

Customer Relationship Management (CRM)

Focusing on the Customer Experience

Customer service expectations are rising. Customers want their questions answered quickly, correctly, and consistently, whether they contact a call center, consult a brochure, or visit a website. Customers also want a choice in how they communicate with an organization—by phone, through the web, or in person. In response to the President's Management Agenda, government agencies are striving to make it easier for citizens, businesses, and other organizations to do business with them. As a result, government agencies are recognizing the need to improve responsiveness to their customers and are seeking new and more effective ways to do so.

Why Booz Allen

Booz Allen Hamilton, a strategy and technology consulting firm, helps government agencies solve multi-channel problems by improving the customer experience. Booz Allen is experienced in delivering actionable CRM solutions in the public sector. With deep insight into what makes an effective CRM solution, we offer new perspectives by creating simple, repeatable, and rewarding experiences for your customers.

With a proven track record in implementing transformational change and helping government clients effectively plan for and deploy CRM, Booz Allen delivers results through our:

- Tailored, innovative, and actionable solutions developed in partnership with our clients
- Expertise with CRM technologies
- Unbiased analysis and recommendations based on industry best practices

Service Offerings and Approach

At Booz Allen, we know effective CRM solutions are based on:

- Knowing your customers
- Identifying acute customer problems
- Understanding what your customers do as a result of those problems
- Reorganizing how you respond to your customers based on their goals
- Measuring the impact of continuous improvement on behavior and costs

Given the complexity of multi-channel environments, it can be easier and more effective for organizations to manage experiences than relationships. Booz Allen's approach is therefore based on the knowledge that a customer's relationship with an organization is

About Booz Allen

Booz Allen Hamilton has been at the forefront of management consulting for businesses and governments for more than 90 years. Providing consulting services in strategy, operations, organization and change, and information technology, Booz Allen is the one firm that helps clients solve their toughest problems, working by their side to help them achieve their missions. Booz Allen is committed to delivering results that endure.

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Customer Experience Management (CEM) Analytical Framework



Framework for developing successful multi-channel customer experiences and identifying the appropriate projects to enable them

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composed of ongoing experiences. Our approach is also based on the following principles:

- Positive relationships can be composed of good and bad experiences
- Relationship outcomes are aligned with each customer's wants, needs, and expectations
- Only by shaping individual experiences can we shape the customer relationship

Booz Allen's methodology leverages proven tools and techniques. It provides a framework for how client organizations coordinate to deliver successful customer experiences. It is easier to identify specific CRM projects that deliver value to your customers by focusing on the experience. We accomplish this by:

- Deconstructing customer relationships into a set of key customer experiences, events, and steps
- Encouraging the creation of experiences that differentiate and influence customers' behavior so they can accomplish desired tasks
- Ensuring CRM systems are integrated with legacy applications
- Creating an enterprise framework for helping departments coordinate across an agency to deliver consistent customer experiences
- Resolving acute customer problems

From strategy to implementation, we offer a comprehensive suite of services:

- CRM strategy and roadmap development
- CRM application development and deployment
- Program management and independent validation and verification (IV&V)

Representative Client Engagements

Booz Allen provides CRM services and support to a variety of government clients, including the Centers for Medicare and Medicaid Services, Defense Finance Accounting Service, Department of Homeland Security, Department of the Treasury, Defense Information Systems Agency, General Services Administration, National Aeronautics and Space Administration, Naval Supply Systems Command (US Navy), Internal Revenue Service, Defense Telecommunications Service Washington, Veterans Administration, US Army, US Citizens and Immigration Services, Department of Interior, and Department of Justice.