

## intro

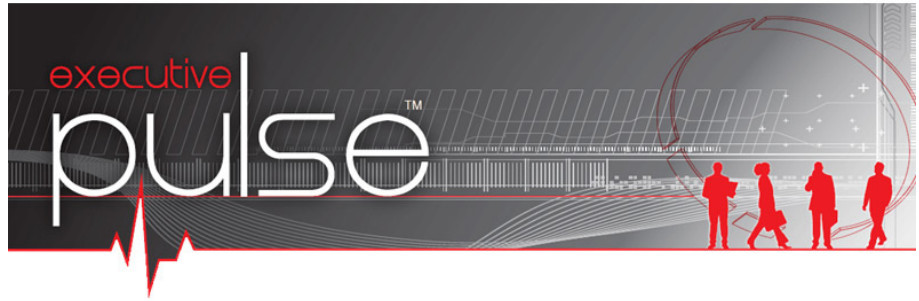
Take advantage of this powerful tool to compliment your Business Retention and Expansion efforts as well as Business Attraction, Entrepreneurship and more. After five years, over 75000 businesses and 8000 interviews, the BC BusinessCounts program continues to evolve and grow.

Since 2011, BCEDA has partnered with ExecutivePulse, the most well respected provider of BRE and CRM tools in North America, to allow for communities to obtain community licenses at a cost substantially lower than what it would cost on your own. Communities save over 50% on normal licensing costs. Over 40 community and regional groups have now purchased sub-licenses from BCEDA representing in excess of 75 communities.

The new ExecutivePulse CRM is a powerful customer relationship management system that seamlessly integrates databases, communication, collaboration and analytical tools with an all-new, user-friendly interface.

This new web-based system has been built from the ground up specifically for economic development and allied professions. By adding optional, affordable "plug and play" modules, you can easily extend core functionality of the database system. These modules work seamlessly within the main CRM system.

Powered By



join over **75** BC communities

**enhance** partnerships

**track** all interactions

**report** on findings



# BCEDA

BC Economic Development Association

[bceda.ca](http://bceda.ca)

## With BC BusinessCounts™ and ExecutivePulse, you can:

- Easily Track all interactions - and report on it.
- Enhance your Partnerships in your community: Build a local business support network
- Powerful and Easy to Use Reporting: Use powerful reporting features to turn data collected and entered into knowledge and intelligence.
- Designate Users: Add users from your team and network
- Maintain confidentiality: You decide who sees what
- Easy Implementation: No downloads or additional hardware is required.
- Survey Flexibility: The survey for BRE is flexible to allow you to add additional questions that are unique for your own community (one time at no charge). In addition to the primary general retention survey we also offer a lite version allowing for collection of select data.
- Business Walks Surveys: An updated Business Walks module as well as a Retail Business Walks Module is provided. Reporting can be done comparing all business walks completed in the community year after year.
- Additional Modules available at minimal cost: Currently offering Prospect, Entrepreneur and Outlook Modules. Coming soon - Online survey functionality - no more Survey Monkey!
- Updates: Your annual renewal fee provides all updates at no additional cost.
- Training: Webinars to introduce you to the program and to help you take full advantage of the reporting capabilities. Additional Webinars are offered throughout the year to educate users on recent updates to the system.

## BC BusinessCounts/ExecutivePulse CRM Benefits

- All new, highly intuitive user interface that utilizes responsive design
- True CRM functionality to include e-mail, calendar and document integration
- Powerful database, communication, collaboration and analytical tools
- Plug and play module enhancements
- Unlimited use and users within a specific geographic area. No seat licenses.
- Mobile apps for most devices
- No specific software requirements
- Backed by 24/7 in-house live phone and e-mail support
- Unlimited webinar orientation and training
- Technology updates and enhancements made regularly based on user feedback

**Call for pricing.  
2017 Summit delegates  
are eligible for 10% off  
initial license fee.**

<sup>1</sup> BCEDA will have access to all data collected provincially in aggregate format.