



## Recruit, Train, and Retain Poll Workers

### Overview

Hart ConnectNow enables the Election office to effectively recruit, train and retain a geographically-diverse election workforce. ConnectNow will help you:

- Improve the quality and efficiency of all poll worker management functions
- Reliably deliver two-way communications across any method and device
- Engage poll workers and others in a consistent and personalized manner
- Intelligently track and take action on recipient responses in real-time
- Boost election staff productivity and repurpose on more strategic tasks
- Accelerate time-to-value with a hosted solution – no burden on your IT staff

### Centrally-Managed, Reliably Delivered

Poll workers are essential to conducting well-run elections. Yet Election offices continue to struggle with recruitment, management and retention:

- Insufficient workers to adequately staff the polls largely due to ineffective outreach that fails to address a diverse and bi-lingual population
- Poor coordination of training classes resulting in untrained and ineffective poll workers
- Time-consuming, and costly methods of manual notifications, reminders and response tracking
- Lack of automation for timely and accurate monitoring of poll sites
- Low poll worker retention due to inconsistent communication and poor post election follow-up

Only ConnectNow allows outbound communication and actionable responses to be centrally-managed and reliably delivered to streamline poll worker management before, during and after the election.

CORE CAPABILITY	WHAT IT DOES	WHAT IT MEANS TO YOU
Reach Everyone, Everywhere, on Any Device	Notify recipients simultaneously by landline, mobile phone, SMS, email, pager, fax, TTY, Blackberry PIN-to-PIN or any IP-enabled communication device.	Reliably connect with past, present and potential poll workers using the communication method, language and device best suited for the individual.
Receive and Manage Actionable Responses	Recipients may respond by voice or written message with responses displayed in real-time (graphical dashboard) and archived for reporting / auditing.	Two-way, real-time communication allows the Election office to more effectively engage staff and poll workers before, during and after the election.
Tailored Notification Options	Multiple notification options: single broadcast to all recipients at once; one at a time until a positive response is achieved or until a specific number has responded; proactively check-in for messages.	Not all notifications are the same – choose the delivery option that best suits your election needs.
Customized Notifications	Record alerts in your own voice and enable recipients to record voice responses, key-in text or select available responses from a menu.	Personalized alerts and recipient feedback help streamline communication and aide in the retention of qualified election staff.
Software as a Service	Secure, reliable, hosted solution protects against service interruptions and provides anytime, anywhere access via a standard web browser.	Allows the Election office to focus on conducting secure, accurate and reliable elections instead of worrying about the availability of essential tools.

## Increase Operating Efficiency

Better decisions, faster answers, superior results.

By automating and streamlining poll worker communication before, during and after the election, the Election office will more effectively recruit, train manage and retain poll workers at a lower cost and with greater predictability.

## Lower Cost-of-Ownership

By choosing an affordable, easy-to-use, hosted solution with no hardware or software to install and maintain, the Election office is assured of a robust, "always-on" communication system with predictable annual costs, no upgrade fees, and the ability to incrementally add capacity to meet evolving business needs.

## Maximize Return-on-Investment

By adopting a secure, scalable, mass notification and response solution, the Election office will derive year-round value by intelligently automating communication with other stakeholders including permanent / temporary election staff and even voters as many counties are now beginning to do.

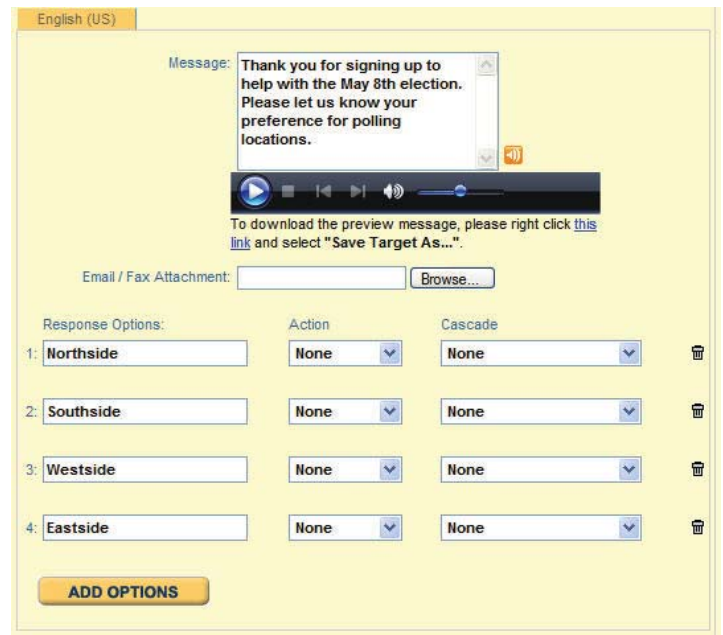
## Your Success is Our Success

Hart combines innovative products with proven deployment expertise, professional services and support to ensure your project delivers as promised.

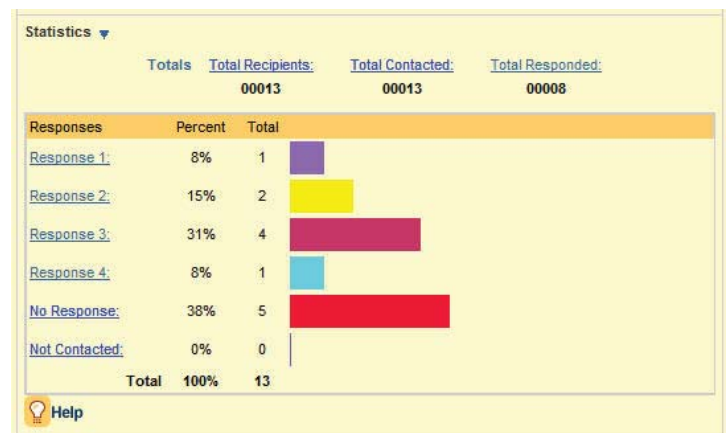


Hart provides proven voting systems and election management products for state, county and city elections nationwide. In addition to the most secure, accurate and reliable voting technology anywhere, we bring unmatched levels of experience and commitment to the electoral process, delivering the comprehensive services and nonstop support our customers need to conduct successful elections.

Based in Austin, Texas, Hart serves nearly 20 million registered voters in more than 350 jurisdictions including two of the four largest U.S. counties and the entire state of Hawaii.



Easily Compose and Manage Notifications



Track and Report Recipient Responses in Real-Time



Hart is a certified MIR3 reseller – the leading developer of intelligent notification and response software, which helps organizations enhance communication abilities, protect assets, and increase operational efficiency. MIR3's technology enables advanced rapid, two-way mass communication for IT, business continuity, and enterprise operations for more than 85 of the FORTUNE 100 companies, as well as government entities, universities, and companies of all sizes in more than 130 countries.