23. BUSINESS RELATIONSHIP MANAGEMENT

	Topic/Question
23.1	**Business Relationship Management surveys** Does the tool facilitate the definition, testing and administration of customer satisfaction surveys? -- -
23.2	**Information on Customer Need linked** Does the tool enable the linking of critical customer information to the relevant registers, including requirements register, service design packages and the risk register to enable the understanding of patterns of action that will ensure a successful strategy and to assist in defining the position and plans? -- -
23.3	**Customer Portfolio** Does the tool support the creation and management of the customer portfolio, as part of the SKMS, to record all customers of the IT Service provider and provide the business relationship manager's view of the customers, to enable the understanding of the relationship between business outcomes, customers and services? --
23.4	**Identify Stakeholders - Define Business Case** Does the tool enable the requirements definition cycle: identify stakeholders, define outcomes, specify strategic requirements and funding, define business case, validate customer requirements, confirm costs & funding, and links into the requirements register? --- -----------------
23.5	**Validate patterns of business activity** Can the tool enable the BR manager to validate, check trands, identify thresholds. and enable triggers based on patterns discovered & defined by demand management? -- -
23.6	**Confirm & Coordinate Customer involvement:** Does the tool enable the confirmation and coordination of customer involvement in design and transition? -- -

23.7	Operational Involvement Does the tool enable the BRM to communicate scheduled outages to customers in a timely manner, provide updates to customers on major incidents and monitor the escalation process? --- -
23.8	CSI Does the tool enable the BRM to report service performance, facilitate reviews on ability to meet strategic objectives and initiate service improvement plans? --
23.9	BRM Process Does the tool enable access to relevant inputs to enable the coordination of appropriate responses to customer requirements? --- -
23.10	BRM Process Does the tool enable the coordination of the BRM marketing, selling and delivery activities to the customer? --- -
23.11	Business Information and Requirements Does the tool enable business relationship management to initiate requests and obtain business information and requirements, so that these can be used in defining services and evaluating whether they would provide a sufficient return on investment? --
23.12	Cloud Customers Does the tool ensure service providers are able to respond quickly to changes in demand for both utility and warranty ie service elasticity? --- -