

NETCALL 2008-66

SUBJECT: Quality of Life Feedback at Garrisons

TO: Region Directors, Commanders and Staff

To sustain continuous program improvements and be as efficient and effective as we need to be, you must be committed to receiving timely input and feedback from the community. Valuing customers is not just an IMCOM or Army issue. According to industry reports, customer satisfaction is actually declining. Business experts in 2006 found on average, American companies manage to lose half their customers every five years due to higher expectations and increased choices. Our Army customers are no different. We must ensure that we seek their views, understand their expectations, and take timely action to resolve their issues.

To optimally engage our community, this NETCALL encourages you to link the Customer Management Services (CMS) Program to the Army Family Action Plan (AFAP) Program to build a holistic strategy for your community to address satisfaction, issues and recommendations for sustaining and improving services and addressing quality of life concerns raised by constituents. AFAP employs a successful and proven issue resolution process that has senior Army leadership support; and that solicits input from all constituency groups to determine which issues require higher level resolution. The Garrison Commander chairs the AFAP Steering Committee to oversee and coordinate the resolution of community issues solicited year round. The quarterly Steering Committee includes senior representatives from the installation to reviews issues that are submitted for review throughout the year. The local annual conference that includes representation from all constituency groups provides in-depth vetting of issues and recommends solutions. Issues that cannot be resolved by the local commander are forwarded to the mid level command for consideration at annual conferences. The Customer Management Services employs a continuous Three-Tiered Feedback System that seeks all customer group opinions (including supported commands) on customer satisfaction and how well the Garrison provides Common Levels of Support (CLS) services, and how important those services are in supporting individual requirements or unit missions. CMS uses an Installation Action Council that reviews, vets, and resolves customer problems, while providing a mechanism for continuous service improvement. Working together, AFAP and CMS provide a complete view of customer expectations, opinions, issues, and a methodology to vet and resolve individual that can be resolved quickly through CMS or through AFAP systemic problems and those requiring higher level resolution.

Complementing AFAP, the CMS Program uses focus groups, the Interactive Customer Evaluation System (ICE), and multiple command and individual customer service assessments to determine the performance and importance of garrison delivered CLS services. As we begin deploying CMS next quarter at selected installations, your AFAP Manager and new plans team Customer Service Officer should work side by side to ensure the voice of the customer is heard in IMCOM. We are one team and have one focus—to provide the most efficient, effective and relevant services to our community members ensuring their voice is heard on issues impacting their quality of life.

Thank you for all you do for Soldiers and Families everyday.

v/r

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