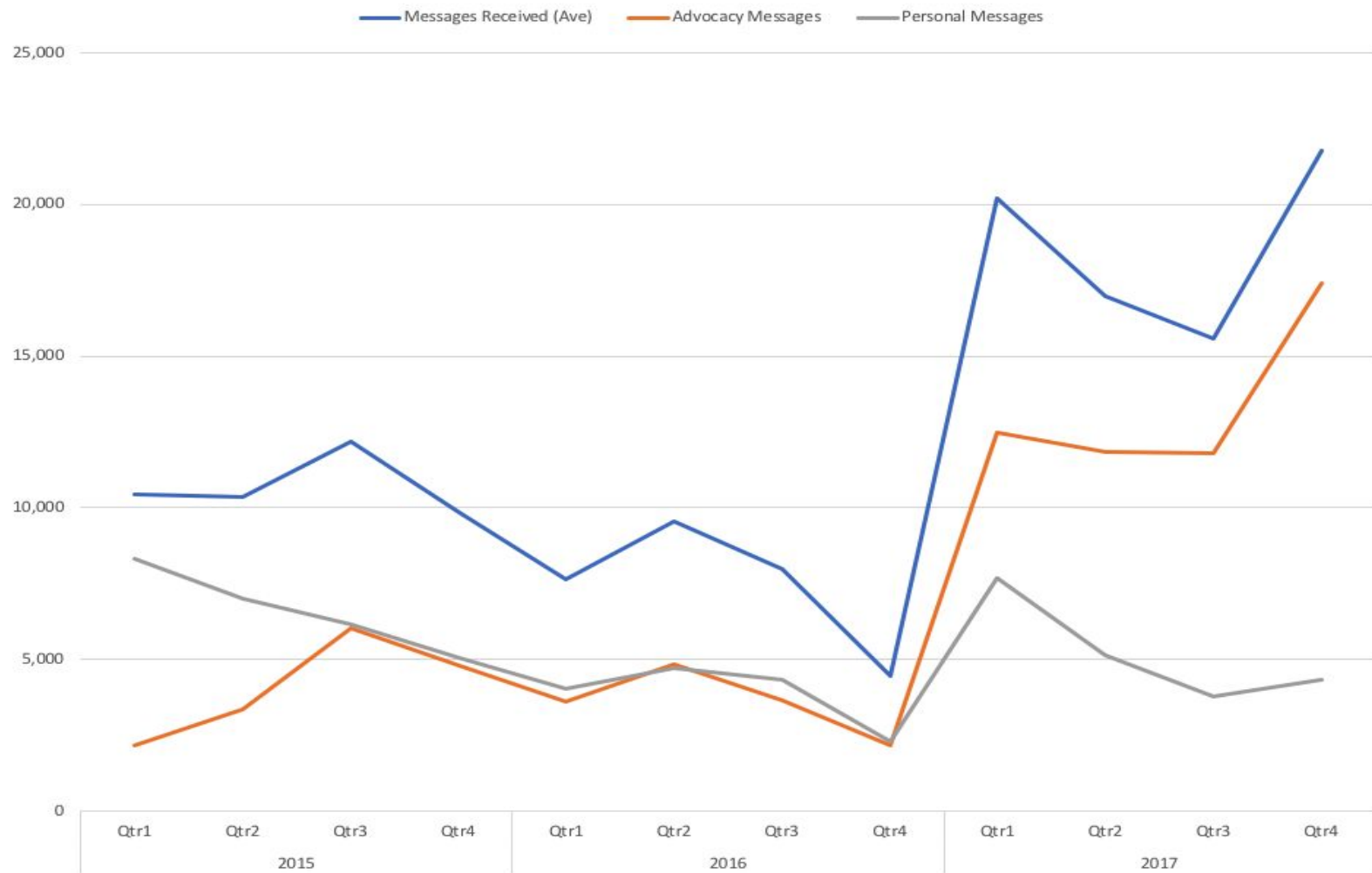




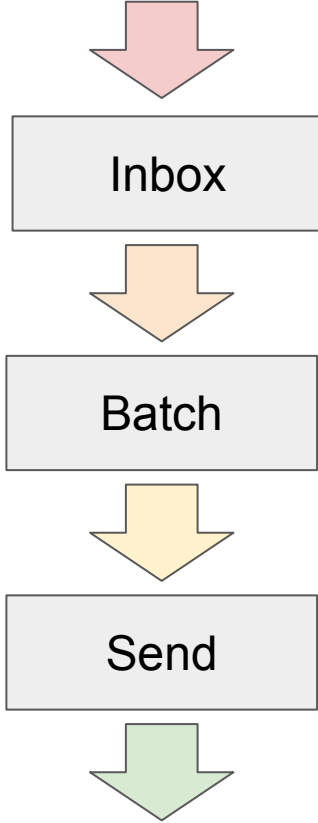
Who is Fireside21?

