

Ensuring the Success of DCMA'S Customers



This issue of the *Communicator* focuses on DCMA's customers and highlights Agency team members performing their jobs in extraordinary ways to ensure the success of their customers.



communicate, collaborate, cooperate and share information at all levels throughout the Headquarters, Districts and contract management offices.

The actual customer engagement is just one part of the equation. It is critical that information derived from these engagements is brought back to the Agency in a centralized fashion where it

Becoming a more customer-focused organization is a DCMA strategic goal that is being furthered by a number of key initiatives, including the transition to a product-aligned organization, implementation of performance-based management and the development of a human capital strategic plan. An Agency-wide customer engagement strategy is yet another initiative designed to bring the Agency that much closer to being a more customer-focused organization. This strategy is planned for rollout in late summer 2005.

Why does DCMA need a customer engagement strategy? The Agency has a number of Department of Defense (DoD) and non-DoD customers. Within DoD, our customers include Service acquisition executives, program executive officers, program managers and major buying commands. Non-DoD customers include NASA and the Department of Homeland Security. Many of these customers have products, services and issues that are interrelated. Our challenge, as an enterprise, is to interface with these customers and bring together all the information into portfolios that clearly depict their needs — past, present and future. Customer engagements and portfolios make it possible for DCMA to provide our customers with the right services and technical expertise, at the right time and with adequate resources. The DCMA customer engagement strategy articulates who is responsible for interfacing with our customers, provides guidelines on the type of information to be collected and explains how the information is to be shared and used across the Agency in support of the customer. Successful customer engagement is dependent upon DCMA team members' willingness to openly

can be easily accessed and analyzed. This is no simple task and requires the support of a robust information technology solution. Over the past several months we have experimented with a test portal to build customer portfolios. The portal has proven to be an effective tool to collect, collaborate, share and analyze customer information derived from customer engagements. The implementation of our customer engagement strategy will make full use of Plumtree, our new Agency portal. Testing is about to begin on this new portal and will include team members throughout the Agency. We will keep you apprised of our progress.

Implementation of key initiatives such as an Agency-wide customer engagement strategy is paving the way for the Agency to become a more customer-focused organization. However, to be truly successful DCMA requires the commitment and dedication of each team member. It is everyone's responsibility to focus on the customers, evaluate their needs and ensure our business processes directly support them. Customer engagement is not an individual effort, it is a team effort. The transition to being an effective customer-focused organization will not happen overnight. In fact, it will be a long journey, but the end result will produce a more knowledgeable, capable, agile and cohesive DCMA that is the indispensable partner, chosen by our customers for the best solutions.

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