

**FY15**  
**CR# 224 Customer Relationship Management**

**PURPOSE:**

What is CRM and why it is important to USACE as a reimbursable government agency, Objectives and benefits of CRM, Components of CRM, Hard and soft skills of CRM, The relevance of recruitment, hiring and retention and sustainment of technical competency to CRM, Where you fit into CRM, The CRM process, Developing a strategic customer engagement plan, Developing a customer account plan, CRM Implementation and Evaluation.

**DESCRIPTION:**

This course focuses on the what, where, when, why, and how of developing and managing relationships with USACE customers. Managing relationships is key to assuring we meet customers' needs and that we effectively partner with customers in developing innovative solutions to now and into the future. From this course, students discover the importance of Customer Relationship Development and Sustainment as a USACE Core Competency, gain an understanding of the concept of CRM, learn the value of building long-term customer relationships, understand the corporate language for CRM, learn how to develop customer-focused strategies specific to USACE missions, utilize CRM tools and evaluate CRM effectiveness.

**PREREQUISITES:**

Generally those who are in direct contact with customers. Specifically that includes: USACE Outreach coordinators, Customer Account Managers, Project Managers and Program Managers. Sometimes this also includes key project delivery team members who have frequent contact with customers, stakeholders and project partners – in addition to those specifically mentioned. Students should be journey person level or above and have had experience working with customers.

This course is offered in FY15 as an On Site. Coordinate through the Training Coordinator and the request will be entered into the ULC Training Management Information System (TMIS).

In FY16 it will be offered as a resident in house and on site course. It will be part of the upcoming FY16 Training Survey. The Proponent has requested a name change in FY16 "Relationship Management.