intertrac for Government

Catalog of Solutions

intertrac
BY COMPUTERWORKS

DESIGNED FOR YOU

A customized solution

The intertrac system can be designed to meet the exact needs of a public sector office, with such features as casework, complaints, e-newsletters, FOIL requests, and more. At work in state and municipal organizations, intertrac can be tailored to your needs and your unique forms and workflow processes, giving you the benefits of a custom fit solution with our-of-the-box convenience. This is software designed for you.

Easy to Use

User friendly interface. Personal dashboards. One-click navigation. Rolodex views. Data sorts. Microsoft Office integration. Full-text search. Wizards. Templates. Yeah, we got this.

Powerful Tools

intertrac gives you the powerful tools you need to quickly and efficiently get the job done, like the ability to access every call or letter or case for a constituent with one click.

A Secure System

intertrac provides a security-rich and reliable architecture for your data. Within the system, data can be secured by user group, individual users, and even by document. NIST and CMMI Level 2 compliant.

Agile Administration

intertrac is a scalable system with unlimited growth potential. Views, forms, reports, and even fields can be configured to meet the unique needs of your office. Application delivery is browser based and both PC and Mac compatible.

Premium Support

intertrac delivers unrivalled product support. We supply rapid deployment schedules, onsite technicians for hands-on user technical support, ongoing assistance, and staff and intern training. Need more help? We offer additional coaching for any staff or intern who needs more guidance. And if you work, we work (even if it's not regular business hours).

Tidal waves of incoming communications

319.6

billion emails were sent and received globally on a daily basis in 2021.

Source: Statista Research Service

Today, government offices have to face higher volumes of constituent letters, web mail, and phone calls than ever before. The intertrac system is designed to help handle waves of communications, so you can focus on giving unique messages the attention they deserve.

Smart Merge automatically merges the right response letter to all copies of advocacy mail as it comes in the door. Our Smart Merge works with our MailTAG utility and Mail Groups to make it easier to reply to grassroots and other write-in campaigns.

The **MailTAG** utility identifies grassroots campaigns and other bulk mail before you even look at it. MailTAG automatically detects messages that are very similar and groups them, so all you have to do is review the message and response before sending them out the door.

Use the **Mail Groups** to tag similar correspondence, collecting messages that have the same topics and constituent position for mass responses. A Mail Group can be configured to Smart Merge a response, and may be automatically assigned to a group of letters by the MailTAG utility.

CONTACTS

The intertrac Contacts solution is the heart of the system. All transactions and processes in the system — calls, appointments, correspondence, casework, etc. — are associated to the central contact record. This allows you to retrieve a contact's entire history with a single click.

- Flag VIPs and friends
- Log threats and POIs in the Incident Report; anything created for that contact will also be flagged
- Enter unlimited addresses
- Record Facebook and Twitter handles
- Group contacts by affiliations, categories, and types
- Automatically update newsletter subscriptions and Do Not Mail flags
- Import voter registration data and updates
- Set repeat fields for quick data entry
- **No Wrong Doors** — enter contact data one time only, whether in another form, through a data import, or via website submission

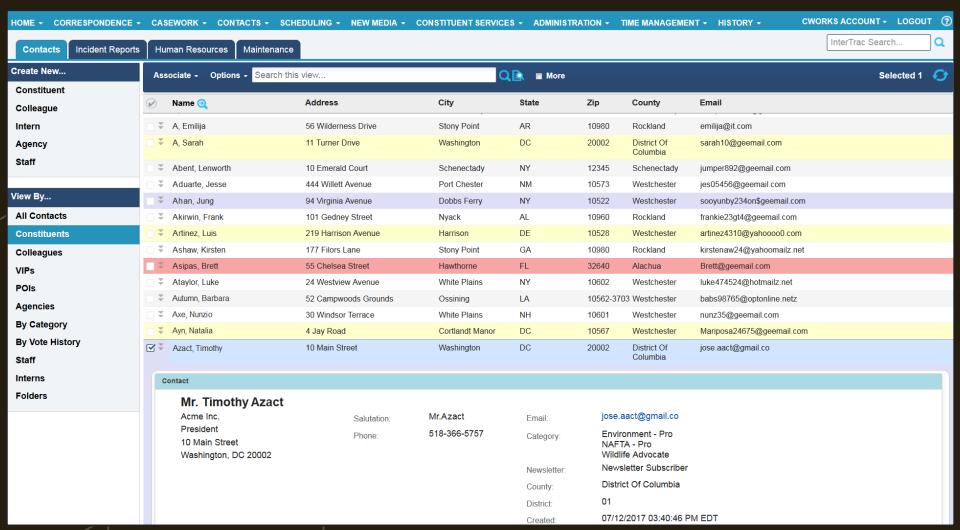
CONSTITUENTS

COLLEAGUES

INTERNS

STAFF

AGENCY LIAISONS



Taking the people's temperature

When issues change as quickly as the news cycle, how do you take the temperature of your constituency? You'll need tools that are designed to capture numbers and manage the flow.

