



# H1: Make an Impact with Government CRM

## H2: Modernize How You Engage with Your Citizens

'iConstituent' is a Government CRM that allows you to reimagine how you engage with your community in real-time while also streamlining your state office's workflow, benefitting you and your constituents.

As the leading provider of government CRM software and services to the United States Congress, our platform gives government offices the ability to connect with citizens fast. From text messaging to colleague collaboration, it's designed to benefit all state staff, regardless of their IT skill levels.

### ***Get Started with iConstituent***

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## How Can iConstituent Help Me?

If you work in Government, we know how much time and energy can be lost due to outdated, clumsy communication systems. Whether you're taking calls, managing social media or coordinating events, iConstituent is designed to help people like you. Here's how Government CRM iConstituent can help your State offices:

### Day-to-Day Work Life

Our Government CRM platform is designed to streamline your work life. From reducing your paper load backlogs to fixing outdated information, it will make your day easier. Everything you need can be found in one centralized place, allowing you to move through your tasks without delay.

- All-in-one integrated platform
- In-App and Email Notifications

### Increased Productivity

iConstituent is allowing state Governments to improve their workflow dramatically. You can say goodbye to the excessive strain of tedious waiting times for replies or reviews of paper documents and instead get immediate responses.

Whether you're handling a citizen's license or sharing documents with the people in your department, it can take 5 minutes rather than 5 hours.

- Reduce strain on staff.
- Slash response times.

- Free up valuable time for your priorities.

## Improved Collaboration

iConstituent takes care of the dirty when it comes to collaboration. You can use in-app and email notifications, comments and shared templates to collaborate seamlessly on everything from briefs to complex casework.

Our CRM for government agencies open the doors to extending collaboration across multiple agencies and departments so that you can gain a more complete and up-to-date understanding - under one platform.

- Work in one shared space.
- No need to flip between platforms and channels.
- Quickly tag colleagues for help.
- Easy and instant comments

## Streamlined Organization

iConstituent solves the problems of lost emails and cluttered spreadsheets. You can automatically categorize and tag all incoming communication, allowing you to organize large volumes of emails in seconds.

- No more lost emails
- Identify State trends and concerns fast
- Never send a duplicate email again

## Make Data-Driven Decisions

Our government CRM software not only gives you access to in-depth data but makes it easy to understand and filter. From measuring your team's performance to State trends and demographics, your eyes are opened to the truth behind the numbers.

- Monitor and resolve casework
- Prioritize cases based on your filters.
- Survey constituent and colleague needs and concerns

## Enhance Your Security

The responsibility and pressures of privacy and security in any Government job are high. iConstituent will give you peace of mind in your day-to-day work, thanks to state-of-the-art encryption and total control.

- Gain confidence in your data and communications.
- Monitor who, where, how and why your office data is accessed.
- Protect sensitive information.

## Suitable for All IT Skill Levels

We know that all ages and types of people work in State offices. Not all of them are as tech-savvy as the rest. That's why our platform is designed to require minimal learning and be easy-to-understand for all. However, for those more comfortable, they can make the most of powerful scalable software.

- Instant Setup.
- Zero Learning Curve
- Fast and Simple Interface
- Unlimited Live Support

### ***Optimize Your State Office's Workflow***

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## How Government CRM's Help Improve Communication with Citizens

iConstituent gives you the chance to communicate with your entire community in seconds. States across the country are benefitting from a more holistic approach to communication, thanks to our government CRM software that gives you access to millions of citizens at once.

### Get to Know Your Community

CRM for government agencies bring your constituents closer to state officials than ever before. With insights, text messaging, and improved organization, you can gain critical insights into your state's concerns, demands and trends.

- Quickly review and gain insights on large volumes of data and surveys.
- Quickly browse a citizen's previous engagement with your office.
- Map and monitor your community based on your filters.

### Enhanced Credibility

Thanks to our smart text messaging service, you can establish a close connection with your constituents that produces trust in you and your State department. You can provide one-on-one communication or customized responses for large groups. We even make it simple to verify you're speaking to a real citizen.

