRM) product is the core of the Communities solution. Recognized by Gartner as the #1 CRM system and by IDC as the #1 cloud platform, salesforce.com provides the most comprehensive suite of collaboration solutions, which have been proven across over 500 government organizations.





The 2012 **Obama for America** campaign team leveraged Salesforce to engage with millions of voters and volunteers. The Platform powered the campaign's multi-channel contact center, state budgeting and event apps. Salesforce managed 5.7 million voter inquiries and 1.5 million voter contact records over a span of 13 months, including an enormous Election Day spike of 80,000 inquiries in a single day.



The **Food and Drug Administration (FDA)** is piloting Salesforce Communities for Government to create an innovative FDA-industry engagement model, which they hope will help to streamline device approval processes. They've made remarkable progress **with multiple Salesforce applications and Force.com in a short period of time through their innovation pilot program.** From these pilots they already see that a number of significant benefits are possible, including greater cooperation throughout the review process, transparency and ultimately shorter review cycles for innovative devices.



### State of Colorado

Citizens and agencies can submit requests to [www.colorado.gov](http://www.colorado.gov) from their desktops, smartphones or tablets. With Salesforce, the governor's office has doubled the number of requests it processes each month, without any increase in staff. Salesforce.com replaced a legacy application to improve response time and team productivity, while ensuring that all deserving inquiries receive a response.

