

NETCALL # 2008-59

SUBJECT: Customer Management Services (CMS) Implementation

Region Directors and Garrison Commanders,

The purpose of this NETCALL is to announce IMCOM's implementation of the Customer Management Services Program.

This system will begin to answer the final question that drove the formation of IMCOM (IMA) in the BASOPS business--- 1) What does it cost? (IMCOM On Line) 2) What do you get (Common Levels of Support) 3) What does it matter? (CMS)

Earlier this year we concluded a highly successful CMS pilot test at Forts Jackson, Eustis, and Richardson, with strong support from Southeast, Northeast, and Pacific Regions. The processes and procedures demonstrated during the pilot provided a proof of principle for providing "Voice of the Customer" feedback to validate priorities, improve services, and facilitate IMCOM's continued development as a customer-focused and results-driven organization.

The new centralized CMS contract was awarded on 30 May 2008 and will reach initial operational capability on 4 August 2008. To attain this capability, I need your command's continued involvement and support. Objectives of the CMS Program are to:

- Execute corporate-level CMS program development, implementation, and sustainment support at IMCOM Headquarters and Regions
- Establish CMS Customer Service Officers (CSO) to implement and sustain CMS at Installations worldwide
- Develop and implement Three-Tiered Feedback to provide a standardized comprehensive feedback system for use in determining customer perceptions, requirements, and issues.

IMCOM will use a two-phased deployment to implement Customer Management Services. In the first deployment, we will staff all IMCOM Regions, as well as Installations where Soldier and Family Assistance Centers support Warrior Transition Unit Soldiers and Families. Initially, CMS will serve our Army Leaders, Soldiers, Civilians, Families, Retirees, and Veterans at 36 installations with newly-appointed and trained Customer Service Officers (CSOs). A second deployment consisting of 9 additional Garrisons will occur in approximately 6 months. A list of Garrisons included in Phase I and Phase II deployments is attached. Following completion of the first 2 phases of CMS implementation, we will evaluate the program to make an assessment of the future expansion of CMS.

Serco Inc was selected as the CMS Contractor, and they will begin assigning new CSOs to your Garrison Plans, Analysis, & Integration Offices (PAIO) beginning on 14 July 2008. Upon arrival at your installations, CSOs will require several hours of inprocessing with their respective contract management staff and orientations/terrain walks to familiarize them with installation specific requirements. In support of these new positions, installations, at a minimum, shall provide the following support:

- Office/workstation space
- Standard business equipment and utilities (e.g., access to copier,

- telephones, and line access)
- Computer workstation, software, and resources required to complete the specified tasks for all on-site personnel
 - Assistance with inprocessing, including Installation access and CAC cards

Centralized CSO training is scheduled 27 July - 1 August 2008. Upon completion of training, the CSO will be fully capable of beginning the work necessary to implement Customer Management Services on your installation. Many IMCOM PAIO Chiefs received initial CMS training at the 2008 Installation Management Institute (IMI). To supplement this orientation, training will also be available on-site for Garrison staff and supported commands. This training will be scheduled and conducted by the Headquarters and Region CMS staff following the conclusion of CSO training 1 AUG 08.

As part of our long term strategy, CMS is a key component for ensuring the Installation Management Command is in balance; where the services expected by our people, and the delivery of services to our people, are synchronized. We have made a substantial investment in CMS, and I look for your support to fully implement this important program.

My POC for Customer Management Services is Mr. Robert M. Crawley, Division Chief, Service Standards and Performance Results, Plans Directorate, HQ, IMCOM; 703-602-4350; DSN: 332-4350; robert.m.crawley@us.army.mil. The Serco Inc CMS Project Director is Mr. Keith M. Joseph; 703 602-0403; DSN: 332-0403; keith.m.joseph@us.army.mil.

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

Support and Defend!

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