- Two-way threaded communication
  - Answer concerns and questions fast.
  - Allow the public to be heard more easily and efficiently.
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## How Is iConstituent Is Helping States During COVID-19?

GovText allows you to respond to any crisis fast. During the COVID-19 pandemic, States across the country were able to update their citizens on the latest regulations before efficiently rolling out vaccines, avoiding misinformation and protecting the vulnerable.

If you need to ramp-up your States' vaccination campaign, now is the time to use GovText. You can let the public know where, when and how they can get their shots from a trusted State source.

- Connect with constituents anytime, anywhere and fast.
- Allow elected officials to send personalized messages for high impact.
- Ensure your citizens get verified information fast.

### ***Protect Your State***

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## How Does GovText's SMS Service Help State Governments?

- GovText is our two-way SMS system, allowing your State to engage with its citizens in real-time.
- With access to a database of over 200M+ constituents' mobile phones, you can revolutionize the way you communicate with your community.
- From one-on-one communication to mass messaging based on filters and demographics, you can help target groups and those in need fast.
- SMS messages have a 93% open rate and, on average, are read within 90 seconds of arrival.
- [In New York, GovText was used to communicate with an entire district of over 180,000 people.](#)

### ***Try GovText Today***

## FCC Compliant - for More Than Just Emergencies

GovText leverages a new FCC exception, allowing local governments to contact their constituents via SMS text on topics related to COVID-19. That means unlike other broadcast texting, which relies solely on an opt-in audience, Gov Text is not just for emergency alerts.

That means you can share crucial information to your community at other times, not just when disaster strikes - giving you the chance to be proactive, rather than purely reactive.

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# Why Do We Need to Modernize Our State Government

## To Avoid Getting Stuck in The Past

In the United States, [over 96% of people own a cell phone](#). The dependency on smartphones and the Internet isn't going to stop. With the upcoming generations effectively raised around smartphones and the Internet, it's become the standard way to communicate internally and externally.

- 53% of government agencies still use Manual processes, which is inefficient and leads to mistakes. (According to State of Analytics 2015)
- [Only 7% of Local Governments say postal mail is their primary channel of interaction.](#)

## Digital Tools that Help, Not Hold Back

Government employees need the right tools to do their job properly. Far too often, the tools available for government staff are plagued by security flaws and software that is a hurdle rather than a helping hand.

For example, an economic development team can use our Government CRM's casework tool and collaboration features for strategic communication with commercial entities. Or State Park Rangers can interact with park visitors through GovText SMS messaging.

- 64.4% of State employees say having the appropriate tools makes them feel empowered.

## Data That Makes a Difference

To meet the needs of citizens, government employees must have in-depth insights and data. Without it, they may miss important problems in the community or fail to prioritize correctly. With our CRM for government agencies, staff can gain critical data fast, saving time and changing lives for the better.

- 63% of State employees say having the data they need makes them feel empowered.

## Citizen Engagement

Organizational culture and creating a dialogue between the public and Government can produce more impactful action. For example, for many, the DMV has historically focused on the integrity of its licensing process and data, rather than citizen engagement and helping the community to understand its importance.

- 43.35% of State employees say organizational culture makes them feel empowered.

## To Bring Everyone Closer Together

The need to communicate via digital platforms, whether through SMS or the Internet, cannot be underestimated or ignored. To do so shuts the door to huge groups of the population and misses out on an opportunity to engage fast and receive in-depth insights and data that can make a real impact in our communities.

More so, digital communication gives your State offices the chance to communicate with one another efficiently and with more security. By using CRM for government agencies you bring everyone closer together - from your citizens to your fellow staff.

- 59.9% of civilians say having the information they need makes them feel empowered - their number one priority.

***Empower Your Team Today***

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## Why iConstituent?

iConstituent is the leading provider of Government CRM services to the United States Congress. Over half of the legislative body uses its products and services and a growing client base of state and local governments. Its SMS GovText platform has seen over 5 million text messages sent.