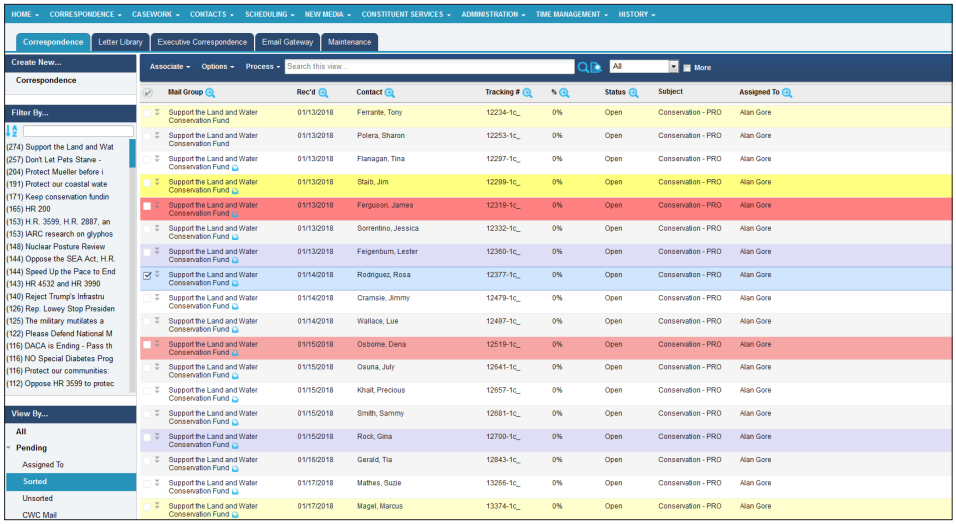
intertrac has you covered with tools that:

- Track incoming opinions and constituent position on hot topics in real time
- Send out a customized poll or survey and analyze results
- Report on trending topics and robust metrics
- Capture what your constituents are saying on Facebook and Twitter

Correspondence

SO MANY MESSAGES. SO LITTLE TIME. #worksmarter

Track incoming letters, email, faxes, and bulk mail to create outgoing responses and communications, all within one central database. intertrac has been fully customized for the unique workflow of a public sector office. From incoming correspondence to outgoing responses, intertrac will help you manage incoming communications and replies more efficiently.

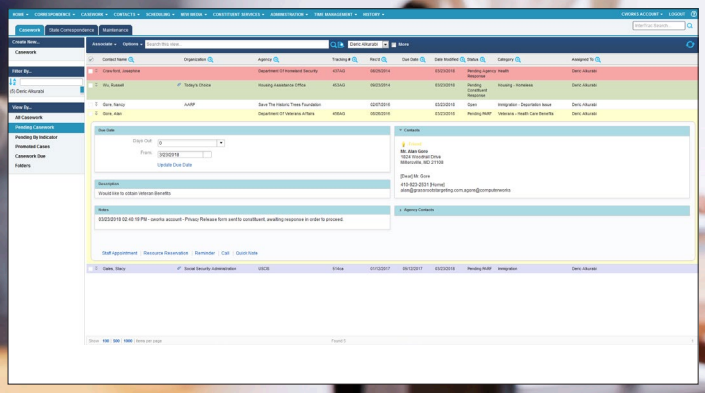


With intertrac Correspondence, users can:

- Draft unique letters in Microsoft Word
- Automatically reply to bulk mail
- Automatically group mail with similar language
- Identify grassroots advocacy campaigns, astroturfing campaigns, and other bulk mail before it hits your inbox
- Route responses through custom approval cycles
- Log and track executive correspondence such as hand writes and Dear Colleague letters
- Maintain a library of Microsoft Word letter templates with user friendly prompts and merge fields
- Automatically switch between print and email formats
- Give email professional polish with graphic HTML headers and footers
- Respond to voice mail left after hours

CASEWORK

Modernize your office...



With the pandemic, many government agencies saw an uptick in the number of constituent requests for assistance, and caseworkers faced with heavier workloads required more efficiency from case management tools. Why would you want fields on a form that you won't use?

