

SMART COMMUNICATIONS

Looking for a tool that will ensure you target the right stakeholders, reduce manual work (and mistakes), and increase the success of your engagement plan?



BUILD CUSTOM SMART MAILING LISTS

Send emails to dynamic lists using predefined criteria of your choice.

With all your stakeholders already centralized in BoréalIS, the smart thing to do is putting this database to good use.



CONFIGURE CONTENT AND TEMPLATES

Build beautiful email and printable letters using Outlook and Word templates.

Personalize communications using merge tags: the last thing you want are emails that look like they're coming from an automated system.



ENSURE MESSAGE CONSISTENCY

Warning and error notifications help you ensure uniformity of message.

Make sure you send emails in the stakeholder's language and that the same person doesn't get multiple emails for one communication.



PREVIEW EMAIL

Use a test email to preview content in your inbox.

Proofread content before sending your communication.



TRACK OPENS

Track which recipients opened your emails.

Keep your stakeholder database up to date with current contact information.



GET THE FULL PICTURE

Keep track of all communications with stakeholders.

Whether it's face-to-face interactions, phone calls, public consultations, emails or public reach outs (like mass mailings), access all communications linked to an individual in one click in their stakeholder record.