

Media Release

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Council launches new Customer Relationship Management system

The Adelaide Hills Council has launched a new Customer Relationship Management (CRM) system to improve the customer experience and expand online services.

The new system, implemented by Ennovative using the Salesforce platform, has features tailored to the needs of local government and enables the Council to more effectively manage enquiries, requests and feedback from residents.

CEO Greg Georgopoulos said investment in the new system aligns with Council's strategic commitment to meeting the evolving needs of our community.

"We are committed to continuously improving the services we provide to our community. Implementation of this new CRM system aligns with our commitment to use technology to improve service delivery and enhance the customer experience."

Key benefits of the new CRM system include:

- Easier for customers to interact and do business with Council
- Ability for customers to manage and track the status of their requests via the website
- Enhanced communication via automated sms text and email to provide case updates
- Increased efficiency through more streamlined and automated processes

Implementation of the new system is estimated to cost \$633,000 over the next two years. The first phase was completed this month with additional features added over the following 12 months.

About the Vendor:

Salesforce is a leading provider of CRM platforms and consistently ranks as one of the top CRM platforms globally. It is used by a number of other South Australian Councils and South Australian government departments.

Ennovative is a South Australian company that collaborates with Salesforce to offer a custom complementary solution for local government.

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