

CUSTOMER RELATIONSHIP MANAGEMENT

INTRODUCTION: CRM is a discipline as well as a set of discrete software and technologies which focuses on automating and improving the business processes associated with managing customer relationships in the areas of sales, marketing, customer service, and support. CRM software applications not only facilitate the coordination of multiple business functions (sales, marketing, customer service, and support) but also coordinate multiple channels of communication with the customer – face to face, call center and the web – so that organizations can accommodate their customers’ preferred channels on interaction.* It is front office (sales, marketing, contact management, customer service) oriented to complement Enterprise Resource Planning’s (ERP) focus on integrating the manufacturing and financial departments.

It appears, as this paper will show, that CRM can be a XXX strategy and a vital component of XXX’s core competencies. It responds to YYYY concerns regarding customer commitment and responsiveness, responds to YYYY’s interest in “partnering” as addressed in the ZZZZ, and bears potential for reducing costs and increasing profitability.

*Customer Relationship Management by Anil Bhatia at Itoolbox Portal for CRM, http://crm.ittoolbox.com/peer/docs/crm_abbhatia.htm

OBJECTIVE: Foster a Customer Relationship Program at XXX that:

- a. responds to the ZZZZ with an aggressive and proactive commitment to “partnering” as discussed at the end of A-2. Partnering is defined there as a process used to reduce adversarial attitudes, improve trust and communication, and build teamwork.
- b. addresses the evaluation to be made of XXX’s performance risk, and of the operational controls and procedures needed to effectively assure project accomplishment, as discussed in M.2.6.1.
- c. addresses the “probability of the successful accomplishment of the required effort for the Competitive Evaluation and the future ZZZZ Production contracts” and responsiveness as discussed in M.2.6.1.1.
- d. sets the stage for the Production Contract source selection evaluation as discussed in M.3.6 wherein Past Performance will be evaluated in Technical, Performance History and Business Relations areas. Business Relations is defined in M.3.6 to include history of reasonable cooperative behavior, commitment to customer satisfaction, and business-like concern for the interests of its customers.
- e. improves communications within XXX.
- f. reduces costs through more efficient use of resources and through improved productivity.
- g. provides easy world-wide multi-media access to the company.
- h. provides a seamless interface and link to YYYY’s web site
- i. establishes specific policies and procedures for operating and maintaining the programs features.

- j. provides XXX with easy world-wide multi-media access to past, present, and future customers.
- k. supports DOD interest in a diversified product/customer base.
- l. increases profitability and market share.

APPROACH: From YYYYs (and potential customers') perspective, the primary CRM interface will be through an active Web interface, the ZZZZ Support Center site. Of course, traditional contact methods will continue, but with one difference. They will be integrated into the CRM system through a Contact Management Center. (Additional information regarding CRM system and its architecture is at Attachment 2. Attachment 1 to Attachment 2 illustrates the relationship between the ZZZZ Support Center and the Contact Management Center).

The ZZZZ Support Center (screen illustration at Attachment 1) will be customer support oriented containing, as a minimum,

- a. a history of the ZZZZ program, an overview of the program's status, and summarize the program's plans to completion
- b. a corporate history of XXX and its parent company, XXXX
- c. the complete maintenance and operational history of every ZZZZ and trailer built since program inception, and of the unclassified specialized variants
- d. the history, status, and completion schedule of every warranty action
- e. ZZZZ and trailer specifications
- f. Contractor Logistic Support information
- g. contact information for the Field Service Representatives, a discussion of their duties and responsibilities, and links to all of their reports
- h. summaries of all the ZZZZ related contracts to include deliveries, ECP/RFW/RFD status, schedule, contract modifications, issues
- i. XXX contact information to include physical address, a telephone directory, fax number, business hours, email address, emergency contact, hot link to XXX contact form
- j. Hotlinks to YYYY and major supplier sites
- k. Frequently Asked Questions
- l. ZZZZ Newsletter

This ZZZZ Support Center will have two access levels. One will provide access to only that information in the public domain. The second, with appropriate security protocols, will provide full access to the site.

The Contact Management Center will handle all other contacts including telephone, fax, postal mail, non-ZZZZ Support Center email, personal contacts and the like.