



**ELECTORAL
REFORM
SERVICES.**
PART OF THE ERS GROUP

DATA MANAGEMENT & ENGAGEMENT.

Effective engagement with your electorate is vital for democratic governance. The more you know and understand your audience, the easier it will be. Electoral Reform Services Ltd (ERS) has been helping organisations engage their electorate for over two decades.

Through a combination of robust data management, communication, voter-insight and response handling, we help our clients maximise turnout.

Data management

We can cleanse your data by checking for deceased and “gone-aways” prior to preparing any election or balloting material. This ensures that you do not trouble the bereaved whilst reducing unnecessary postage costs. Only voting members, staff, patients or customers will be sent election or balloting material.

If you are administering your election online, we offer a host of data capture services, such as gathering email addresses for future projects and requesting demographic information for analysis at the end of the voting process.

Communication

Our multi-channel approach to communication for your electorate maximises engagement by ensuring that your staff, patients, customers or members are able to engage on a platform that suits them.



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Voter insight

Our voter insight service enables you to understand your electorate better. With this service, you can more effectively target your communication and engagement strategies in preparation for your next ballot or election.

Response handling

We offer a mail fulfilment service from our North London Head Office.

We work in a wide range of sectors including:



NHS



Housing and community



Charities



Trade unions

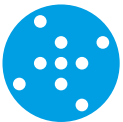


Corporate



Media and broadcasting

We are trusted to deliver outstanding customer service, expert advice and an integrated range of services to maximise engagement. This often sees us working in partnership with our sister company, MES.



MES. has helped organisations to engage with a variety of stakeholders across all sectors for over 10 years. Find out more about MES at www.membra.co.uk

MAKING DEMOCRACY HAPPEN