

BUSINESS RELATIONSHIP MANAGEMENT



PURPOSE

- Establish and maintain a business relationship between the service provider and the customer based on understanding the customer and their business needs.
- Identify customer needs and ensure that the service provider is able to meet these needs as business needs change over time and between circumstances. Business relationship management ensures that the service provider understands these changing needs.
- Assists the business in articulating the value of a service.

Business relationship management enables effective links between service providers and customers at both strategic and tactical levels. It ensures the service provider understands the business requirements and keeps a focus on customer satisfaction.



TRIGGERS

- new strategic initiative
- new service, or a change to an existing service, has been initiated
- new opportunity has been identified
- service has been chartered by service portfolio management
- Customer requests or suggestions
- Customer complaints
- customer meeting has been scheduled
- customer satisfaction survey has been scheduled



INPUTS

- Customer requirements
- Customer requests, complaints, escalations or compliments.
- Service strategy
- customer's strategy
- service portfolio
- project portfolio
- Service level agreements
- Requests for change
- Patterns of business activity and user profiles

Business Relationship Management

- Identify opportunities
- Coordinate appropriate response to customer requirements
- Coordinate marketing, selling and delivery activities
- Manage business relationship activities through the service lifecycle

- Stakeholder definitions
- Business outcomes
- Customer portfolio
- Customer satisfaction
- Customer perception
- Schedule of customer activities



OUTPUTS

- Stakeholder definitions
- Defined business outcomes
- Agreement to fund (internal) or pay for (external) services
- customer portfolio
- Service requirements for strategy, design and transition
- Customer satisfaction surveys
- Schedules of customer activity
- Schedule of training and awareness events
- Reports on customer perception of service performance



KEY TERMS

BLA BLA BLA
