

Business Relationship Managers

Last updated 11-2-22

Effective customer engagement and satisfaction is critical to WaTech's mission. [WaTech Business Relationship Managers \(BRMs\)](#) serve as the primary contact for customer agencies.

WaTech's new Customer Engagement Team is focused on ensuring that our agency partners receive the highest level of service and customer experience possible, as measured by traditional industry standards such as Customer Satisfaction (CSAT) and Net Promoter Scores (NPS). The Customer Engagement Team includes Business Relationship Managers (BRMs) whose objective is to establish, strengthen and maintain customer relationships, work to ensure a high level of satisfaction with WaTech programs, products, and services, while promoting successful customer interactions with WaTech teams while continually capturing the voice of the customer (e.g., customer survey, customer forums, etc.).

Options available with this service

- BRMs provide a consistent, single point of contact for WaTech customers, serving as both liaison and customer advocate.
- The goal of BRMs is to effectively manage the end-to-end customer experience through working collaboratively with customers to further understand their enterprise IT strategy, their agency business needs, goals and objectives, and keep WaTech staff informed about how products and service offerings align with customers' requirements.
- Internally, BRMs work closely with WaTech executive leadership, service owners, and technical teams to promote effective and successful communication and delivery of services to meet customer business needs, including partnering with WaTech and state agency leadership to collaboratively execute their strategic roadmaps.

Intended customers

Ultimately, the Customer Engagement group serves all public agencies, members of local government, and public-benefit nonprofit corporations as defined by WaTech's and Enterprise strategic plans, roadmaps, goals and objectives.

Customer engagement

- Monthly Technology Management Council (TMC) and Business Management Council (BMC) meetings for agency CIOs and IT leaders to inform and sponsor enterprise strategy, policy and investments.
- Monthly Technology Management Council (TMC), Business Management Council (BMC) and Enterprise Security Governance (ESG) meetings for agency CIOs and IT leaders to inform and sponsor enterprise strategy, policy and investments.
- Regularly scheduled meetings between customers and Business Relationship Managers (BRM) to connect, advise, address concerns and provide solutions.
- Weekly group calls for state CIOs and CISOs to provide updates on important and immediate issues and actions.
- Regular outreach to solicit feedback, provide updates and inform agencies on emerging projects, initiatives, and services.
- Requests for new consultations and modifications to existing applications.

Helpful information

Service category

Professional Services

Service availability

24/7/365

Related services

- IT Portfolio Management
- IT Enterprise Governance
- Decision Package Consultation

How to request service

Submit a request for service through our [Customer Portal](#).

Service owner(s)

Deanna Brocker

Action Plan

Current activity – Phase 1 discovery will be completed by May 2023

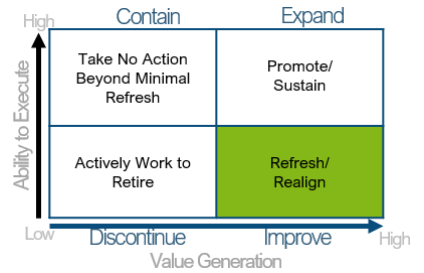
- Build a solid foundation to launch the Customer Engagement strategy.
- Socialize and achieve buy-in through the establishment and activities of the Customer Engagement Sponsor Coalition Group.
- Charter Customer Engagement strategy and performance management.

One- to two-year goals

- Customer Engagement will be visible and measurable across WaTech by December 2023
- Every customer will know how and where to engage with WaTech at the right time and at the right place. Dec 2023
- Customer Engagement performance management will be an organizational habit. Dec 2024
- All WaTech employees will know how the agency measures Customer Engagement success. Dec 2024

Three- to five-year goals

- WaTech will be recognized as the model for customer engagement in the U.S.
- All Washington state central services will share customer experience design, including shared strategies and systems of measurement.



Service review and fully loaded service budget projection

Revenue Source:

The Customer Engagement service is bundled and funded via the agency overhead cost allocation model. There is no revenue generated from this service.

Expenses over time:

