



DEPARTMENT OF THE ARMY
UNITED STATES ARMY GARRISON GRAFENWOEHR
UNIT 28130
APO AE 09114-8130

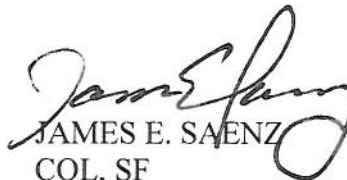
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03 AUG 2012

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Bavaria Military Community Policy Letter #24; Customer Relations Management

1. **Effective Date.** This policy letter remains in effect until superseded or rescinded.
2. **Scope.** This policy is applicable to all civilian and military personnel working for or on behalf of the Bavaria Military Community, and includes the host and tenant organizations holding interest in the Community Huddle and Town Hall.
3. **Reference.** Customer Management Service Standard Operating Procedures.
4. **Policy.** It is the mission of the garrison to command, control, and operate the installation to provide a high quality training environment while caring for the people and maintaining and improving installation services. To sustain this mission, we will utilize the Customer Relations Management (CRM) program. CRM seeks and uses customer feedback to synchronize, evaluate, and improve both the delivery and receipt of installation programs and services. All personnel addressed by this policy shall:
 - a. Know what CRM is and how it can improve services where we live and work.
 - b. Actively promote the Three Tiered Feedback process and mechanisms.
 - c. Understand and implement CRM procedures and practices IAW the CMS SOP, including the requirements for Interactive Customer Evaluation (ICE).
 - d. Identify CRM Program or SOP issues to the Chief of Plans, Analysis, and Integration, or the Garrison Commander.
5. **Point of Contact.** The point of contact for this memorandum is the Plans, Analysis and Integration Office at 475-8881.


JAMES E. SAENZ
COL, SF
Commanding

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