



Salesforce for State and Local Government

# Modernize Customer Experiences



## State & Local Government Organizations Face Technological Challenges

Everyday, states, cities, counties and municipalities are being asked to meet the changing needs of their constituents. However, they are challenged by internal efficiencies, outdated technology and short budgets. Even in this difficult environment, state and local government organizations can get closer to meeting the expectations of their constituents - with technology that is built for their needs and that can bring transformative efficiencies to departments.

## A CRM is the Solution To Overcome These Challenges

Salesforce is the #1 CRM built to modernize customer experiences for state, city and county government. It offers flexible, scalable, and secure tools for the delivery of government services. You can process license and permit applications, conduct inspections and assessments, administer social programs, respond to crises, disburse grants and much more - resulting in lower administrative burden, cost savings and more effective service delivery.

## Salesforce Products for State and Local Government



**Public Sector Solutions** helps you serve constituents faster with purpose-built case management apps for government, including grants management.



**Marketing Cloud** helps agencies communicate effectively by sending the right message to the right individual at the right time, using their preferred channel.



**MuleSoft** makes it easy to integrate data from any system, anywhere, to create connected experiences three times faster.



**Tableau** is an analytics platform enabling agencies to uncover deep insights that improve program outcomes and empower caseworkers with trusted, actionable data.



# Salesforce Solutions for State and Local Government

## License and Permit Management

**Provide a one-stop-shop:** Launch a single portal for constituents for service requests, renewals and more

**Streamline application process:** Reduce timelines with smart forms, intelligent checklists, and guided next steps.

**Deploy Fast:** Unlock services faster with a pre-built data model, templates, workflows, and analytics built for government

## Grants Management

**Launch faster with a prebuilt app:** Out-of-the box applications, templates and no-code tools allow you to get started quickly

**Increase program awareness:** Communicate at scale with targeted announcements and follow-ups to help qualified applications learn about programs

**Gain insights into impact:** Get real-time insights, explore future funding areas and report grant allocation data

## Benefits Management

**Simplify applicant experience:** Allow applications an easy experience with guided pre-screening and application processes

**Leverage insights for decision making:** Help case workers understand program performance and prioritize work

**Boost worker productivity:** Minimize administrative burden with digital-first case management

Visit [salesforce.com/PublicSector](https://salesforce.com/PublicSector) to learn about Salesforce products for Public Sector organizations.

## About Salesforce Public Sector

Salesforce, the #1 CRM, is enabling public sector organizations around the world to modernize government service. Customer 360 for Public Sector allows you to transform digital service delivery with easy automation tools, achieve faster time to value with purpose-built solutions, and improve mission success with smart insights that help you move the mission forward - all within a secure, compliant cloud environment. We lead with our core values of trust, customer success, innovation, equality, and sustainability, and we are proud to be recognized as a leader in innovation, culture and philanthropy.

For more information, please visit [www.salesforce.com/government](https://www.salesforce.com/government) or contact us at 1-844-807-8829.

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