

End to End Customer Support  
Performance Based Agreement  
PBA Development Steps

Step	Tools
<b><u>Stage 1: Evaluate Current Conditions</u></b>	
1 <b>Plan and Prepare for Performance Based Agreement (PBA)</b> Review materials on PBA purpose and structure. Conduct necessary education and training. Establish goals and objectives.	DUSD(L&MR) End to End Customer Support Memo Example PBA's Case Studies
2 <b>Identify and Prioritize Customers</b> Identify and target specific customers and commodities and/or weapons system/sub-system for PBA discussions.	Prioritization Methodology
3 <b>Develop Rough Order of Magnitude (ROM) Business Case (Optional)</b> Create high level description of costs & benefits; Quantify high level costs and benefits; Build preliminary financial justification for project	BCA Template
<b><u>Stage 2: Gain Commitment to Proceed</u></b>	
4 <b>Develop PBA Proposal Letter</b> Develop and send letter outlining proposed PBA opportunity to selected partners. Establish points of contact and timeline.	Proposal Letter Template
5 <b>Conduct Initial Discussions/Meetings</b> Determine and agree to high-level terms and goals of PBA.	
6 <b>Develop Memorandum of Agreement</b> Document the high-level goals, roles, metrics and timeline for developing PBA and baselining metrics. This includes sign-off by all responsible parties to commit resources to complete the process.	Memorandum Template
<b><u>Stage 3: Define Scope and Objectives and Finalize Agreement</u></b>	
7 <b>Prepare for Kickoff Meeting</b>	Meeting Preparation Template
8 <b>Conduct Kickoff Meeting</b> Conduct comprehensive meeting to discuss and agree to all elements of the PBA. Roles and Responsibilities, Metrics, Benefits, Resources, Timelines and Management Procedures must all be addressed.	1. Meeting Agenda Template

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9 <b>Follow-up Discussions/Meetings (as needed)</b> Continue discussions on followup actions until complete.	2. Meeting Materials 3. Meeting Documentation Template
10 <b>Establish Metrics Baseline</b> For selected metrics, determine the current performance baseline.	<a href="#">TDD Tools</a>
11 <b>Finalize Business Case (Optional)</b> Create description of costs & benefits; Quantify costs and benefits; Build financial justification for project	BCA Template
12 <b>Finalize and Sign PBA Agreement</b> Document the agreed upon elements of the PBA. Sign-off by all responsible parties to execute the agreement as documented.	<a href="#">PBA Template</a>

[Stage 4: Execute Agreement/Assess Results](#)

**Launch Meeting**  
**Process**  
**Technology**  
**Training**  
**Measure Results**  
**Report Results**

[Stage 5: Identify Improvements](#)

**Agreement Review with Customer**  
**Process Review**  
**Technology Review**  
**Determine Next Steps**

End to End Customer Support  
Performance Based Agreement  
Stage 1 Summary

## Evaluate Current Conditions

### **Input**

None

### **Why is this important?**

Establishing clear understanding of current situation, capabilities and goals is essential. Careful selection of customer, fulfillment agent and preliminary scope of agreement are critical to success.

### **Who?**

Source of Supply

### **When?**

### **Output**

Vision;

Business Case;

Selected Customer Prospects

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End to End Customer Support  
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Stage 2 Summary

## Gain Commitment to Proceed

### **Input**

PBA Vision

Targetted Customers

### **Why is this important?**

Establishing joint high-level agreement to develop PBA ;directs specific actions with clear responsibilities; commits resources to complete the project.

### **Who?**

Source of Supply

Customer

### **When?**

After current conditions are understood and prospective customers are selected.

### **Output**

Memorandum of Agreement (High level Roles, Metrics, Resources, and Timelines)

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End to End Customer Support  
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Stage 3 Summary

## Define Scope and Objectives and Finalize Agreement

### **Input**

Memorandum of Agreement

### **Why is this important?**

This is the actual development of PBA with specific roles and responsibilities, metrics with baselines, resources and timelines and management procedures

### **Who?**

Source of Supply

Customer

### **When?**

After Commitment Stage

### **Output**

Performance Based Agreement

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End to End Customer Support  
Performance Based Agreement  
Stage 4 Summary

## Execute Agreement/Assess Results

### **Input**

Performance Based Agreement

### **Why is this important?**

This step involves changes to the business process, as necessary, to meet/exceed performance agreed to in the PBA. Monitoring execution is key to ensuring performance and/or to proactively make adjustments as required to improve performance to required levels.

### **Who?**

Source of Supply  
Customer

### **When?**

After PBA is signed, although preparation for this stage begins earlier.

### **Output**

Actual performance against agreed upon performance IAW PBA

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End to End Customer Support  
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Stage 5 Summary

## Identify Improvements

### **Input**

PBA Process

### **Why is this important?**

With each agreement, lessons are learned for improving the process in the future.

### **Who?**

Source of Supply

Customer

### **When?**

At each stage

### **Output**

Improvements that are rolled back into the PBA process.

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