Built by former Government staff, it's been designed specifically to aid the work of Government staff at both a State and Local level. With one eye on the future and another on helping communities today, our government CRM software brings offices one-to-one with its citizens. We believe that secure, efficient and impactful communication can bring people and Government closer together to have an impact that lasts.

***Try iConstituent Today***

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## iConstituent Success Stories: What Examples of Similar Organizations To Us Have Found Success?

### How Oklahoma Streamlined Their Communication with iConstituent

Representative Frank Lucas' office streamlined their office's mail program and clarified the letter approval process in the face of social distancing and remote working - improving their turnaround time by more than half!

Forced to work from home, his team took the opportunity to utilize iConstituent's Government CRM for enhanced collaboration despite the obstacles of the physical world. Since then, Frank Lucas' office has been able to reach staff smoothly and interact with constituents and external agencies with ease.

"The new iConstituent feels more like a tool that can be helpful and less like something they have to deal with."

[Read our case study on Frank Lucas' office in full here.](#)

Our platform is also being used by, The State of Oregon's Governor's Office, Illinois State Senate, Kentucky, Nebraska and more.

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## Get Started with iConstituent's Government CRM

If your State office is interested in improving its workflow and getting closer to its citizens, contact us today to get started with iConstituent.

As the leading provider of constituent communications software and services to the United States Congress, iConstituent is trusted to seamlessly transform State offices into efficient, productive environments ready to improve the modern world.

***Book a Demo Today***

## Local (City) Landing Page

**URL:** [iconstituent.com/local-government-crm](http://iconstituent.com/local-government-crm)

**Meta Title:** Toolkits Crafted for Local Governments - Connect with constituents, collaborate on casework, and manage all internal and external communications.

**Primary Keyword:** CRM Software for local Government

**Secondary Keywords:** CRM for local Government - crm local - Government crm



**Description:** Connect with constituents, collaborate on casework, and manage all internal and external communications using a broad spectrum of tools ranging from emails to text messages.

**Social Share Image:**

**Customer questions:**

1. How would your products and services impact me and my day-to-day work? Rather, what business problem do your products and services solve?
2. Why should I care? What separates your business from your competitors?
3. How can you prove your claims? Are there similar organizations to ours that have found success?

# H1: CRM Software for Local Government

## H2: Modernize How You Engage with Your Local Community

iConstituent is a CRM Software for Local Governments allowing them to bring their citizens closer to elected officials than ever before. By optimizing their office's digital platform, they can transform how they interact with the community and have a greater impact.

As the leading provider of constituent communications software and services to the United States Congress, our CRM for Local Governments gives the ability to connect with citizens fast. From text messaging to colleague collaboration, it's designed to benefit all Local Government staff, regardless of their IT skill levels.

***Get Started with iConstituent***

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## How Can iConstituent Help My Local Government?

Many counties, cities and towns are working with outdated technology or commercial systems that aren't designed with community engagement in mind. Whether you're a data administrator or working in a University, iConstituent has been crafted with people like you in mind. Here's how our CRM Software for Local Governments can help:

### Day-to-Day Work Life

City councils and all types of local government institutions are often overwhelmed by the expectations of their constituents. Our CRM Software for local Government helps meet those demands by making your day-to-day workflow easier. With everything centralized under one platform, you can move through your tasks without delay.

- All-in-one integrated platform
- In-App and Email Notifications
- Remote workers, such as social workers, can access and share data on the job thanks to our mobile-friendly platform.

## Increased Productivity

iConstituent drastically improves productivity by overcoming bottlenecks and backlogs. Your local Government offices will no longer have to wait for slow approvals of paper documents and instead get instant responses.

Whether you're working with procurements for Government contracts or completing forms, it can take minutes rather than hours or even days.

- Reduce strain on staff.
- Slash response times.
- Free up valuable time to focus on your community's needs.

## Centralize User Requests

Our CRM Software for the local Government will centralize all your user inquiries and requests into one single, protected and organized database. You can easily pass requests onto the appropriate department, with each action recorded for later referral.

- Centralize all user information, requests and reports.
- No duplicates.
- No more outdated information.