The dynamic and customizable Casework form will automatically present the most crucial data fields for the type of case. For example, a Complaint may include contact fields for complainant and the business or utility in question; but a Legal case includes Docket Number, Attorney, and time management fields.

No extra fields to jump around, just the specific fields you need.

When calls or letters come in requesting assistance, you can easily promote them to a case and assign the case to the appropriate caseworker. You'll save time and effort, plus you'll never have a case fall through the cracks.

intertrac's built-in workflow provides assigned staff with status updates and task reminders. Filtered views allow you to see just your own cases. A dedicated library of casework letter templates makes it easy to keep key contacts connected and informed.

And intertrac enables you to associate every person and agency contact, every related meeting, communication, file, or form to the casework form, so you can retrieve a **360-degree view** of the case history with a single click.

300%

more newsletters are being sent to constituents now than at the start of the pandemic.

NEWSLETTERS AND SURVEYS

Step up your constituent outreach efforts with the intertrac Newsletter solution. Newsletters integrate with the entire intertrac system so you can use your existing contact records to build mailing lists, track related activity, and update contact records with opt-in and subscription responses.

A number of enhancements are designed to make it easy for any user to quickly build a professional looking newsletter and send it to the masses.

Newsletter Builder
Let the Newsletter Builder step you through creating, testing, and sending outreach mail. Includes custom templates and an image library.

Survey Builder
Build a custom survey or poll, embed it in a newsletter, and watch the results pour in. Take it a step further and reach out to respondents again about their answers.

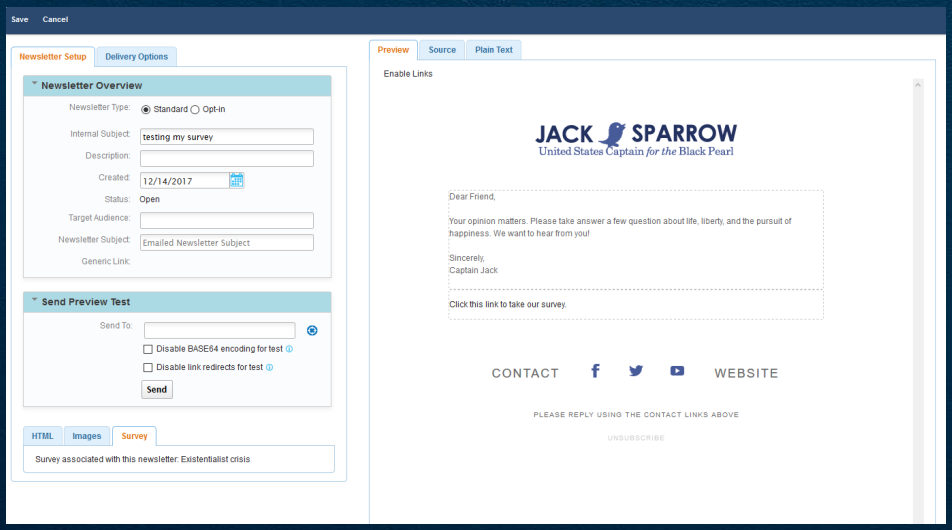
Analytics
Measure opens, click-throughs, non-deliverables, and other performance insights with built-in analytics.

Emojis
Add emojis to the subject line to catch your reader's attention and improve open rates.

A/B Testing
Conduct testing with a sample audience to determine which email performs better and improve conversion rates.

Custom Design
Drag and drop design elements onto the page to customize your design. Advanced users can fine tune the HTML source code.

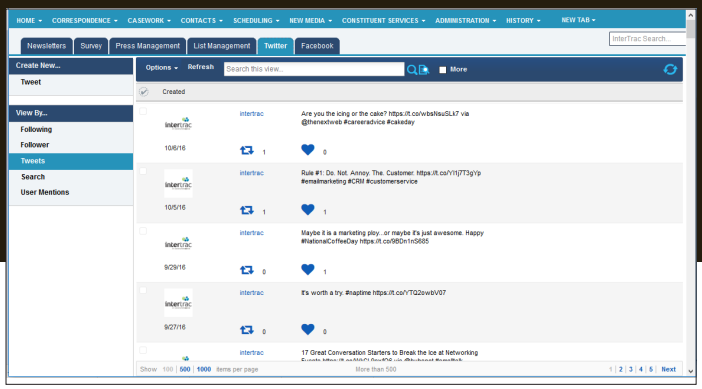
SEND EMAIL THAT YOUR CONSTITUENTS WILL ACTUALLY **OPEN**



Thursday

is the best day to send a press release, with an average 27% open rate. The next best day is Tuesday with a 19% open rate.

from "Best Day and Time to Send a Press Release [A Guide for 2022]" by Ofelia Fiume, Review 42



New Media

The intertrac New Media solution is your public relations hub, giving you powerful tools to share your message.

