

Invest Ottawa DMS Future Proof

Success Story: Vivic Research

The Story

Vivic Research is an economic consulting firm serving advocates, think tanks, governments, and other agents engaged in public policy development. Co-founders Inez Hillel and Robin Shaban founded the firm in September 2020 after observing an outdated and conservative perspective adopted by many economic consulting firms. The pair felt the market was lacking a people-focused approach that leveraged modern technology. In response, they launched their own firm with a mission to support organizations looking to incorporate social justice into their economic policy process. Today, Vivic Research provides their clients with knowledge in their areas of expertise including economic research, training, and data science.

The Obstacle

Having started their business during the pandemic, Inez and Robin knew their business would need a strong digital foundation to succeed in a competitive virtual economy. While they had a website in place, they needed specialized tools to streamline their internal process to better manage customer relations and project management. Inez and Robin turned to the Digital Main Street Transformation Team for support.



The Solution

A business advisor evaluated Vivic's internal processes and identified industry-leading solutions such as a competitive customer relationship management (CRM) system to manage customer data, improve sales, and optimize existing marketing efforts. Robin and Inez also worked collaboratively with the team to select an internal project management system to keep their work organized and efficient. As a result of their work with the team, Inez and Robin now have robust digital systems and a competitive advantage over rival economic and policy analyst firms.

The Update and the Future

Robin and Inez are currently working to design new internal processes to get the most out of the CRM and project management applications. In the weeks since they have integrated the new systems, Robin and Inez have saved a significant amount of time and energy thanks to the automation of business functions, and they're looking forward to discovering even more beneficial features in the future.



Testimonial




"We would absolutely recommend the Digital Main Street program to others," Robin and Inez say of their experience with Invest Ottawa. "The team was professional and eager to bring their expertise to our business. We truly enjoyed working together and value their impact."

Get Connected!



Robin Shaban & Inez Hillel
Co-Founders, Vivic Research

vivicrosearch.ca

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