

MAUCSE Status Report: Treated as a Valued Customer

Last Revised: February 26, 2019

- On target as scheduled
- Delays or barriers, new target date
- Paused indefinitely

Quick fixes: Zero to three months

| Solution | Customer reality | Start date | Target end date | Progress | Status, issues, dependencies |
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| <p>Collect and centralize all DES 'owned' customer information including name, organization, type of organization, contact title/role, phone #, email, etc. This information provides the opportunity for DES to directly communicate with customers focusing on their business needs.</p> <p>Customer Profile - Phase 1</p> | <ul style="list-style-type: none"> ➤ Customer doesn't feel heard | 9/1/2017 | 11/1/2017 | 100% | Initial list has been created using the following sources: Master Contract Usage Agreements (MCUA); Bi-weekly distribution list; and WACS list. As other sources are identified, they will be added to the list. Proceeding onto phase 2 which is to verify the data and capture other information that further defines the customer. 1/01/2018 Combined from all sources provided, the lists of customers. |
| <p>Develop and define a list of customer involvement 'points' throughout the contract lifecycle.</p> <p>Improve Customer Involvement - Phase 1</p> | <ul style="list-style-type: none"> ➤ Customer doesn't know how to get involved ➤ Customer feels stakeholder process is too long and painful | 10/1/17 | 11/30/17 | 100% | Incorporated changes received from the ITC team and proceeding to phase 2, which is meeting with customers to review and provide feedback. |
| <p>Research non-state agency opportunities for DES to get involved (i.e. Technical College forum, specific customer type 'forums' or conferences, School district conventions, etc.). Maintain list of events and contact information and request DES attendance to learn customer's business needs and discuss what services DES offers.</p> | <ul style="list-style-type: none"> ➤ Customer doesn't feel heard | 9/1/2017 | 11/30/17 12/29/17 Complete | 100% | Requires coordinating with Diversity Outreach Team and Marketing Manager for review of list and approach on participation. An initial list of events have been created. Next step is to identify resources and funding impact. Resources and some funding has been identified. Next step is outside of this solution. |

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| Develop a “one pager” describing ITC Contracts to include summary of what ITC offers, how to use our services, how to contact/get involved, how to sign up to receive on-going information, etc. | <ul style="list-style-type: none"> ➤ Customer doesn't know how to get involved ➤ Customer doesn't feel heard | 10/30/17 | 11/30/17 12/29/17 2/16/18 4/18/18 | 100% | 1 st draft in review by the Marketing manager – 11/13/2017. Pending approval. 1/11/18, Marketing provided a revised version for review. Content is complete, now just finishing the formatting. |
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Intermediate solutions: Three to six months

| Solution | Customer reality | Start date | Target end date | Progress | Status, issues, dependencies |
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| <p>Review and refine collected information ensuring it is current and accurate. Contact customers to update information and identify how they currently obtain information or receive updates from DES. What are their most effective methods of communication? (Bi-weekly bulletin, updates posted on the website, listserv, focused email blasts, etc.)</p> <p>Customer Profile – Phase 2</p> | <ul style="list-style-type: none"> ➤ Customer doesn't feel heard | 12/1/17 | 5/31/18 11/30/18 | 100% | <p>February 2019, The new <i>Customer Communication Profile</i> system is now available. To register... https://apps.des.wa.gov/DESContracts/Subscribe</p> <p>On 11/30/17, met with DES Business Development Office (BDO) to begin discussing a plan for verifying the accuracy of the customer information, identify what additional data is needed, where we store the results, and the process for maintaining the information going forward.</p> <p>November 2017- Had initial meeting with BDO to discuss options for the data we have. Meeting regularly to explore all our options.</p> <p>Met with DES IT support team to identify the system requirements and to perform market research. Now waiting for results.</p> <p>As of Aug 2018, requirements have been defined and is now in development. Once completed, DES will run campaigns encouraging customers to sign up.</p> |
| <p>Review 'points' of customer involvement throughout the contract lifecycle with customers and see if those fit their business approach/workflow.</p> <p>Ask customers how they would like to be notified about these 'points' and how they would like to provide feedback.</p> <p>Improve Customer Involvement - Phase 2</p> | <ul style="list-style-type: none"> ➤ Customer doesn't know how to get involved ➤ Customer feels Stakeholder process is too long and painful ➤ Customer doesn't feel heard | 12/1/17 | 2/28/18 | 100% | <p>ITC team's members will meet with customers who provided feedback on the stakeholder process during our “Listening to Understand” customer interviews. Collected some customer feedback received through LTU interviews. Sending email to reach more customers for additional feedback. In addition, determine the final location of this document.</p> |

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| <p>Adjust definitions of involvement 'points' as determined with customer's involvement in phase 2. Develop a 'how to' guide and necessary tools for Contract Specialists to use for improving customer involvement. Improve Customer Involvement - Phase 3</p> | <p>➤ Customer feels Stakeholder process is too long and painful</p> | <p>3/1/18</p> | <p>5/31/18 10/31/18</p> | <p>100%</p> | <p>Customer feedback limited, no changes requested. Next steps will be to present and implement across the Contracting and Procurement teams.</p> |
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Long-term maintenance: Six months to two years

| Solution | Customer reality | Start date | Target end date | Progress | Status, issues, dependencies |
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| <p>Develop an outward facing tool for customers to be able to review & updated their profiles, preferred contact method and 'subscriptions'. Customer Profile - Phase 3</p> | <p>➤ Customer doesn't feel heard</p> | <p>TBD</p> | <p>TBD</p> | <p>0%</p> | |
| <p>Based on customer feedback, review current online tools for tracking feedback on solicitation, vendor performance, contract performance, etc.</p> | <p>➤ Customer doesn't feel heard</p> | <p>TBD</p> | <p>TBD</p> | <p>0%</p> | |