



City of Long Beach

Working Together to Serve

Memorandum

Date: November 8, 2016

To: Patrick H. West, City Manager 

From: John Keisler, Innovation Team (i-team) Director 

For: Mayor and Members of the City Council

Subject: **Business Portal, BizPort, Staff Training**

On Wednesday, November 9, 2016, from 9:00 a.m. to 3:00 p.m., Code for America and the Long Beach Innovation Team (i-team) will be providing a training on the City's new Business Portal, BizPort, at the Main Library, located at 101 Pacific Avenue.

The training is designed to integrate the business portal into City customer service operations by building knowledge among City staff of the portal's key features and defining best practices of how to use those features to serve customers. It includes experiential training that helps staff to better understand customers' needs, as well as practical training on which resources to refer customers to, and how to respond to inbound customer chat messages and email inquiries.

Training Goals

1. Understand how BizPort can be used to support entrepreneurs and business owners;
2. Know how to use key features of BizPort, and how those features relate to City operations for economic development;
3. Understand the process for updating content on BizPort; and,
4. Use Intercom, a help chat feature, on BizPort proficiently to answer customer questions across City departments.

For more information regarding the training, please contact Heidi Wiersma, Project Manager, at Heidi.Wiersma@longbeach.gov, or at (562) 570-5170.

JK:AC/rat

Attachment

cc: Charles Parkin, City Attorney
Laura L. Doud, City Auditor
Douglas P. Haubert, City Prosecutor
Tom Modica, Assistant City Manager
Arturo Sanchez, Deputy City Manager
Rebecca Jimenez, Assistant to the City Manager
Department Heads

Long Beach Business Portal Orientation & Training

WHERE: LB Main Library
DATE: Wednesday, November 9th 2016
TIME: 9 am – 3 pm (12-1 lunch)
PREP: Check out BizPort.LongBeach.gov



Everything you need to know to help entrepreneurs navigate the process of opening a business

WHO: City Staff and Community Organizations that support entrepreneurs

WHAT: A workshop to better understand the needs of entrepreneurs, orient your way through our new Business Portal website, and master the help chat feature. This training will make your job easier!