



Case Study



“We've increased our productivity by 50 percent since adopting Vocus Public Relations. It's like having an additional staff member.”

Industry:
Not-for-Profit

Size:
Over \$2.1 billion in annual revenues

Vocus Product:
Vocus Public Relations
Premier Media Database

Challenge:

Time management and organization were the biggest challenges facing Goodwill in directing its communications programs. All media relationships were being tracked and managed in paper notebooks. In addition to wanting to improve the process of tracking conversation notes, Goodwill wanted the ability to share this information with the growing department, which necessitated the need for a software solution.

Solution:

Goodwill purchased Vocus Public Relations to help streamline operations, enhance management control, deliver measurable results and improve the overall effectiveness of its communication programs.

Benefits:

Improved Productivity — The ability to quickly access journalist records and review all past interactions and stories reported about Goodwill has increased the quality and speed of response for media inquiries.

Measurement — The media relations department now has clear insight into the results of its news coverage. All key earned mentions are catalogued, enabling Goodwill to quickly run summaries and reports on its earned media.

Increased Efficiency — By using Vocus, Goodwill now has time to focus on more strategic initiatives. Goodwill can now accomplish many of the administrative and reporting tasks in minutes.

Scalable Infrastructure — Goodwill can easily add staff to enhance the results of its programs. Goodwill replaced the notebook system it was using with Vocus Public Relations allowing staff to benefit from its collected knowledge and results.