

CASE STUDY OF CITY OF TULSA GOVERNMENT SERVICES

B2C // CUSTOM SALESFORCE BUILD // SOCIAL IMPACT SERVICES

Known for Southern hospitality, vibrant urban districts, and for being the birthplace of Route 66—linking Los Angeles to Chicago—Tulsa, Oklahoma is considered to be one of America’s most livable cities. As the 47th largest city in the United States, Tulsa’s thriving economy centers around energy and manufacturing. However, the COVID-19 pandemic changed that for their civilian labor force that included 66.4% of their total population (aged 16+) of more than 400,000 Tulsans. Out of work because of the stay-at-home order, many of them struggled to afford the basic provisions of food and housing.

THE PROBLEM

Realizing the immense economic strain their community was up against, the City of Tulsa identified the immediate need to provide Tulsans with a technology gateway to help stabilize the economic turmoil brought on by COVID-19, provide gainful employment and retraining opportunities, and quickly move their residents from surviving to thriving.



THE SOLUTION

Bitwise Industries partnered with Madison Strategies Group—a local workforce development program—to quickly develop a custom website called www.retraintulsa.org—with a WordPress frontend—paired with the power of Salesforce to allow users to schedule on-site visits or locate and access the necessary social service resources that provided food, work, or aid. Additionally, the system incorporated a two-way communication aspect that allowed Community Partners to search for and reach out to users with specific opportunities. The solution was both highly scalable and secure, as privacy was important in collecting and storing user data.



THE RESULTS

The full website is currently under construction, but a temporary portal is live for Tulsans with the most immediate needs for resources. The success of the temporary website—paired with the existing Tulsa Community WorkAdvance—created training and job opportunities for more than 1,700 Tulsans in the first few months of being live. When completed in 2022, this portal will facilitate career counseling, soft skills training, and retraining for those individuals seeking job advancement in new growth industries like technology, healthcare, and advanced manufacturing.



OUR SERVICES

• MOBILE & WEB-BASED APP DEVELOPMENT



• STAFF AUGMENTATION



• CONTACT CENTER-AS-A-SERVICE SUPPORT



• SALESFORCE MANAGEMENT & IMPLEMENTATION



• DYNAMIC WEBSITE DESIGN

