

Customer Relationship Management System

Commission Presentation

7/9/19

Customer Relationship Management (CRM) Vision

Utilize a Shared, Port-wide Customer Relationship Management System to:

- Maximize contacts across the Port in a single, comprehensive database
- Two-way, managed communication with identified contacts and public comments using a wide variety of methods
- Facilitate event management
- Case management with workflow and routing
- Marketing automation

Benefits

- Required to support Airport Customer Service objectives
 - Commission presentation 6/11/19
- Improve efficiency in Event Management, Tracking and Reporting
- Build better relationships with our customers, constituents, and partners
- Savings from the elimination of 3 other systems ~\$488K over 3 years



Vision Realization

- Procurement of an Industry Leading CRM System
- Initial Implementation for Aviation Customer Service, External Relations, and Commission Office
- Expansion to other Port organizations in future authorized projects

