

DDC Focuses on CRM

Representatives of DLA's Customer Relationship Management (CRM) team joined Defense Distribution Center (DDC) CRM team members with the CRM External Service Provider (ESP), BearingPoint, for a three-day workshop at the DDC Headquarters in New Cumberland, PA, June 8-10.

All of DLA is transforming to a more customer-centric organization. To that end, DLA is developing customer support strategies that include engaging customers in a more structured, collaborative way seeking to translate customer needs into integrated logistics solutions that maximize readiness and combat power and deliver promised support consistently. In its pursuit to achieve these goals, the Agency is turning to CRM. DLA defines CRM as "customer-focused strategy using people, processes and tools for setting and meeting mutual expectations that optimize national readiness at an affordable cost for both the customer and DLA."

During the workshop, DDC team members reviewed and revised more than 180 requirements for CRM; validated various business models as they relate to DDC; and considered the impact on DDC

people and DDC customers. The DDC team also identified two additional requirements for CRM: the ability to identify and invite appropriate visitors to DLA activities, as a customer outreach and education tool; and the ability to provide processes and tools to establish and track Service Level Agreements (SLA), Performance Based Agreements (PBA), and Memoranda of Agreement and Understanding (MOA/MOU).

Patrick McCormick, DDC Logistics Operations Division Director, agreed these were important requirements and suggested reaching out to all the service schools with a DLA primer. McCormick believes it would enable the officers to have a better understanding of DLA products and services throughout their careers.

Dan DeVincentis, DLA Customer Operations and Readiness Division, led the DLA team. "We had a very productive three days and met all our objectives," DeVincentis reported to the DDC Command Group. "The input from the DDC staff was outstanding."

In the first quarter of fiscal year 2004, the CRM ESP, or external service provider, contract was awarded to BearingPoint.



From left to right: *Patrick McCormick, DDC Logistics Operations Division Director; COL Michael Sullivan, USA, DDC Chief of Staff; BearingPoint representative; Dan DeVincentis, DLA Customer Operations and Readiness Division; and Thom Bettinger, BSM Administrator.*

DLA and the CRM ESP have collaborated to create a framework for implementing CRM at DLA. This framework focuses on three key areas of CRM to include operational, analytical and strategic. Each of these components helps DLA build relationships with customers that provide for their individual needs. The framework also recognizes that culture, management and organization are integral to a successful implementation.

DDC Works with Navy to Ensure Fleet Demands Are Met

By Jessica Walter-Groft, DDC Command Affairs

As part of the Defense Distribution Center's (DDC) ongoing commitment to provide top-quality customer service, representatives from DDC's Logistics Operations Division met with members of the Navy's newly-formed Strategic Distribution Division to discuss methods for optimizing fleet readiness.

Tony DeVito, DDC's Supply Management Division Chief, provided information to the Navy team on DDC's Forward Stock Positioning Initiative—a strategy that prepositions highly demanded supplies in theater prior to the time the Warfighter places the order. This not only reduces transportation costs because DDC uses surface transportation instead of expensive

airlift to send the supplies, but it also cuts down on customer's wait time because the items are already nearby.

DeVito explained to the team that DDC's Navy customers are unique because their requirements vary. "It's challenging because a Navy ship is a moving target. It's not always the same ship and it's not always the same demand package," said DeVito.

Members of the Navy's Strategic Distribution Division pointed out that the ability to predict support requirements for Navy ships could aid DDC in forward-positioning items needed by Navy customers. "It is our hope to understand DLA's current methodology for determining stocking in order to shape our future efforts



DDC's Tony DeVito (far left) explains DDC's Forward Stocking Strategy to the Navy's new Strategic Distribution Division.

in analyzing deployed fleet demand. We want to ensure that DLA is taking into account overseas afloat demand," said CDR John Pirmann, USN, Director of the Navy's Strategic Distribution Division.