

**FOR IMMEDIATE RELEASE**  
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## **City of Philadelphia Selects ICMA to Assist Philly311**

WASHINGTON, D.C.— The City of Philadelphia has retained ICMA [the International City/County Management Association] and its partners, Stern Consulting LLC and PPT Consulting LLC, to provide consulting services for the selection and implementation of a new CRM application to meet the City's needs. "ICMA's experience with local governments, commitment to excellence and expertise in the customer service technology field makes them an ideal partner for Philadelphia." according to Richard Negrin, Managing Director and Rosetta Carrington Lue, Chief Customer Service Officer.

Philly311, the City's central customer service agency, is essential to Mayor Nutter's reform initiatives to make the government of the City more transparent and to Philadelphia's citizens. To fulfill this vision and mission, Philly311 will invest in a more robust and flexible constituent relationship management (CRM) application that will enable the City to provide improved customer service in a more efficient and cost effective manner and better access to key data about service requests received from citizens. ICMA, Stern Consulting, and PPT Consulting will advise the City in its efforts to secure a new CRM application.

Drawing on the experience gained from its five-year National Study of 311 and Customer Service Technology, ICMA began providing direct technical assistance to local governments looking to establish a 311 customer service system or evaluate an existing system in 2009. Working with a number of independent consultants in the field, ICMA will provide unbiased advice and guidance on the public investment decisions required for 311/CRM technology.

"ICMA exists to serve those who work to advance excellence in local governance and improve quality of life," according to Robert O'Neill, Executive Director of ICMA. "In offering this

new service and recognizing how 311/CRM technology contributes to better local government management, ICMA will help jurisdictions determine if a 311/CRM system makes sense for their community, and if it does, advise them on how best to implement a system for maximum benefit to their citizens.”

For more information on ICMA’s 311/CRM technical assistance services, visit

<http://www.icma.org/311CRMAssistance>.

#### **About ICMA**

ICMA advances professional local government worldwide. Its mission is to create excellence in local governance by developing and advancing professional management of local government. ICMA, the International City/County Management Association, provides member support; publications, data, and information; peer and results-oriented assistance; and training and professional development to more than 9,000 city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA’s members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

#### **About Stern Consulting LLC**

Stern Consulting supports public sector agencies in aligning their technology solutions with their business and operational needs. Stern Consulting specializes in the following: Customer Relationship Management and 3-1-1 Advisory Services, Change Management Services, IT Strategic Planning, and Social Media and Mobile Deployments.

#### **About PPT Consulting LLC**

PPT Consulting is a regional IT and Management Consulting firm specializing in the enablement of technology and business process initiatives from planning to execution. PPT stands for People, Process, and Technology because the firm believes that these three elements are present in every business initiative and must be addressed in order to achieve success. Core services for PPT include project / program management, process optimization, business continuity planning, technology solution selection and change enablement. PPT has a proven track record of delivering results by increasing customer service while reducing costs, and improving processes. Established in 2003, PPT is a Pennsylvania woman-owned business.

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