



Defense Logistics Agency **INSTRUCTION**

DLAI 3000.07
Effective December 17, 2014

Accountable Office: DLA Logistics Operations, Portfolio Program Support (J314)

SUBJECT: Customer Interaction Center (CIC)

Reference: (a) 2010 Quadrennial Defense Review (QDR), February 1, 2010
(b) DLA Instruction (DLAI) 1601, Customer Interaction Center (CIC), July 1, 2003

1. PURPOSE. This instruction:

- a. Supports Reference (a) by providing a database for documentation of customer information which strengthens our relationships.
- b. Supersedes Reference (b) to update policy, responsibilities and procedures for the authorization and support of responding to customer inquiries via phone calls, facsimile, Web/e-mail and regular mail delivery.
- c. Focuses to leverage technology to provide world class customer service while responding to customer needs quickly, accurately, and efficiently providing quality solutions to customer logistic issues and/or requests.

2. APPLICABILITY. This instruction applies to all DLA activities.

3. DEFINITIONS. See Glossary.

4. POLICY. It is DLA's policy to document all customer requests within the Customer Relationship Management (CRM) system.

5. RESPONSIBILITIES. See Enclosure 1.

6. PROCEDURES. See Enclosure 2.

7. INFORMATION REQUIREMENTS. None

8. INTERNAL CONTROLS.

a. Regular monthly and/or as directed review of metrics to ensure that customer inquiries are entered into the CRM System accurately and timely.

b. Monthly review of CRM Service Management customer survey responses to ensure action is taken on customer requests and implement any training opportunity as applicable.

9. RELEASEABILITY. UNLIMITED. This Instruction is approved for public release and is available on the internet from the DLA Issuances internet website.

10. EFFECTIVE DATE. This instruction:

a. Is effective on December 17, 2014

b. Must be reissued, cancelled, or certified current within 5 years of its publication in accordance with DLAI 5025.01, DLA Issuance Program. If not, it will expire December 17, 2024 and be removed from the DLA Issuance Website.

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Enclosures

Enclosure 1 – Responsibilities

Enclosure 2 – Procedures

Enclosure 3 – Metrics

Glossary

ENCLOSURE 1
RESPONSIBILITIES

1. THE DIRECTOR, DLA LOGISTICS OPERATIONS (J3) must:
 - a. Establish overall policy for the Customer Interaction Center.
 - b. Approve all J3 DLAs prior to publication.

2. THE EXECUTIVE DIRECTOR, DLA OPERATIONS (J31), UNDER THE AUTHORITY, DIRECTION, AND CONTROL OF THE DIRECTOR, DLA LOGISTICS OPERATIONS (J3), must:
 - a. Maintain this policy and keep it up to date.
 - b. Provide policy and process oversight.
 - c. Coordinate process execution with J34, PLFA Business Process Analysts, and CIC.

3. THE EXECUTIVE DIRECTOR, DLA SUPPORT (J34) UNDER THE AUTHORITY, DIRECTION, AND CONTROL OF THE DIRECTOR, DLA LOGISTICS OPERATIONS (J3), must:
 - a. Provide policy and process oversight.
 - b. Coordinate process execution with J31, PLFAs, and CIC.

4. THE DIRECTORS/COMMANDERS OF PLFAs must:
 - a. Provide Business Process Analysts to conduct policy and process oversight.
 - b. Ensure Customer Facing Representatives document and track customer requests from initial entry to final closure within their responsible group cell using CRM tools.

5. THE DLA CIC must:
 - a. Provide policy and process management.
 - b. Document all customer contacts within CRM Service Management intended to resolve customer inquiries based on initial contact.
 - c. Elevate all customer inquiries not answered in a timely and responsive manner to a DLA subject matter expert (SME).

ENCLOSURE 2

PROCEDURES

1. The CIC is operational 24 hours per day, 7 days per week via email or phone. It is for customers to check requisition status, obtain asset availability, create new or modify existing requisitions, and a multitude of other customer service type requests. Customers contact the DLA CIC by dialing 1-877-DLA-CALL (352-2255), sending an email to dlacontactcenter@dla.mil, or a facsimile to Defense Switched Network: 661-7791, 1-269-961-7791.

2. The CIC agent captures/validates customer information in the CRM Tool's Account and Contact Records.

a. Record the customer's name, phone number, Department of Defense Activity Address Code, and requisition number (if applicable).

b. Create a CRM Service Ticket and enter the applicable account and contact information supporting the customer inquiry into the CRM tool.

c. Determine action required to resolve the customer's question or complete the transaction. Answer the customer's inquiry. The CIC uses the various Department of Defense (DOD)/commercial systems to answer the customer inquiry providing first contact resolution.

d. Resolve the customer inquiry and close the open ticket in the CRM database. When the inquiry is resolved, the resolution is placed in the CRM Service Ticket and resolution sent back to the customer through the CRM Service Ticket's "Scheduled Actions" functionality.

e. Advise customers that their first choice to seek resolution assistance should be their own service related self-help tools and/or DLA's Self-Help Resources {e.g., DOD Electronic Mall (DOD EMALL)}.

