

Make It Easier To Do Business/Customer Focus Subcommittee

Public Session

Monday, July 28, 2014

Rhode Island Commerce Corporation

315 Iron Horse Way, Providence, RI

The following were in attendance:

Appointees/Delegates

Tim Hebert

George Nee

Roland Fiore

Karl Wadensten

RIEDC Staff

Marcel Valois

John Pagliarini

Christopher Cannata

Lori Bassett

Mr. Wadensten (Chair) was running late so he said to start the meeting without him. Mr. Hebert called the meeting to order at 4:36PM. The minutes from the 5/19/14 meeting were approved unanimously.

Mr. Cannata gave an update on the CRM system. A new app has been brought into the database that matches the Rhode Island legislative data to the account. This will serve as an analytical tool. Apps for customer satisfaction surveys are currently being investigated. This would measure the effectiveness of the Client Services team; requests for this data would be determined by Mr. Valois. Mr. Hebert asked about the performance of the Client Services team; Mr. Cannata feels that they are performing at a "satisfactory" level and there is always room for improvement. Mr. Valois said they are still going through culture challenges but he feels that these are surmountable. Mr. Pagliarini noted that Mr. Valois made a presentation to the House Committee at the business hearing in May that has been playing on the local cable channel. The feedback has been very positive in regards to his presentation and how enthusiastic they are about the value of this system. Mr. Valois stated that we have dealt with 878 companies in Rhode Island since January of 2014; the average size of these companies is 25 employees or less.

Mr. Hebert asked if the Client Services team is able to assess the needs of those that request assistance. Mr. Cannata said that the answers to most questions that are posed can be answered by the team or they can get the answer from their various resources. If outside agencies are needed then a meeting will be arranged to introduce the necessary party.

RI Department of Environmental Management and National Grid are examples of agencies that we have obtained assistance from for our clients.

It was noted that we also have reps from SCORE and SBDC to assist as needed. Mr. Fiore asked if this info is listed on our website; Mr. Valois confirmed that it is there.

Mr. Cannata said it's still a bit of a challenge to get all the departments on the same level within Salesforce as some are reluctant to share their account info. Mr. Valois said starting this year part of the \$100,000 contract we have with Bryant University will include that they contribute their information to our database. This will allow us to ensure that the appropriate follow-up has occurred as needed.

Mr. Cannata noted that we have a substantial amount in our database at this time. Data integrity is not an issue

A motion to adjourn the meeting was made at 4:59PM, all were in favor.

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