

PSSU Customer Service Standards

"No matter what you've heard, the customer isn't always right. But that doesn't mean you should be the one to tell him. A better line to live by might be, "The customer always wins," because if the customer doesn't win, he doesn't come back—and then you lose!"¹

While that is a quote from a business article and the PSSU's have a captive customer base, instead of return business being the primary driver, PSSU's achieve customer satisfaction by living the CG's core values of honor, respect and devotion to duty. In that sense, PSSU personnel exercise the core values by providing world class service to Coast Guard active duty personnel. To our customers, this means:

World Class Service

- We will guarantee a quality product or service that meets or exceeds your expectations.
- We will measure our performance against the "best in the business."

Honor

- We will provide you with realistic delivery times based on the nature of the request and meet them or let you know why we won't be able to do it.
- We will meet all dates and deliverables as documented in the timelines we negotiate with you.
- We will make sure if we need to refer your request that the person we are referring you to can provide an answer.

Respect

- We will be courteous, respectful, responsible, and professional at all times.
- We will take responsibility for providing answers to your requests to the best of our knowledge and skills.

Devotion to Duty

- We will cover the telephones at all customer-contact points during normal business hours, from 0730 to 1600 local time, Mondays through Fridays.
- We will investigate and act to resolve your complaints within 2 working days of their receipt.
- We will periodically survey you to assess your needs.
- We will use the results of these customer surveys for product development.
- We will respond promptly to all requests in accord with our resources and capabilities.
- We will acknowledge receipt of an e-mail, FAX, or telephone call within 24 hours.
- We will answer your request for information promptly, usually within 24 hours of receipt by the responding office.
- We will develop internal controls and quality assurance procedures to meet CFO Act audit standards.

¹ "Customer Service: How To Set a Standard in Your Small Business"