

DLA Customer Analysis Report & Engagement Summary

Instructions: Complete request. All fields bordered in red are mandatory, and dates entered must be YYYY-MM-DD formatted. When completed save form and email it to CSMAanalytics@dla.mil. For assistance filling out a CSM Analytics Request, please send an Email to CSMAanalytics@dla.mil and an analyst will contact you.

Date of Request:

Request by Date:

REQUESTER INFORMATION

First Name:

Last Name:

Title:

Grade/Rank:

Organization:

Phone:

Email:

REQUESTER'S ROLE: *Select the box which best represents your role.*

- ☐ DLA Senior Leader
- ☐ Warfighter Support Representative (WSR) / Customer Support Representative (CSR)
- ☐ Customer Facing Personnel
- ☐ Other (explain): _____

REPORT STYLE AND TYPE OF REPORT (CHECK ONE OF EACH)

- | | |
|--------------------------------------|--|
| ☐ PDF | This STYLE of report is formal in nature and generally used in high level overviews. Delivered as a PDF it will include: cover sheet, a brief explanation of the analytic findings, geospatial maps identifying customer locations, the time frame the data covered, charts, tables, a glossary of terms, and DLA course of instruction that could be useful to the units identified in the report. This report does not allow for the recipient to cut and paste data elements and is intended to be a stand-alone report. |
| ☐ Spreadsheet | This STYLE of report is generally used by a forward-facing customer advocate/trainer. It is delivered in the form of a Microsoft Excel spreadsheet and will include (but is not limited to); a glossary of terms; analytics; top 10-20 DODAAC's using the CIC; top reasons units are contacting the CIC; most common NSNs; individual user POC Name and Email, broken out by reasons for contact; and DLA tailored instruction that could be useful to the units identified in the report. Charts and graphs are able to be cut and pasted into different presentation media by the recipient of the report. |
| ☐ Event Based | This TYPE of Report is a One-Time report and would be requested for data on specific events where DLA has assigned a project code in CSM. This would include events like hurricanes or wildfires with all of the data that is available in a standard report (PDF or Spreadsheet). When requesting this report, use comment section to indicate Project Code (if known) and date range you would like report information to reflect. |
| ☐ Other | Possible examples for TYPE:
- A report that would include a request for a specific geographic location (COCOM, DODAAC, ZIP CODES), POC and contact information for a special training event where the person setting up the event needs a list of individuals to invite to the course, or combination of Service/Location.
- When a DLA official is planning to visit a specific location and wants to be aware of potential key pain points for the units located at the installation being visited. <i>*Use Additional Information Tab below to provide specifics such as DODAACS, etc requested for the report.</i> |

REPORTING PERIOD TIME FRAME

Start of Reporting Period:

End of Reporting Period:

How often would you like to receive the report?

- ☐ One-time
- ☐ Monthly
- ☐ Quarterly
- ☐ Semi-annually
- ☐ Annually

ADDITIONAL INFORMATION: (Please provide info on TYPE of report- *DODAACS, Geographical Info, Etc.*):