

Unifying CRM Systems & TreePlotter™ for Smarter Urban Forestry

Resolve Tree Service Requests Faster
With Seamless Software Integration

Overview

Local councils across Australia manage thousands of urban tree service requests each year, but handling these through separate CRM and tree management systems often leads to duplicated work and delayed responses. By uniting CRM software with TreePlotter™ through API integration, municipalities can streamline workflows, eliminate manual data entry, and deliver faster, more efficient customer service for their communities.

How it Works

- Resident submits a tree service request via council's online CRM portal.
- Request auto-populates in TreePlotter™—no manual data entry.
- Arborists assess, prioritise, and allocate work.
- Completion updates sync back to CRM, closing the loop for residents.

Case Study: Manningham Council, Victoria

- 7,000+ tree requests/year managed by CRM ↔ TreePlotter™ integration.
- Outcomes:
 - Reduced admin time (no double data entry).
 - Council Arborists get instant notification & visibility.
 - Residents see faster, more efficient response times.

"We are seeing general improvements in workflow, including reduced admin and more effective response capabilities in the field."
-Michael Tregonning, Coordinator of Parks and Natural Environment



Key Challenge

- ✓ Australian councils face inefficiencies duplicating tree requests from CRM systems into TreePlotter™—wasting time and slowing responses

The Solution

- ✓ API Integrations: APIs connect software, letting CRM & TreePlotter™ share data instantly—no manual entry required.

Why Integrate?

- Build a full history of tree inspections and work.
- Prioritise requests in accordance with service level agreements.
- Enable faster, smarter customer service with less paperwork.

What's Needed?

- A committed manager & team
- Supportive IT department or development partner
- Access to the TreePlotter™ INVENTORY API

See how TreePlotter can benefit your organisation — [book a demo today](#)