Stakeholder Relations

OVERVIEW

Complaints and grievances can arise from a spectrum of issues, from seemingly minor preoccupations to very serious conflicts. Public expressions of complaints can take the form of legal claims and protests, and can easily become costly.

What if you could give your vice president of social responsibility insight into social sentiment and community concerns? What if your corporate social responsibility (CSR) or public relations professionals had a simple solution to manage key relationships and approach potential issues and conflicts proactively?

Today, maintaining positive stakeholder relations and avoiding costly conflicts requires effective relationship management and issue resolution processes and tools.

Stakeholder Relations helps companies like yours mitigate, resolve and avoid tensions and conflicts with the communities in which your company operates.

The mcaConnect xRM for Oil and Gas Stakeholder Relations solution helps your stakeholder relationship managers and communications teams identify and mitigate concerns that may lead to bigger issues. And that helps reduce your risk of business disruption and reputation damage.
CAPABILITIES

The Stakeholder Relations solution provides for:

- Management of stakeholder programs and relevant plans
- Species Repository and Heritage Sites Management
- Stakeholder, community, and organization management
- Grievance Management, issue tracking and resolution
- Activity and communications management
- Capture and management of issues, opportunities, community events and commitments.
- Map visualizations for stakeholders, opportunities and issues
- Automated escalation and notifications for issues, opportunities, community events and commitments.
- Organization wide and external portal visibility into stakeholder related issues
- Automated, guided processes and powerful workflows that drive consistent, effective interactions that are in alignment with regulatory standards
- Robust dashboards and reporting for data analysis

BENEFITS

Build and maintain healthy, positive community relationships and avoid costly conflicts with effective relationship management and issue resolution processes and tools.

The Stakeholder Relations Management solution enables social media monitoring to identify emerging community issues and trends, so your public relations and CSR professionals can communicate proactively and anticipate events. The solution also supports IPIECA global grievance standards. IPIECA is the global oil and gas industry association for environmental and social issues, setting international standards for stakeholder relationship management (SRM).

Multi-language capabilities, mobile readiness, call center integration, and Outlook integration are all native capabilities of the Stakeholder Relations solution because it is built with the Microsoft Dynamics xRM application.

With tools to build and maintain positive relationships, your stakeholder relationship managers and other communications professionals can:

- Ensure interactions with each contact are documented and consistent.
- Track issues and put the right information in front of the right people at the right time.
- View and manage stakeholder contacts and history directly from Microsoft Outlook or mobile device, at the office or in the field.
- Target and track communications effectively while improving collaboration.
- Create a climate of trust and dialogue.
- Manage stakeholder relationships to proactively establish alignment
- Reduce operating downtime, avoid legal costs, and prevent reputation damage.
- Enable efficient, standardized processes that enforce best practices and regulatory compliance.
- Achieve stakeholder transparency and internal collaboration efficiency with internal and external portal visibility to stakeholder related issues.
- Improve efficiencies and mitigate risk.

ABOUT mcaCONNECT

mcaConnect specializes in delivering business solutions to Oil & Gas organizations that connect and streamline operations across the enterprise, improve customer and stakeholder relations, and drive profitability. Our Oil & Gas industry solutions are specifically designed to improve the effectiveness and efficiency of sales, marketing, accounting, and service operations for Oil & Gas Service Providers, Operators, Midstream businesses, Equipment Manufacturers and Distributors.

Built on the Microsoft Dynamics platform, these solutions deliver rich, modern functionality that is easily tailored to your business’s unique operations.

Beyond the technology, our solution consultants are industry and process experts and work closely with customers to achieve truly transformative business results. Discover how we help leading companies in these oil and gas industry segments realize innovation and drive new levels of performance.

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