

MVD - Customer Relations [REF1015] Response: Document is being removed, topic will be addressed in PMBP Manual Preface, & suggested to be included in PMBP curriculum.

Scope

This reference document's purpose is to maintain, enhance and tailor our command core competencies to support our customers' needs. It helps to achieve synergy from the Regional Business Centers districts and divisions personnel in order to develop customer relationships that fill our Nations needs as efficiently and effectively as possible. **Customer Relations** is a behavior or role and not a stovepipe. It is everyone's responsibility. **Customer Relations** is defined as determining the needs and expectations of the customer, aligning the Corps to meet them, and following up to ensure they are met. Customer outreach is a multidimensional (horizontally and vertically with in our organization) approach to nurturing long-term relationships with our customers.

Distribution

Regional Business Center

Project Delivery Team (PDT)

Program Manager (PgM)

Ownership

The BP/P2 Program Office is responsible for ensuring that this document is necessary, that it reflects actual practice, and that it supports corporate policy.

System References

ER 5-1-11 (draft)[<http://www.hq.usace.army.mil/pmbp/er/drafter.html>]

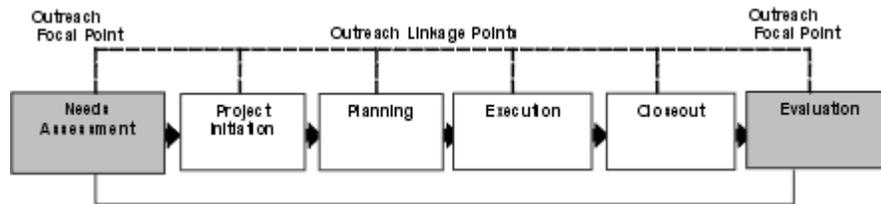
USACE Relations Action Plan [[Provide Link](#)]

Responsibilities

Customer relations will be conducted in accordance with the USACE Relations Action Plan. CORPSNET customer/customer contact information is available through a public folder in Microsoft Outlook, under ALL USACE Public Folders. Detailed information is located on MSC/Center web sites. D/L/C/MSC Outreach Coordinators (type of program manager) are responsible for maintaining web sites. Program/project managers typically perform customer manager duties.

Procedures

Customer relations procedures are provided in the USACE Relations Action Plan. Details of how **Customer** Relations fit into the USACE Business Process (USACEBP) are shown in the following paragraphs. The overall scheme is shown in the simple diagram below.



The **Customer** Relations process consists of three phases: an assessment phase, a project delivery phase and an evaluation phase. Outreach occurs at multiple points throughout the USACEBP; however, it is most active during the needs/requirements assessment and evaluation phases. The purpose of the needs/requirements assessment phase is to develop relationships with customers that allow us to determine and satisfy their needs. The purpose of the evaluation phase is to ask the question “How did we do satisfying the customer and how do we evaluate our business?”.

In the needs/requirements assessment phase we examine three different groups. We have existing programs with existing customers. These relationships are established with existing funding streams and procedures. Next, we have new programs with existing customers. We use enhanced existing relationships to promote and identify new mission opportunities. Lastly, we have new programs with new customers. Here we are developing new relationships to identify new programs and missions and establish new MOAs. There are seven major components to the needs assessment phase. They are strategic planning, board review, customer opportunity analysis, initial customer contact, account planning, customer follow up, and MOA development.

Throughout the project delivery process phase there are numerous opportunities for outreach. Continuous interaction with the customer during the project presents multiple points to determine needs of the customer beyond the current project. PMs and PDT members must actively look for more opportunities to help the customer solve problems.

In the evaluation phase we ask ourselves numerous questions. The answers to these questions will help to determine how to proceed with the relationship. The components of the evaluation phase are account evaluation, customer satisfaction evaluation, outreach evaluation, capable workforce evaluation, and board review. **[Need to establish metrics and tools to measure success.]**