## Gain Control of Event Management

Our CRM Software for local Government makes event planning and management simple. With a centralized database of contacts and a slicker way to communicate with related departments, you can cause critical delays or confusion.

- Send invitations to related departments or your community in seconds.
- Collaborate under one centralized platform.
- Allow guests the chance to register online.

## Improved Collaboration Between Agencies

iConstituent has integrated collaboration tools that have been designed with Local Governments in mind. With comments, tagging and shared templates, you can instantly include other agencies or departments to work on your county or city's latest project.

- Work in one shared space.
- No need to flip between platforms and channels.

- Quickly tag colleagues for help and feedback.

## Open and Active Internal Communication

Our CRM Software for local Governments is designed to benefit those working internally as much as externally. You can keep track of communications and actions, with comments and contact databases available for healthy communication.

- Avoid employees missing critical information or lost emails
- Keep all departments in the loop.
- Instantly tag others into projects and conversations.

## Make Data-Driven Decisions

Our CRM Software for local Government gives you access to in-depth data that focuses on all levels of your community. From school statistics to survey results.

It's simple to filter and manage data as you wish, opening your eyes to the truth behind the numbers.

- Monitor and resolve casework
- Prioritize cases based on your filters.
- Survey constituent and colleague needs and concerns

## Strengthen Your Security

Fortify your internal communications and data thanks to state-of-the-art encryption and easy access control - giving all employees peace of mind.

- Gain confidence in your data and communications.
- Monitor who, where, how and why your office data is accessed.
- Protect sensitive information.

## Suitable for All IT Skill Levels

We know that all ages and varieties of people work in Local Government offices. Not all of them are as tech-savvy as the rest. That's why our platform is designed to require minimal learning and be easy-to-understand for all. However, for those more comfortable, they can make the most of powerful, scalable software.

- Instant Setup.
- Zero Learning Curve
- Fast and Simple Interface
- Unlimited Live Support

## ***Optimize Your Local Government Office's Workflow***

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# How CRM Software for local Government Help You Get Closer to Your Citizens

iConstituent gives you the chance to communicate with your entire community in seconds. Thanks to our holistic approach, everyone's voice can be heard, including those most vulnerable. This is your chance to pick everyone up, including those who may have been forgotten in the past.

## Get to Know Your Community

If information is easy to access and understand, then there is a higher chance it will be used in an impactful manner. But that's only true if the information is up to date and easy to manage.

That's why we've designed our CRM for local Government with community engagement in mind. With insights, one-on-one threaded conversations, and improved organization, you can gain critical insights into your state's concerns, demands and trends.

- Quickly review and gain insights on large volumes of data and surveys.
- Quickly browse a citizen's previous engagement with your office.
- Map and monitor your community based on your filters.

## Enhanced Credibility

Thanks to our smart text messaging service, you can build trust and respect between your citizens and office. With new ways to be heard, citizens will feel valued and involved.

- Two-way threaded communication
- Answer concerns and questions fast.
- Allow the public to be heard more easily and efficiently.

## Protect Your Citizens

With instant access to your local community through SMS, our CRM Software for Local Governments can be the difference between disaster and safety. For example, the local Fire or Police departments could alert neighbors to emergencies close to them. Or, you can send out information on voting guidelines or weather warnings.

- Instantly alert citizens to protect them.
- Allow intake staff, such as social workers, to communicate directly with citizens.
- Manage communication, for example, between school districts and parents or students.

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## What is the GovText SMS System?

- GovText is our two-way SMS system, allowing your Local offices to engage with their citizens in real-time.
- With access to a database of over 200M+ constituents' mobile phones, you can revolutionize the way you communicate with your community.
- From one-on-one communication to mass messaging based on filters and demographics, you can help target groups and those in need fast.
- SMS messages have a 93% open rate and, on average, are read within 90 seconds of arrival.
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That means you can share crucial information to your community at any time, not just when disaster strikes - giving you the chance to be proactive, rather than purely reactive.

