DDPH hosts DLA Town Hall

By Lori Spiegel, DDC Command Affairs

Defense Distribution Depot Pearl Harbor, Hawaii (DDPH), hosted a Town Hall for Defense Logistics Agency (DLA) Headquarters earlier this year. Participants included DLA activities in the Pacific as well as DLA Director VADM Keith W. Lippert, SC, USN, and the DLA Director of Customer Operations and Readiness, Larry Glasco, earlier this year.

At the DLA Town Hall there were discussions on DLA's Business Systems Modernization (BSM) efforts, Global Stock Positioning, and the National Security Personnel System (NSPS), among other topics.

The discussions outlined the future of DLA in the Pacific theater, which involves initiatives to draw down and relocate forces throughout the world and the region. In addition, DLA will implement transformation initiatives, especially Customer Relationship Management (CRM).

"To remain successful, we have to be ready to relocate our assets and change the way we are currently facing our customers," said VADM Lippert. "As the composition of forces throughout the region changes, we have to make sure that we are positioning our workforce properly to get the best return on our investment.

"With CRM, we are transforming the workforce and identifying new roles and responsibilities to make the enterprise stronger. The specifics of how we will look is not really known, but you can be assured that we will do what ever is needed to make DLA a world-class organization and to continue to ensure that we provide the best quality service to our customers, the Warfighters," said VADM Lippert.

The first release of CRM systems capabilities occurred earlier this year. Full implementation is expected in April 2008.

DDC employees earn certificate in Customer Relationship Management from Penn State University

By Jessica Walter, DDC Command Affairs

Eleven Defense Distribution Center (DDC) employees received a certificate in Customer Relationship Management from Penn State University June 21.

In a graduation ceremony hosted by BG Mike Lally, USA, the DDC Commanding Officer emphasized the importance of the curriculum completed by the students. "Customer Relationship Management, or CRM as it is commonly called, is an important DLA initiative. As we continue to examine our operations to see where we can improve, we realize that just because we provide excellent customer service to America's Warfighters today doesn't mean that we can be satisfied with our level of customer support," he said.

"Instead, we need to be proactive and seek additional opportunities for improvement and integrate these into daily operations," BG Lally continued.

To receive the certificate, the employees completed courses in customer relationship management, interpersonal communication, conflict resolution and negotiation, project management and structures and processes relating to an organization.

The core focus of many of the courses was communication, an essential part of providing world-class logistics support to DDC's customers. "Armed with better communication skills, I am confident that I can better serve my country and the Warfighter," said Supply Management Specialist Jim Weiner.

"I learned that one needs to speak clearly to be understood, but it is even more important to listen to your customer," said Roxanna Covert, Supply Systems Analyst.

Customer Relationship Management Certificate Program graduates. Top row, left to right: Steve Coiley, Yuna Kocharova, Cindy Lengel, Esther Wade. Bottom row, left to right: Stella Starkoski, Mary Lang, Roxanna Covert, Anna Gensler, Linda Norman. Not pictured: Paula Wallower-Runkle and Jim Weiner.