With intertrac's integrated solutions, you can keep track of what you said and where you said it.

Social Media

- Integrate public Facebook and Twitter accounts
- Save posts and comments as correspondence
- Automatically associate communications to constituents
- Manage public accounts from one location
- Monitor engagement using insights and analytics

Press Management

- Manage your media contacts in dedicated forms and views
- Compose press releases in Microsoft Word
- Schedule press releases for delayed sends
- Sort contacts by role, beat, region, etc.
- Send via stored distribution lists
- Auto update the press contacts with each release

Telephone Town Hall Tracking

- Integrate with Broadnet Access Live* via API
- Generate invitation lists from your constituent data
- Conveniently upload contact lists, images, and sound files from one location
- Store event reports
- Update constituent profiles with actionable data

*ComputerWorks is a Broadnet partner and Access Live reseller. Telephone town hall calls are priced separately by event.

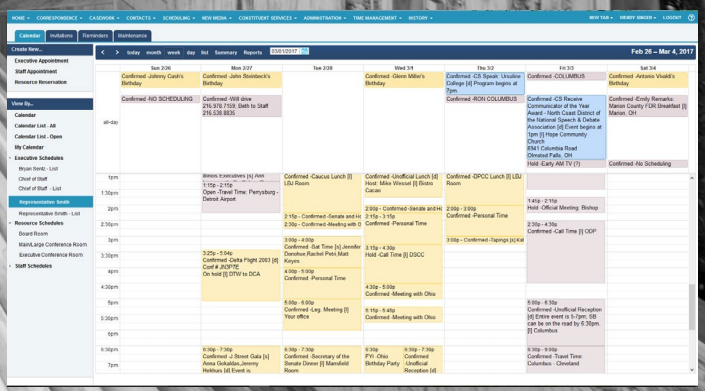
SCHEDULING

The intertrac Scheduling solution is a robust calendar for managing meetings, appointments, activities, and events. It also includes calendars for managing invitations and room reservations.

Tightly integrated with other CRM features, the calendar views give you a variety of ways to examine appointment information — by assigned staff, by date, by company, or by day, week, or month. Standard features like two-day views, work week views, and full-text searching are available in every view for pinpointing data.

With intertrac Scheduling, your office can maintain as many different calendars as you need. So you can have executive calendars for management; group calendars for the departments and office locations; individual staff calendars; and resource reservation calendars to track who is using the conference room or media equipment. Additionally, executive calendars can be locked down so that only users with scheduling rights can add or edit appointments.

- Drag and Drop editing
- Microsoft Outlook synchronization
- Advanced analytics and reports
- Custom Color Coding
- Calendar and summary view toggle
- My Calendar view for just your appointments
- Repeat appointments
- Staff reminders
- Time zone management
- Powerful searching



CONSTITUENT SERVICES

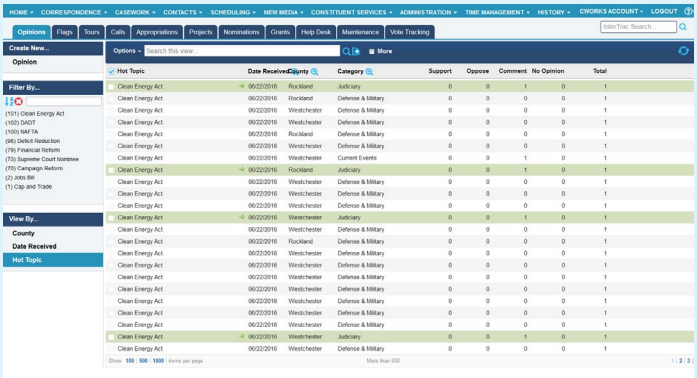
Let them know you're listening

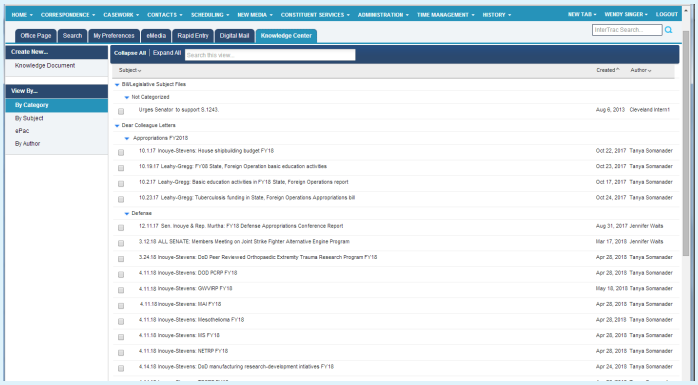
Constituents may contact your office for assistance with a number of things, whether it's applying for an internship, board appointments, or Freedom of Information Law requests.

intertrac has you covered. We specialize in bringing your custom and unique forms and workflow processes into the system. intertrac can accommodate anything you already do on paper.

