(U// FOUO) Client Central -- <u>The</u> Place for Customer Relations Information

FROM: Charles H. Berlin III
SID's Deputy Director for Customer Relationships (S1)
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(U//FOUO) This week Grand Central Station will be buzzing with holiday shoppers and visitors. It is *the* place to be for transportation connections in the Big Apple. Similarly, SID's new website, Client Central , is *the* place to be for information on NSA clients - and it, too, may soon be buzzing with visitors.

(U//FOUO) Premiering today on NSA Net, Client Central will provide a window into our relationships with customers. **It will showcase information about SID visits, highlights, and successes and will feature basic client profiles and a listing of client management teams** - NCRs, CSGs, External Representatives, Account Managers, and SEAMs**. A query capability will enable users to retrieve data by keyword, client, or visitor name, and because Client Central is a direct interface to Gateway's Customer Relations Management (CRM) tool, the query results will be "live" - with data available as soon as it is entered by Account Managers or the SID visits team.

(U//FOUO) While Client Central 1.0 is a major step toward making customer relations data available across the corporation, is only the *first* step. Future versions will offer more information and enhanced features - including a data entry capability to allow anyone across the enterprise to document customer interaction. The goal is information sharing: to provide a corporate window into customer relations activities - and a service so useful that people will flock to it, just like Grand Central Station.

(U//FOUO) For more information on Client Central , contact ███████████   ██████   ████████.

(U) Notes:
NCRs = NSA/CSS Representatives
CSGs = Cryptologic Services Groups
SEAMs = Senior Executive Account Manager

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