MSO Korea focuses on customer retention, training

By Emily Blubaugh, DDC Public Affairs

As one of three Mapping Support Offices within the Pacific Command Area of Responsibility, Defense Distribution Depot Mapping Activity's MSO Korea is positioned to effectively and efficiently provide Warfighter Support to PACOM through reduced transportation costs and delivery to customers, and, most notably, its outstanding customer training program.

MSO Korea utilizes an aggressive marketing and advertising campaign to reach low demand customers and gain new customers in the PACOM AOR. This enables continual growth of MSO Korea's customer base, while providing geospatial support to existing customers throughout Korea. With a staff of only four, MSO-Korea directly supports two of DDMA's top five customers.

One major element of support provided is comprehensive customer training, with employees instructing customers how to more clearly define their mission and geospatial information requirements prior to placing orders, which ultimately speeds up the entire process from the time a customer orders a product to receipt of product.

MSO Korea's customer training on the Defense Logistics Agency map catalog and map operations is facilitated through a partnership with Defense Logistics Information Service, providing participating customers with two comprehensive briefings, a question and answer session, and a prototype map order build - all free of charge.

Customers are also taught how to research and order paper and digital maps anywhere in the world using the DLA map catalog, as well as finding maps by country, product type, geographic coordinates, routes, oceans and seas and Command AORs. Other topics that are covered include building a map order from a list of National Stock Numbers and customizing the catalog, as well as instructions on how to establish and maintain customer map accounts.

Customer retention and recruitment through training on MSO Korea's processes is a major focus for the team. Not only does it assist customers in attaining the knowledge necessary to take charge of their own requisitions, but assists in streamlining MSO Korea's distribution operations by ensuring orders are accurate.

"By engaging with customers through training opportunities, MSO Korea has a great opportunity to ensure that DDC's goals, processes and performance are synchronized with the needs of our Warfighting customers," said DDMA commander United States Navy Capt. John Palmer.

Mapping Support Office Korea employee Cho Chong Min pulls maps to distribute to customers. The customer training that MSO Korea provides enables a more efficient ordering process, allowing for expedited distribution. Photo by United States Army Sgt. 1st Class Stuart Fenton.