- Fastest growing technology company on Capitol Hill.
- 175+ offices on the Hill use our software.
- Primarily to process constituent engagement, i.e. (calls, letters, emails).



The Process

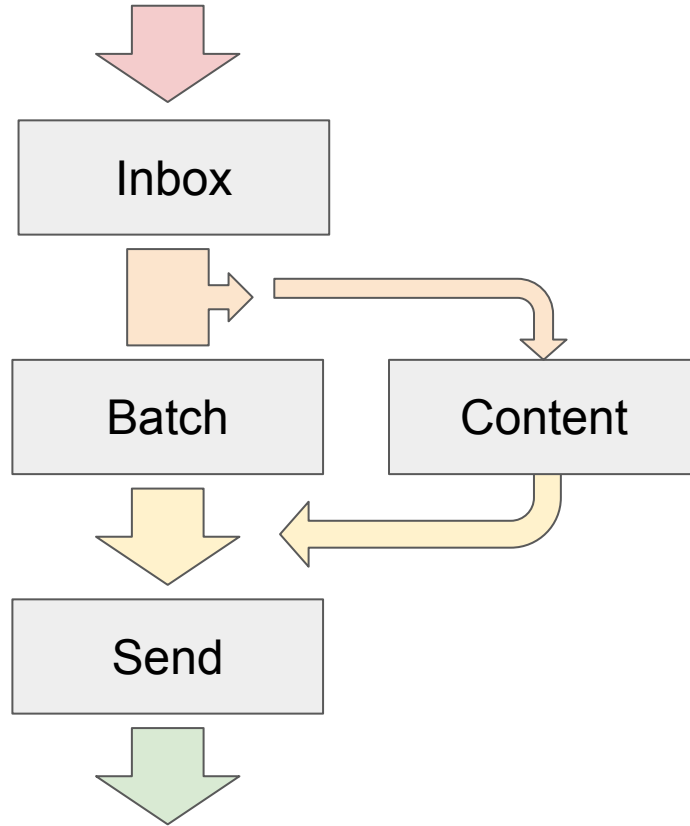




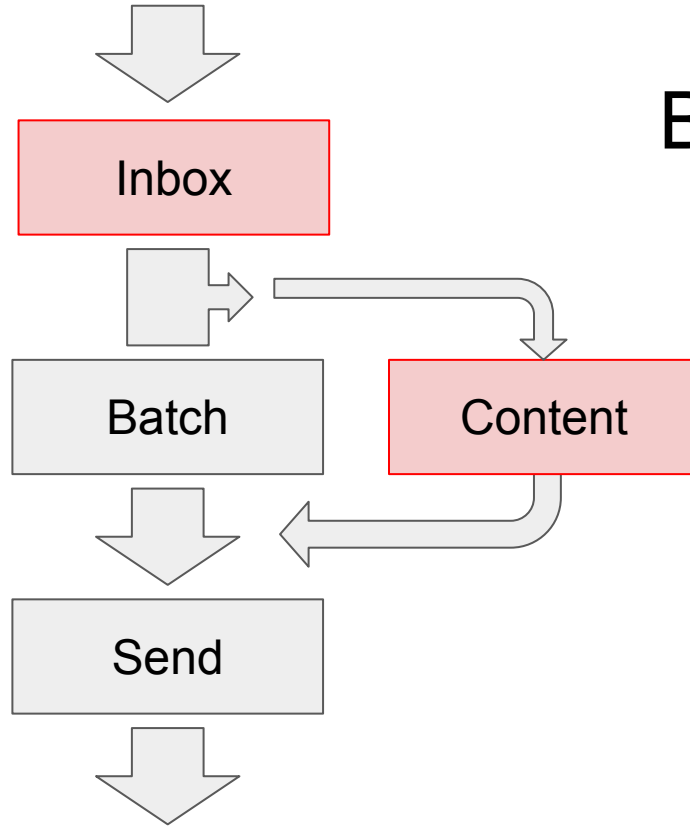
Step 1: Log Messages

Step 2: Sort, Group & Route

Step 3: Approve Reply



**Draft &
Approve
Content**



Biggest Bottlenecks:
Sorting Inbox &
Drafting Content

Staffer's Roles

	Logging	Grouping	Content	Approval	Reporting
Auto-Attendant	✓	✓			
Interns	✓	✓			
Staff Assistant	✓	✓			
Legislative Correspondent		✓	✓		✓
Legislative Assistants			✓		
Legislative Director			✓	✓	✓
Chief of Staff				✓	✓
Member of Congress				✓	✓

Future Trends



Social Media

- Social media is currently the domain of communication shops.
- Offices unsure of “who” to engage with on social platforms.
- “Constituency” solution will lead to changes.

Automations & Aggregation

- Fewer messages will be processed by real people.
- Offices are less interested in total messages; more interested in unique constituent sentiment.

My Recommendations

- Rely less on multiple actions by one individual across messaging channels.
- Get more citizens engaged and taking action.
- Keep the messages flowing!