3. If the CIC cannot resolve the customer request at their level, they will escalate the ticket to the appropriate PLFA CRM cell for assistance with final resolution.

4. For all customer contacts requesting credit card sales order processing, the following procedures pertain for the CIC agent to verify and validate the customer's DOD EMALL account status.

a. Verify the status of all customers requesting to place DOD EMALL orders. CIC agents have administrative access to DOD EMALL. Search for the customer using any of the following criteria:

(1) Last name

- (2) User Name
- (3) Email address

b. Once the customer's DOD EMALL account is retrieved, search to identify the specific account to determine the status and specific action taken as follows:

(1) If the status is active, the customer's sales order is processed and advised that in the future, it is more efficient to place their order themselves in the DOD EMALL system.

(2) If the status is inactive, canceled, or deleted, create a CRM Service Ticket and escalates to the appropriate CRM Cell for access control or password reset.

(3) If there is no account, provide guidance on the process to become an active orderer.

c. Document the customer's status and actions taken within the CRM Service Ticket.

d. CIC agents do not refuse assistance for the customer regardless of their account status. The following situations may require the agent to enter a credit card order for a customer without a DOD EMALL account regardless of their account status unless the customer's Activity Address Code begin with "3A or 3B" (e.g., Law Enforcement Support Office Program state/local customers). Particularly, state/local customers are required to pay in advance using a credit card. If a state/local customer cannot pay in advance with a credit card, then their order cannot be processed until the customer gets their credit card registered in DOD EMALL. The order must include the Signal Code B, XP Fund Code and Supplementary Address SC4210 that signifies a credit card order.

Note: In such cases, it is the responsibility of the Military Service/non-DoD customer to ensure that the credit card is presented for payment only by an authorized user.

(1) High turnover in supply departments so there might be gaps with personnel requesting an account.

(2) The customer may not have access to a computer or internet services at the time the material is required (e.g., in the field).

(3) Customer is at sea or remote location with limited means of communication.

(4) Customer is with Homeland Security and/or part of the Law Enforcement Support Office program.

(5) If the customer is a state or local Wildland Fire Protection Program customer, they must also provide a Signal Code B, Fund Code XP and Supplementary Address SC4210 that signifies a credit card payment.

ENCLOSURE 3

METRICS

1. The CIC output is focused on processing customer inquiries with timely resolution.
2. Competencies and Certifications. CIC agents are trained to understand all DLA business lines. CIC agents have the additional capability to escalate customer inquiries to a service representative or program specialist (SME), as required. CIC agents also have the capability to escalate CRM Service Tickets for routine customer inquiries to SMEs, as appropriate, and/or outlined in current CIC standard operating procedures.
3. The Agency metrics and applicable goals associated with this process are:
 - a. Supply and Transportation First Contact Resolution – 85 percent. This goal is partially dependent on Enterprise procedural limitations for level one support.
 - b. Service Level. Percent of calls answered in 30 seconds or less, in comparison to time period volume – 80 percent.
 - c. Abandonment Rate – 2 percent or less.
 - d. Average speed to answer call (seconds) – 30 seconds or less.
 - e. Agent turnover: measure of personnel leaving the contact center.
 - f. Customer satisfaction rate – 95 percent.

GLOSSARY

PART I. ABBREVIATIONS AND DLA CRM ACRONYMS

CIC	Customer Interaction Center
CRM	Customer Relationship Management
DLAI	DLA Instruction
DOD EMALL	DOD Electronic Mall
EBS	Enterprise Business System
PLFA	Primary Level Field Activity
SME	Subject Matter Expert

PART II. DEFINITIONS

First Contact Resolution: Percent of all contacts resolved on first contact without being escalated.

Service Level: Percent of calls answered in 30 seconds or less, in comparison to time period volume.

Abandonment Rate: Percent of calls whereby a customer elects to drop out of the call router queue.

Average Speed to Answer Call (seconds): Time a call is answered from initial placement into the call router.

Agent Turnover: Measure of personnel leaving the contact center.

Customer: From the CIC perspective, a customer can either be internal DLA (e.g., Customer Service Representative) or external DLA (e.g., military service, federal or private sector).

Customer Satisfaction Rate: Quality of response percentage received back from customers derived from taking the total # of responses received from Question #4 of the CIC CRM Service Management Survey.