



Government & Not-for-Profit Engagements



Amtrak: Provided guidance to their CRM effort, with a particular focus on the successful integration of internal customer data and the effective use of CRM technology to drive targeted marketing programs.



Communications Security Establishment (CSE): Worked closely with Canadian IC agency to leverage our proven 'top-down/bottom-up' CRM methodology to create many new customer-facing business processes including improvements to their Help Desk, provide change management activities, and help with the selection of their CRM software vendor.



Department of Defense: We won multi-year competitive bids at three IC agencies. We applied our globally proven 'top-down/bottom-up' CRM methodology to ensure very successful CRM programs. We help create many new customer-facing business processes including helping to stand up the Customer Service Center in one of the agencies, provided change management assistance including facilitating multiple executive learning sessions, and helped with the selection of their CRM software vendor. A big focus was on helping these IC agencies to work together more effectively and efficiently.



Federal Reserve Bank (FRB): ISM has worked with several FRB branches across the county to support their CRM efforts. Leveraging our globally proven "top-down/bottom-up" CRM methodology, we performed an initial CRM Assessment and High-Level Design, and have since been engaged to support the final design and implementation of a multi-branch CRM program utilizing state-of-the-practice CRM, Digital Marketing and Event-Management tools.



UK Royal Mail: Multi-year, competitively bid engagement. We applied our globally proven 'top-down/bottom-up' CRM methodology to ensure a very successful CRM program. This included helping the Royal Mail to create multiple new customer-facing business processes, implement their large change management program, and select their CRM software vendor.



US Postal Service (USPS): The USPS was an early adopter of CRM tools and techniques. We had a few engagements with them and applied our proven 'top-down/bottom-up' CRM methodology to assist with enhanced customer-facing business processes, change management activities, and selection of their CRM software vendor.



United Way (UW): We have worked for many years with both UW's corporate offices in Virginia as well as all branch offices across North America on several CRM initiatives. Leveraging our proven 'top-down/bottom-up' CRM methodology, we have enhanced customer-facing business processes, assisted with change management activities including multiple executive learning sessions, and helped with the selection of their CRM software vendor.