Customer Interaction Center

References: Refer to Enclosure 1.

1. PURPOSE.

   a. The Defense Logistics Agency (DLA) Customer Interaction Center (CIC) provides answers to customer inquiries via phone calls, facsimile, Web/e-mail, and regular mail delivery. The DLA CIC uses current Department of Defense (DoD)/commercial systems to resolve customer inquiries.

   b. The focus of this process is to leverage technology to provide world class customer service, respond to customer needs quickly, accurately, and efficiently provide quality solutions to real world logistics problems.

2. APPLICABILITY. This DLA Instruction (DLAI) applies to Headquarters (HQ) DLA and DLA Primary Level Field Activities (PLFA).

3. POLICY. It is important to note that DLA’s first choice for customer contact resolution is DLA Self-Help Resources/DOD EMALL, and then the CIC. The contact agents resolve customer inquiries based on the initial contact. The goal for first call resolution is 70 – 80 percent; all calls that cannot be answered by the CIC will be escalated to a DLA subject matter expert (SME).

4. RESPONSIBILITIES.

   a. The CIC agent captures/validates customer information in the client record of the Customer Relationship Management (CRM) tool. The customer provides the necessary information to identify themselves: name, phone number, DoD activity address code, and requisition number.

      (1) Create a record/service ticket containing the information concerning the customer contact and enter into the CRM tool. The CIC creates a ticket in the CRM database containing the customer’s information.
(2) Determine the action required to resolve the customer’s question or requested transaction. Answer the customer’s inquiry. The CIC uses the various DoD/commercial systems to answer the customer inquiry providing first-call resolution.

(3) 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 database.

b. For emergency or expedite requests, the CIC agent has the ability to conference the customer with an SME if inquiry cannot be resolved using existing resources. The CIC agent is required to escalate a service ticket to the appropriate location or CRM cell.

5. PROCEDURES.

a. Customer calls the CIC directly by dialing 1-877-DLA-CALL (352-2255).

b. The CIC agent captures/validates the customer’s information in the client record of the CRM tool.

c. The CIC agent creates a record/service ticket containing the information concerning the customer’s contact (subject, problem description) and enters it into the CRM tool.

d. The CIC agent determines the action required to resolve customer’s questions.

e. The CIC agent resolves the customer inquiry and closes the open ticket in the CRM database.

f. For emergency or expedite requests, the CIC agent has the ability to conference the customer with an SME if inquiry cannot be resolved using existing resources. The CIC agent is required to escalate a service ticket to the appropriate location or CRM cell.

References

1. SAP CRM. DLA commercial off-the-shelf software used to capture customer inquiries and to provide management information reports to track performance, identify customer trends and demographics, and other CRM-related data.

Additional Information

1. A customer contacts the DLA CIC to obtain assistance with a wide range of inquiries. CIC inquiries range from emergency bearer pickups, same day or next day delivery orders, and expedite of current orders in the system to status checks or routine placement of orders. The CIC also assists customers with Defense Reutilization and Marketing Service, Defense Energy Support Center, Document Automation and Production Service, Defense Supply Center Columbus Internet Bid Board System, and Central Contractor Registry inquiries.

2. The output of this process is that customer inquiries are resolved in a timely fashion.

3. The Agency metrics and applicable goals associated with this process are:
   a. First call resolution – 70-80 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 – 90 percent.

3. These metrics and applicable goals are reflected in the Customer Perspective quadrant of the Balance Scorecard.

4. 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 product or program specialist, as required. For customer inquiries meeting emergency/expedite criteria, CIC agents have the capability to forward transfer (calls) customer inquiries and the corresponding service ticket to an SME. CIC agents also have the capability to escalate service tickets for routine customer inquiries to SMEs, as appropriate, and/or outlined in current CIC standard operating procedures.