



DEFENSE LOGISTICS AGENCY
HEADQUARTERS
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FORT BELVOIR, VIRGINIA 22060-6221

IN REPLY
REFER TO GENERAL ORDER
NO. 11-02

DSS

NOV 27 2002

I AUTHORITY: Approval of the Director, Defense Logistics Agency (DLA),

II. REFERENCES:

- A. HQ DLA General Order 4-02, dated July 14, 2002.
- B. HQ DLA General Order 8-00, dated September 11, 2000.
- C. HQ DLA General Order 6-00, dated May 31, 2000.
- D. HQ DLA General Order 26-97, dated October 10, 1997.

III. Pursuant to cited authority and effective immediately, the DLA Customer Support Office (DCSO) is established under the Executive Director, Readiness and Customer Support (J-34) as a DLA Business Support Unit (BSU) supplanting the existing DLA Customer Representatives Support Unit (DCRSU) which will be renamed DCSO. As a BSU, the DCSO is a DLA activity performing specialized support functions on a centralized basis. The BSU is responsible for its own budget which will be coordinated with its parent HQ DLA organization. The DCSO will report directly to the Executive Director, Readiness and Customer Support, for management, control, sponsorship, and direction. The Executive Director will serve a dual role as Chief of the DCSO. The office will continue the work resident in the DCRSU, and act as the DLA focal point for receiving customer concerns about DLA logistics support and coordinating resolution of those concerns within HQ DLA and at the DLA Field Activities (FA). The DCSO serves as a liaison between DLA and its customers, responsible for resolution of issues relating to customer relationship management (CRM), customer support and readiness, and customer satisfaction. The Chief will oversee all CRM efforts within DLA, including management and oversight of Memoranda of Understanding, service-level agreements, and other strategic customer-facing outreach efforts. The DCSO Deputy Chief assists and reports to the DCSO Chief. The Customer Communications Division (J-343), Military Service Teams Division (J-344), and DLA Customer Representative Support (J-345) liaison are disestablished and their missions, objectives, and resources are transferred to the DCSO. The organizational elements below are aligned under the DCSO:

A. Navy Service Team (DCSO-N). The Navy National Account Manager (NAM) is the team lead, responsible for all Navy customer satisfaction, readiness, service and CRM efforts. Navy Customer Account Managers (CAM) report to the Navy NAM. Navy Customer Support Representatives (CSR) report to Navy CAMs.

B. Army Service Team (DCSO-A). The Army NAM is the team lead, responsible for all Army customer satisfaction, readiness, service, and CRM efforts. Army CAMs report to the Army NAM. Army CSRs report to Army CAMs.

C. Marine Corps Service Team (DCSO-M). The Marine Corps NAM is the team lead, responsible for all Marine Corps customer satisfaction, readiness, service and CRM efforts.



Marine Corps CAMs report to the Marine Corps NAM. Marine Corps CSRs report to Marine Corps CAMs.

D. Air Force Service Team (DCSO-F). The Air Force NAM is the team lead, responsible for all Air Force customer satisfaction, readiness, service, and CRM efforts. Air Force CAMs report to the Air Force NAM. Air Force CSRs report to Air Force CAMs.

E. The disestablished DCRSU Program Support Office becomes the DCSO Integration Team (DCSO-I). The Chief reports to the Chief/Deputy Chief of the DCSO. The Chief is responsible for functional coordination for the CRM IT and serves as the focal point for all DCSO program, tool, and resource needs.

F. CRM Business Processes Team (DCSO-B). The Chief is responsible for standardizing customer-centric processes and their implementation, including customer communications and training, customer segmentation, and business rules for CRM operations. The Chief reports to the Chief/Deputy Chief of the DCSO.

G. CRM Transition Management Team (DCSO-T). The Chief is responsible for all CRM transition planning and strategy, including developing the organization and personnel to conduct CRM interface to customers. The Chief reports to the Chief/Deputy Chief of the DCSO.

IV. Administrative services and support will be provided by HQ DLA organizations as appropriate.

FOR THE DIRECTOR:



RICHARD J. CONNELLY
Director
DLA Support Services