

BCEDA has always place importance on business retention and expansion programs and supporting those businesses already in a community. Business Retention is best performed as a community driven activity to maximize local development of existing industry. Each community or region develops its own approaches to conduct business outreach. A robust CRM is an integral part of this approach.

BC BusinessCounts

BC BusinessCounts is a robust CRM using the ExecutivePulse system. ExecutivePulse is the only Customer Relationship Management (CRM) solution built by economic developers, for economic developers. The CRM's intuitive design allows users to easily create at-a-glance reports and presentations, optimize their internal and external communication, and track the progress of their initiatives.

To ensure users make the most of ExecutivePulse, we offer unlimited training, consultation, and 24/7 technical support. You may schedule a demo of this system by clicking [here](#). You may also email info@bceda.ca and we can work with you to arrange a demo.

Welcome to the Cloud

BC BusinessCounts/ExecutivePulse is a fully-hosted cloud solution that works with all major browsers and email platforms, integrates with Microsoft and Adobe suites, and is accessible from any mobile device. Our scalable infrastructure and unlimited-use pricing model helps organizations and economic development professionals position themselves for success. All data collected through the BC BusinessCounts system is hosted in Canada, by a unique partnership with Vancouver based, [SoftLanding](#). Softlanding provides your organization with advanced security and compliance features that ensure your data and business assets are securely stored, handled and recoverable.

Our cloud solution also provides backup and disaster-recovery plans, encryption, and after-hours updates which reduce downtime, safeguard customer data, and bolster network security.

A Better Understanding

ExecutivePulse was designed specifically for economic development organizations, which is why, in 2011, BCEDA in partnership with the Province of BC, selected them as our technology provider for the provincial Business Retention and Expansion program. By merging over two decades of industry experience with the latest in CRM advancements, their scalable functionality is unparalleled by “all-purpose” CRM vendors. BCEDA offers a number of modules that are included with the basic licenses – these are bolded below. For an additional cost, many “plug and play” modules are available and ExecutivePulse can be optimized for your specific economic development initiatives including, but not limited to:

Business recruitment/FDI

Business retention & expansion

Entrepreneurial development

Project management

Rental property registration and compliance

Sites and buildings

Grant and Loan Applications

Event management

Government front desk programs

Investor relations management

Workforce development

Outlook Integration

Supply chain initiatives

Sector or cluster-based initiatives

What You Get When You Buy a BC BusinessCounts License

Every community or region gets the following as part of the basic BC BusinessCounts License

- **Business Retention Interview Forms (Surveys).** The program comes with a number of pre-designed business retention surveys. A community can create their own survey and usually at no additional costs. Complex surveys may require special programming which may result in additional costs.
- **SAVEME Email Feature:** Easily forward e-mail messages from any e-mail platform to the ExecutivePulse 2021 CRM. Essentially, this feature works by treating the CRM like a coworker or member of your team that you want to keep apprised of email communication. All communication then gets linked to your contact in the CRM.
- **Customized Masthead:** We customize your page with your logo and colors so that when you or your partners login they see your branding. For example, below is Vernon and Peace Liard:



- **Uploading of your Business Database:** This is an initial upload of your business license list/ chamber list or whichever database you use. Information must be added to our template first and then we import at no charge. Note: More complex imports, requiring data manipulation may result in additional fees. You will be informed before the import is done. This is rare.
- **Easy tracking of all interactions - and report on it:** Manage and track all interactions between you, your partners and your business contacts. What users can see can be restricted by you.
- **Powerful and Easy to Use Reporting:** Use powerful reporting features to turn data into knowledge and intelligence.
- **Designate unlimited users:** We would ask for one administrator who would have the ability to add unlimited users. Unlike other systems, you do not pay for additional users allowing you to expand your referral and partner network without increasing your costs.
- **Maintain confidentiality:** Specific information on your communities will not be available to others - only to those you designate.
- **Easy Implementation:** No downloads or additional hardware is required.
- **Unlimited Users:** License holders may add an unlimited number of users to the platform at no extra cost.
- **The following modules** (some of which are mentioned above are included with your license):
 - Action Item – ability to assign actions to team members and track the associated activity.
 - BC Restart module – COVID19 – Interview forms and ability to enter into the system and then run reports. Note you may design your own at no charge.
 - Business Walk modules (normal and retail)
 - Casual Business Conversation – ability to track conversations with individual business – this will allow you to track the history of interaction with specific companies
 - Calendar and Contacts
 - Journal Entry
 - Prospect Survey
 - Survey Campaign Feature (new 2020): This module can be used to email contacts with surveys to complete (emails must be in the system).
 - Email Campaigns – ability to email contacts news items, and more.
 - And more