

STRATEGIC GOAL 3

Improve customer relations and communications

DAS will continue to foster strong, clear, and consistent communication with our customers. With a cooperative relationship built on a foundation set forth in a service level agreement, DAS will work in a collaborative manner with each of our customers to ensure we are consistently able to deliver best service to their evolving needs.

SERVICE MANAGEMENT		
	Create a Service Level Agreement for each customer that outlines expectations of both parties	June 30, 2014
	Written communication plan for each division	January 1, 2015
CUSTOMER RELATIONS		
X	Annual customer survey	ongoing
	Annual executive meetings with each state agency customer	September 1, 2014
PERFORMANCE MEASUREMENT		
GOVERNANCE MODEL		
	Create a DAS Advisory Board made up of key stakeholders of varied profiles	June 30, 2014
X	Develop a Reputational ERM committee where threats, risks, and opportunities can be identified and remediation can be recommended	January 1, 2014
	Create white papers for each division which will be posted on the web and used for stakeholder education	January 1, 2015
PROCESS STANDARDIZATION		
	Develop crisis communication as a subset of the DAS Communications Plan in order to address crisis communication in an ordered and standardized way	June 30, 2014

ENABLING TECHNOLOGY		
	Ensure each division website has a contact form which is routed to an appropriate responder	June 30, 2014
X	Create area on the DAS website where customers can find their own specific data summaries	June 30, 2014
	Elevate website to a central point of contact	January 1, 2015
	Launch social networking sites	January 1, 2015
	Develop a central communication/CRM system where contacts/issues/concerns of cabinet member agencies are logged	January 1, 2017
CONTINUOUS IMPROVEMENT		