### ***Try GovText Today***

## How Is GovText Helping Local Governments During COVID-19?

NYC, Los Angeles, San Rafael, Oyster Bay and more have utilized GovText during the COVID-19 pandemic to provide real-time updates to their citizens. With misinformation and misunderstanding rife, these Local Governments protected the vulnerable with advice on how to stay safe and follow regulations.

Now, they're using GovText to successfully roll-out their vaccination campaigns, ensuring nobody is left behind or misses their chance to get a shot. The information comes from a trusted source, fast.

- Connect with constituents anytime, anywhere and fast.
- Allow elected officials to send personalized messages for high impact.
- Ensure your citizens get verified COVID and vaccination information fast.

### ***Protect Your Community***

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# Why Do We Need to Modernize Our Local Government?

## Avoid Getting Stuck in The Past

In the United States, [over 96% of people own a cell phone](#), while COVID-19 only increased the dependency on digital communication. As the standard form of communication, Local Governments must move with the times to ensure they can communicate with citizens online and on cell phones.

- 53% of government agencies still use Manual processes, which is inefficient and leads to mistakes. (According to State of Analytics 2015)

## Digital Tools that Help, Not Hold Back

Every Local Government employee, from primary school teachers to the fire department, can greatly impact their community with the right tools. Our CRM for Local Government offers a helping hand, rather than a hurdle by overcoming security flaws and outdated tech.

- [64.4% of State employees say having the appropriate tools makes them feel empowered.](#)

## Data That Makes a Difference

With our CRM Software for Local Governments, your staff can get critical data and avoid outdated errors - changing lives for the better.

- 63% of State employees say having the data they need makes them feel empowered.

## Citizen Engagement

Creating a conversation between the public and local agencies nurtures a close community focused on growth. For example, our CRM software for Local Governments can allow schools and universities to communicate with parents and students about their concerns and needs in a two-way discussion.

- 43.35% of State employees say organizational culture makes them feel empowered.

## To Bring Everyone Closer Together

By modernizing your software into a centralized platform, you can bring the community you love and may have grown up in closer together. The last thing you'll want to do is shut off people in your community, including the vulnerable, from having their voice heard.

Our CRM for local governments gives you the chance to make a real impact in your community, regardless of your department.

- 59.9% of civilians say having the information they need makes them feel empowered.
- 39% of Local Governments said Eliminating silos in the organization would improve service.

### ***Empower Your Team Today***

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## Why iConstituent?

iConstituent is the leading provider of Government CRM services to the United States Congress. Over half of the legislative body uses its products and services and a growing client base of state and local governments. Its SMS GovText platform has seen over 5 million text messages sent.

Built by former Government staff, it's been designed specifically to aid the work of Government staff at both a State and Local level. With one eye on the future and another on helping communities today, our government CRM software brings offices one-to-one with its citizens. We believe that secure, efficient and impactful communication can bring people and Government closer together to have an impact that lasts.

### ***Try iConstituent Today***

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## Examples of iConstituent Helping Local Governments

Our CRM Software for Local Governments is trusted by cities and counties across the United States, from Los Angeles to NYC. Here are some notable case studies:

### How Illinois and New York Directly Engaged with Entire Districts Through SMS

In Illinois and New York, Local Governments were able to directly engage with their constituents thanks to our CRM for local Government. This proved pivotal during the COVID-19 pandemic.

Facing unprecedented challenges, [Illinois' State Legislator became the first in Illinois to personally engage with over 65,000 constituents](#) via GovText's two-way text message interactions. While [New York's Congressional office became the first in Congress to personally engage with over 180,000 constituents.](#)

Frustration had been building with citizens on how the changing CDC guidelines and lack of access to office staff via phone lines. The solution was to set up our CRM Software for Local Government, including GovText, allowing for an open dialogue with trusted and transparent responses.

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## Get Started with iConstituent's Local Government CRM

If your Local Government office is interested in improving its workflow and getting closer to its community, contact us today to get started with iConstituent.

As the leading provider of constituent communications software and services to the United States Congress, iConstituent is trusted to seamlessly transform State offices into efficient, productive environments ready to improve the modern world.

***Book a Demo Today***