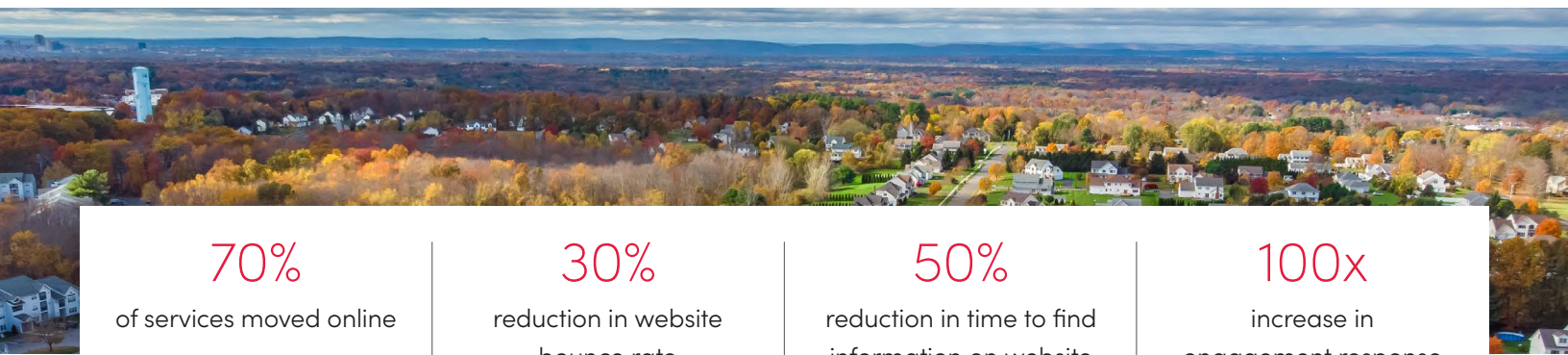




Manchester, CT

Developed a Successful Digital Engagement Ecosystem



70%

of services moved online

30%

reduction in website bounce rate

50%

reduction in time to find information on website

100x

increase in engagement response for public programs

OVERVIEW

The Town of Manchester, CT, wanted to find modern ways to connect and engage with a growing population that demanded digital options. Implementing technology solutions EngagementHQ, OpenCities and OpenForms allowed Manchester communicators to update their approach and create an engagement ecosystem that lays the groundwork for future digital transformation.

SITUATION | A TOWN WITH HISTORY, BUT A DATED DIGITAL PRESENCE

Founded in the 1600's, the Town of Manchester, CT, needed a more modern way of engaging over 55,000 residents with a median age of 35. Brianna Smith, Director of Communications and Civic Engagement, sought a way to leverage the town's 20-years-old website into a digital hub for communication and, more importantly, engagement.

SOLUTION | NEW TECHNOLOGY, NEW ENGAGEMENT

Shortly after the establishment of her office, Smith did a complete communications audit, and found that "nothing was really trackable." EngagementHQ not only helped expand the reach that Smith sought but also provided tools to bring more Manchester residents into conversations. Implementing OpenCities and OpenForms alongside EngagementHQ also allowed easier resident sharing of information and form completion through the website.

RESULTS | IMPROVED PERFORMANCE SPARKS NEW IDEAS

In the time since Manchester started their digital transformation using EngagementHQ, OpenCities, and OpenForms, the impact has been felt on a parks master plan and a library redesign, with increased engagement thanks, in part to the new digital tools. Implementing OpenForms has also created a shift within the town's operations, with nearly 70 offline services being brought online using the digital forms tool.

MUST HAVE SOLUTION

EngagementHQ
OpenCities
OpenForms

“EngagementHQ was one of those tools that allowed us to expand our reach, to be able to connect with new people who hadn't connected with us before, and then allowed them to share information when and wherever they wanted to.”

Brianna Smith, Director of Communications and Civic Engagement, Town of Manchester, CT