

Business Relationship Managers

Last updated 1-10-24

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 defines Customer Engagement as an intentional partnership built on a foundation of trust.

We are dedicated to ensuring that our systems of Customer Engagement are delivering connected experiences to our customers instead of single, one-off, or fleeting transactions. It means optimizing team structure, operations, and technology to create a connected feedback loop. WaTech needs to stay informed about our customers' evolving needs, maintain and build their brand integrity, and make ethical use of customer data to help customers have the best experience.

WaTech's Customer Engagement Team is focused on ensuring that our customers 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, 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 consult 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.
 - Sustain WaTech's systems and processes supporting Customer Experience (CX) and CSAT.

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), Bi-Monthly Business Management Council (BMC) and Enterprise Security Governance (ESG) meetings to inform and sponsor enterprise strategy, policy and investments.

Helpful information

Service category

Professional Services

Service availability

24/7/365

Related services

- IT Portfolio Management
- IT Enterprise Governance

How to request service

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

Service owner(s)

Brian Mark

- Regularly scheduled meetings between customers and BRMs to connect, advise, address concerns and provide solutions.
- Bi-weekly Customer Engagement Forum for state CIOs and CISOs to provide updates on important and immediate issues and actions. This forum will also include a quarterly educational series on WaTech's programs and services.
- 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.
- Decision Package Strategic and Interim Consultations to organize recommended guidance and direction for agency decision packages with an IT component.
- Develop and implement WaTech's Customer Engagement internal consulting process to sustain a high-quality customer experience and customer satisfaction ratings by June 2024.

Current Activity

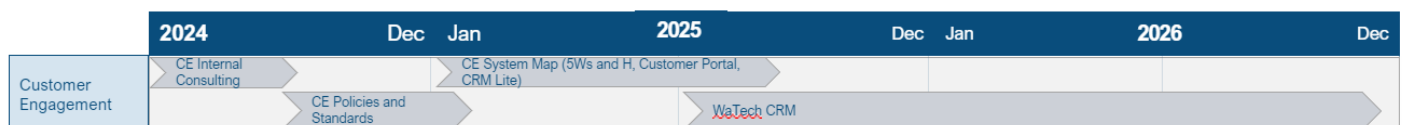
- Set up systems and processes to use customer data to ensure transparency and identify opportunities to increase customer satisfaction and optimize service delivery by May 2024.
- Optimize Enterprise Governance to align with the Enterprise IT Strategic plan and WaTech's agency strategic plan through optimized agendas for agency engagement, proactive communication, and onboarding modules by July 2024.
- Establish a system of measurement and reporting for Customer Satisfaction (CSAT) and Customer Experience (CX) for our agency customers by May 2024.

One- to two-year goals

- Further define WaTech's system for external Customer Engagement to create clarity and increase value-added engagements for our customers through the establishment of internal policies and standards that we will measure against by January 2025.
- WaTech programs and services will be systemic in their approach to designing service delivery and sustaining the quality of the customer experience by defining the who, what, where, when, why, and how for all programs and services June 2025.

Three- to five-year goals

- WaTech will implement an MVP customer relationship management tool to enable a frictionless experience no matter who our customers engage with by December 2027.

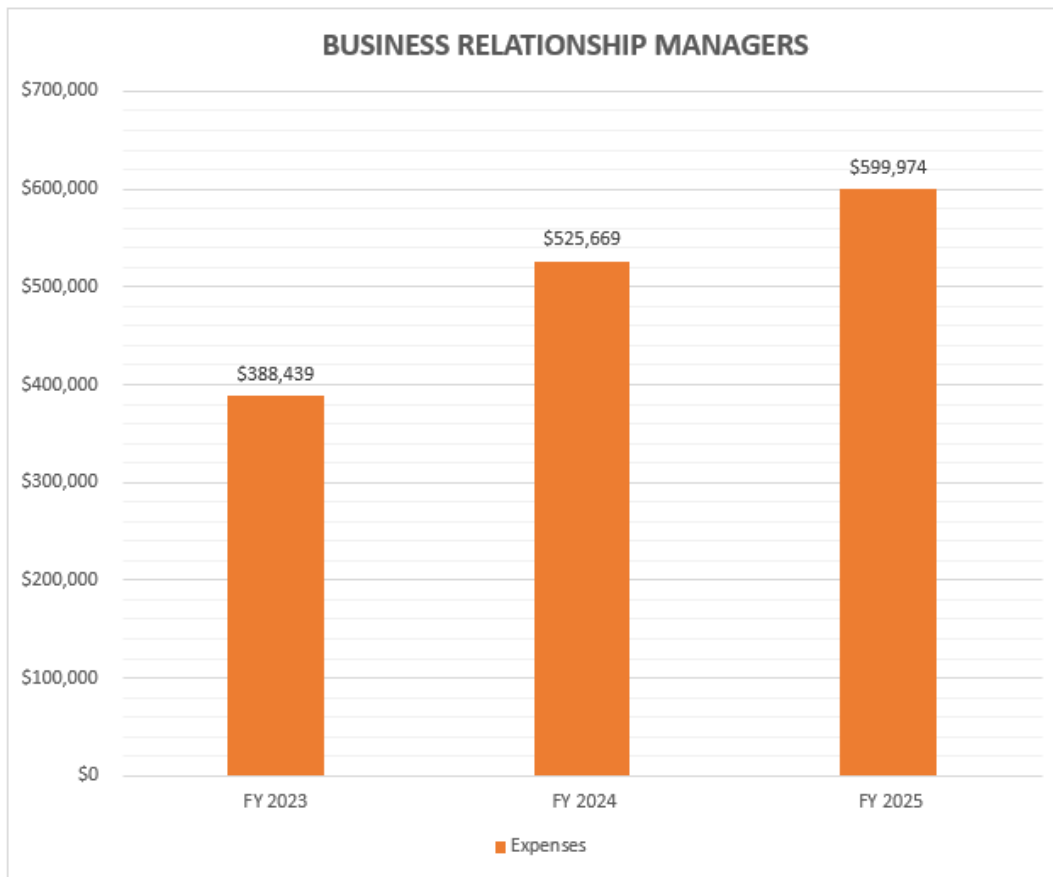


Service review and fully loaded service budget projection

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:



Note: FY 23 represents actual spending. FY 24 is a combination of actuals and projection. FY 25 is budgeted.