

## The Greater Naples (Fla) Chamber of Commerce

### *Chamber Links Visitors to Area Businesses Through Interactive Kiosks*

#### Background

The Greater Naples Chamber of Commerce is located on the Southwestern coast of Florida, positioned along the Gulf Coast. The Chamber seeks to stabilize and improve the business climate in the area, which relies heavily on tourism and in doing so, improve the quality of life for Naples residents and visitors.

- The City is a popular part-time residence for Snow birds, people who migrate south for the winter
- The population of Naples swells from 22,000 to more than 33,500 from November to May
- Tourism drives thousands of consumers into the city and positively impacts the economy
- It can prove to be an unstable environment for business owners, dependant on the repeat business from residents who are more familiar with their services but depart during tourist season.

The Chamber wanted to find a way to make tourists aware of the variety of local businesses and services, in order to create more stability for the business owners and enhance the Naples experience for visitors.

#### Objectives

Before determining a course of action, the Chamber established objectives that would guide the future of the Chamber, its membership, and the City of Naples. Those objectives included:

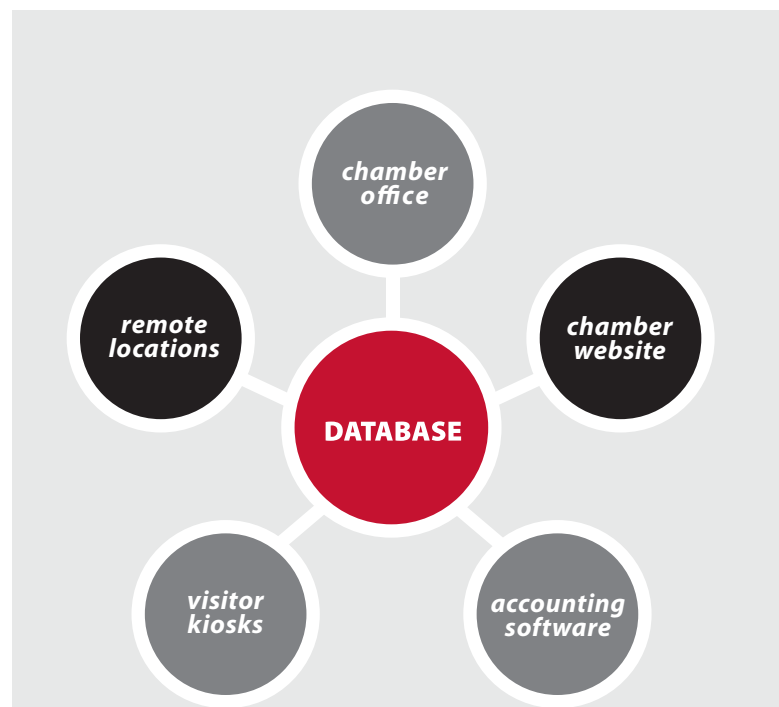
- Increase awareness of area businesses among visitors
- Stabilize the economic climate for local area's business owners
- Make finding information of Naples businesses easy for visitors
- Easily distribute information on Naples businesses by Chamber staff

#### Action

The Chamber was utilizing a kiosk system that tourists could use to look up businesses and activities in the area; however the process for adding Chamber members to the kiosk was manual, which made it difficult and cumbersome to add businesses. Therefore not all of the businesses were made immediately available in the database. What's more, the mapping system was also manual, and human error in data entry meant visitors ran the risk of getting lost, even if a map was available.

The Chamber was working with WebLink International to maintain its website and as its membership management database provider. The Chamber approached

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*WebLink helps The Greater Naples Chamber of Commerce streamline operations through true system integration - tying critical business applications together in one easy to manage interface.*

WebLink to inquire about possible ways their CRM database could make the search and discovery process easier for visitors and Chamber staff.

WebLink proposed stationing electronic interactive kiosks in the visitors center and around the city. These kiosks would operate much like its current system but would integrate with the WebLink's membership management database. This would make manual data entry obsolete for the Chamber staff. It would also provide an accessible place for visitors to come and learn about services and businesses in Naples up-to-the-minute.

WebLink used feedback from the Chamber staff to determine what was and was not working with the former system and they created a custom-designed tool that fit the Chambers' needs. "Our previous vendor had nothing to do with integration," said Naples Chamber vice president hospitality services, Michele Klinowski. "With the new interactive kiosks, we are able to update immediately with no manual updates. The kiosks also work with Google maps to get visitors where the need to be quickly and easily.

## Results

"It's been great!"

The WebLink staff came on site to install and train the Chamber staff on using the new system, which Klinowski says was quick and painless. "It's an extremely low-maintenance system. The program is straightforward and easy for the lay person. Updates happen automatically, and running reports on click-throughs is very simple. If we ever need anything, the customer support has been excellent, so we never really have to worry about it."

The Naples Chamber has utilized two kiosks for a year, and the feedback has been great from visitors, business owners and even the Chamber staff.

- "The visitors tell me that they just love using it," Klinowski said. "There's always someone using it, which is nice to see."
- In the year the kiosks have been in place, there have been 96,748 kiosk searches
- 2,368 detailed click-throughs by visitors which leads to specific business opportunities for members
- Local businesses are being frequented, and the business environment is becoming more stable

"We'd love to have these kiosks all over the city, so that visitors always have a place to go to learn more about Naples businesses," Klinowski said. "It's provided a great amount of support to our local economy."

## About WebLink

WebLink provides comprehensive online software and service solutions to support the needs of member-based organizations. WebLink delivers a powerful software suite that integrates the operations, marketing, finance, website and member management functions of business associations.

The software solution allows clients to automate and streamline operations, reduce costs, optimize data for business intelligence, communicate and collaborate effectively, generate non-dues revenue and add significant value to the members they serve. WebLink is a Microsoft Certified Partner. To learn more about WebLink, visit [www.weblinkinternational.com](http://www.weblinkinternational.com).