

**AWARD NOMINATION
SMALL BUSINESS PARTNER OF THE YEAR**

Bureau: Internal Revenue Service

- 1) Please provide the following company information:

Company Name: Pacific Consulting Group

Address: 399 Sherman Ave Suite 1

Palo Alto, CA. 94306-1839

Telephone Number: (650) 327-8108

President: Tom Cooper

Business Type (check all that apply):

Small **SDB** **8(a)** **Women-owned**
 HUBZone **Veteran-Owned** **Service Disabled Veteran-Owned**

- 2) Please describe how this small business has excelled in the past year in the performance of their contract. Additionally, please provide a brief profile of the firm in your description.

Pacific Consulting Group (PCG) is a small company of 20 plus employees that has been in business since 1980 with one purpose and that is to help organizations improve the quality of products and services that they offer to their customers.

They accomplished this by using a two-pronged approach called *Applied Service Quality (ASQ)* that was developed by the founders of PCG. ASQ is a two-pronged approach that focus on 1) integrates market measurement (Net Impression) and 2) implementation (Creating Customer Value) into a cohesive program that produces breakthrough improvements faster than most commonly used approaches. .

PCG has been the cornerstone of the IRS "Customer Satisfaction Surveys" program since the program inception in October 2000. The mission of the Internal Revenue Service is to: *Provide America's Taxpayers with top-quality service by helping them understand and meet their tax obligations and by applying the tax law with integrity and fairness to all.* To promote this mission, the IRS has adopted as one of its strategic goals "*Improving Taxpayer Service.*" Key to continuous progress toward this goal is the capacity to measure whether service is being improved-as well as the capacity to track changing taxpayer service expectations and the extent to which they are being met, to

identify critical taxpayer issues and service deficiencies, and to take effective action to address and improve these.

PCG was awarded nearly 21 million dollar in contracts during the five year period. The company also gave the government and additional 3 percent discount off of their schedule rates. PCG attention to details and willingness to meet the government needs resulted in an award ratio of nearly 3 to 1 against a company that was much larger.

Recently, the Customer Satisfaction Survey contract was re-competed and PCG was the only returning incumbent. PCG has continuously demonstrated sustained superior performance in the services that they provide to the IRS. PCG employees interact with all the business units in the IRS. Some of the accolades lauder by the business units is as followed:

Cassandra Okwumabua, Program Manager for Small Business Self Employed

- The Small Business/Self-Employed Division of the Internal Revenue Service has contracted with Pacific Consulting Group since 2001 as its principal supplier of customer satisfaction survey results and market research and testing. Over those years PCG has developed and delivered up to nine quarterly transaction surveys and two annual surveys addressed to customers and practitioners not defined by their transaction type. PCG has never been content to "earn its keep" by endless iterations of tracking surveys. More importantly, PCG has shown its value as a full-scope market research firm by any number of engagements to with IRS executives, managers, and staff to convert customer information into improvements at the strategic and tactical levels. In 2003, they facilitated the development and deployment of the SB/SE Customer Satisfaction Improvement Strategy and the development of customer-oriented input to SB/SE Strategic Planning. They have conducted pre- and post-evaluations of SB/SE products with customers with surprising results. In 2004, they facilitated Customer Satisfaction Improvement Projects in (then) SB/SE Paper Adjustments and Campus Examination with remarkable results for both customers and the business and are currently engaged in new projects for Campus and Field Collection. They have worked with LMSB to create an innovative new model for linking employee support needs with customer service outcomes. Their current engagement with the Wage & Investment Division in constructing a decision model for the Taxpayer Assistance Blueprint demonstrates them operating at their highest level and with maximum potential strategic impact.

- They are several hallmarks of SB/SE relationships with PCG. First is their professional integrity: they are willing to talk clients out of stupid ideas - even at the cost of business to themselves. In 2003, they helped SB/SE make the case that Territory-level satisfaction measurement at an annual cost of \$1 million (which would have been paid to PCG otherwise) made no sense in terms of detecting site-based performance differences. The consistent high quality and accuracy and their consistent meeting of deadlines is a further index of their professional integrity. Secondly is their financial integrity: for going on six years, invoice submissions are almost completely accurate. Thirdly, their flexibility in meeting changing client requirements. Fourthly, they have consistently enriched the intellectual capital of SB/SE's leadership and the concrete knowledge and skills - know-how - of the staff with whom they have interacted over these years. They have consistently brought fresh ideas and methodologies that have improved the quality and widened the scope of IRS' approach to improving business results and delivery by attention to the customer.

Tom Wilson, Program Manager for Wage & Investments

- During the past year, PCG has on numerous occasions, accelerated their performance on various tasks to make up for errors caused by others so that the project could remain on time.
- They have also offered thoughtful, suggestions for improving the administrations, savings costs, and providing more actionable information on a number of the customer satisfaction surveys

Pam Siebert, Program COTR

- When it came to the administration of Background Investigations, PCG provided their background investigations in a timely manner. In addition, PCG provided me with all UNAX and security certifications that were administered to their employees prior to my annual e-mail request for this information.

This company has provided a major service to the IRS and its customers; and continues to show the value of a well run small business. PCG's emphasis on quality service and ASQ approach is why this company exemplifies the value of a small business. PCG is a model company that has provided growth to this country and the economy and directly supports the mission of the SBA Administration. As such, PCG should be selected as the "Small Business of the Year" for 2006.