Standard forms include a Call Center form where you can log incoming and outgoing phone calls, an Opinion form for tracking incoming calls and evaluating complaints or issues in real time.

Other workflow processes manage internal projects. And sensible forms, built-in calendars, calculators, and on-point communications help you keep track of it all.





Knowledge Center

The Knowledge Center gives your office a place to share documents that support your office operations. Store any information that you need here – **news clippings, photographs, videos, briefings, training materials, policy statements, speeches, URLs, etc.** Over time, intertrac becomes a central library for your organizational knowledge.

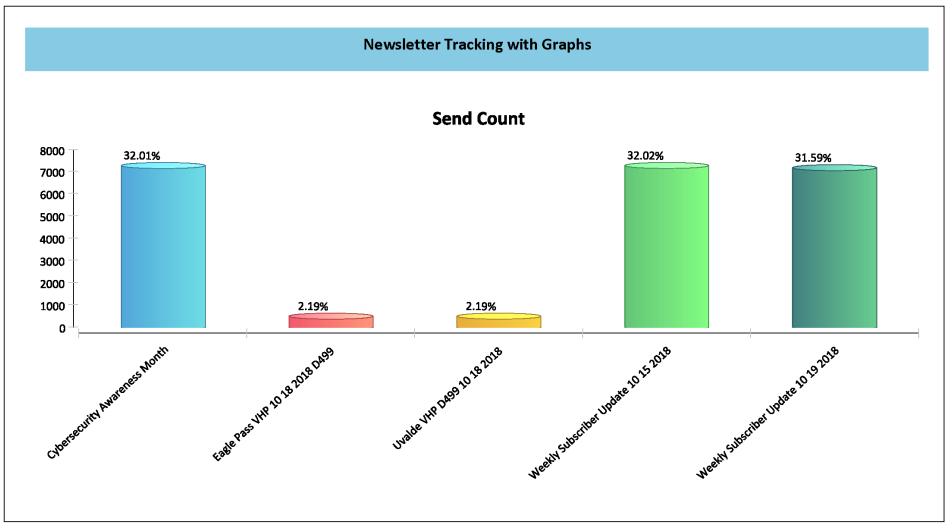
The Knowledge Center also houses the **ePacs** feature for emailing rapid response packets to your constituents, like privacy release forms and visitor guides. Using the convenient dashboard widget, staff can enter the constituent email address and fire off the ePac with the click of a button.

Reporting

intertrac features an integrated reporting and analytics solution so that you can measure essential data right at the point you need it. intertrac is supplied with a library of reports, including turnaround, summary, ranked, and trend reports, and also provides ad hoc and custom reporting options. Geospatial mapping analytics generate heat maps and choropleth maps to visually represent metrics and variability within a region. Summary reports update office statistics right in your dashboard.

And intertrac can be set to automatically generate any report on a scheduled basis and deliver it to your inbox and anyone else that you tell it to.

- Report library
- Automated reports
- Heat and Choropleth maps
- Custom reports
- Microsoft Word, Excel, PDF or HTML file formats



The intertrac Difference

When you're comparing apples to apples, what makes intertrac stand out?

Our support team

With intertrac, you always get premium technical support. At ComputerWorks, we value each and every opportunity to serve you. When you call our office, you'll speak directly with technicians dedicated to your office. And if you have to call back, you'll have a direct line to the same person so you can pick up right where you left off. Still need more help? We have experts onsite every day, offering hands-on technical support and additional coaching for any intertrac users who need guidance.

Designed for YOU

When you choose intertrac, we will configure the system and develop custom reports for your office's unique needs. We will review every question, request, and suggestion that you send us. Because we continuously enhance the system based on user feedback, intertrac is actually a system that our user community helped design. And we make sure intertrac works exactly for YOU.

In a basket of apples, that's what makes intertrac an orange.

COMPUTERWORKS

12
Corporate Woods Boulevard
Albany, NY 12211

1.800.692.7787
info@computerworks.com
www.computerworks.com

HCL SOFTWARE
Business Partner

CMMI® Level 2 Rated