



REPLY TO  
ATTENTION OF:

**DEPARTMENT OF THE ARMY**  
US ARMY INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT GORDON  
307 CHAMBERLAIN AVENUE  
FORT GORDON, GEORGIA 30905-5730

IMSE-GOR-ZA

SEP 06 2011

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Customer Service Award Program Standard Operating Procedures (SOP)

1. **PURPOSE.** To establish and implement a simple, but effective employee customer service recognition award program.
2. **OBJECTIVE.** USAG Fort Gordon's Customer Service Award Program is designed to foster, encourage, and sustain a responsive and active customer service climate throughout the Garrison by recognizing outstanding employee customer service attitudes and efforts. The Garrison's Customer Service Award Program is not intended to be in lieu of directorate-level award initiatives, but to be conducted in addition to such programs if existing. The Customer Service Award is a two-part award consisting of a four-hour Time-Off Award (TOA) and a signed Service Excellence Certificate of Appreciation.
3. **RESPONSIBLE PROPONENT:** The Plans, Analysis and Integration Office (PAIO), manages the Garrison's Customer Service Award Program.
4. **GENERAL.**
  - a. **Award Authority:**
    - (1) Directors and Staff Principals identify employees to receive this award.
    - (2) Authority to nominate is limited to own employees.
    - (3) Garrison Commander (GC) retains authority to remove nominees from consideration.
  - b. **Award Basis:** The Customer Service Award Program is not intended to be used as a rotating system for awarding employees. As a minimum, an individual must meet the following criteria to receive the Customer Service Award:
    - (1) Employee possesses and daily demonstrates customer-first mindset and attitude in job practices and interaction with customers.

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(2) Employee's customer service attitude and efforts are favorably recognized (verbally, written, or otherwise) by customers.

(3) Employee does not have a derogatory or otherwise unfavorable performance file for the current rating period.

## 5. PROCEDURES.

### a. Solicitation for Award Nominees:

(1) Via email, PAIO solicits nominees (Annex A). PAIO provides a simple "yes/no" checklist containing the criteria in paragraph 3, to directors and staff principals.

(2) A digitally-signed return email from the director or staff principal to PAIO will contain the names and position titles of nominee(s) and will serve as the signed validation that those nominees meet the award criteria.

b. Frequency of Award: Quarterly.

c. Participation: Voluntary, but actively solicited.

d. Limited Eligibility:

(1) Garrison employees only.

(2) Does not include contractors or contracted employees. See paragraph 5.f. for additional guidance.

e. Nominee Review and Approval Process:

(1) The PAIO reviews recommendations for compliance with the award process requirements, consolidates list of nominees (Annex B), and prepares certificates and Time-Off Award memorandums for GC signature.

(2) The Deputy to the Garrison Commander (DGC) reviews the consolidated list and forwards it to the GC for signing of the certificates and memorandums. Note: the DGC will discuss any proposed removals from the list of nominees with the GC or as advised by the Equal Employment Opportunity Officer, and if warranted, lines through the applicable nominee's name and title.

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(3) GC approves the resulting list by signature, and signs the applicable certificates and Time-Off Award memorandums.

(4) A copy of the consolidated list of nominees and GC-approved recipients will be provided to the Equal Employment Opportunity Office.

f. Recognition of Contracted Employee Customer Service Efforts:

(1) Contracted Employees are not eligible for the Garrison Customer Service Award. Directors and Staff Principals may, however, highlight their contracted employee's outstanding customer service contributions during the quarterly solicitation for the Garrison Customer Service Award nominations that meet the criteria outlined in paragraph 3.

(2) The PAIO will solicit the names of contracted employees using the process outlined in paragraph 5.a.(1). The email outlined in paragraph 5.a.(2) must clearly identify the employee as a contracted employee and will include the contracted employee's appropriate employer contact information (name, title, address, etc.).

(3) The PAIO will use this information to convey a memorandum (Annex C), signed by the Garrison Commander, highlighting the Garrison's satisfaction with the contracted employee's outstanding customer service performance. It is the respective employer's decision whether or not to further recognize the contracted employee's contributions through the employer's existing awards program.

6. COORDINATION:

a. The PAIO will notify directors and staff principals of final award decisions.

b. The PAIO coordinates the award presentation (venue to be determined), photos, and writes narrative for input to Signal newspaper and Customer Management Services web site.

c. The administrative staff of the respective directorate or staff principal will process the TOA after the GC approves the memorandum awarding nominees (Annex D). The administrative staff will follow up with the PAIO for Customer Service Award tracking purposes.

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7. POC: Any questions regarding this SOP may be directed to the Plans, Analysis and Integration Office (PAIO), at 706-791-2080 (DSN 780).

  
JOHN J. CURRY  
Deputy to the Garrison Commander

ANNEXES:

ANNEX A: Award Solicitation Email Template

ANNEX B: Nominee List Template

ANNEX C: GC Memorandum Template (Contracted Employee Recognition)

ANNEX D: Time-Off Award Memorandum Template

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**Annex A**  
Award Solicitation Email Template

Subject: Garrison Customer Service Award Program Solicitation

1. This solicits your \_\_\_ Qtr nominees for the Garrison's Customer Service Award. Any nominated employees must meet all of the following criteria:

a. Employee possesses and daily demonstrates customer-first mindset and attitude in job practices and interaction with customers.

b. Employee's customer service attitude and efforts are favorably recognized (verbally, written, or otherwise) by customers.

c. Employee does not have a derogatory or otherwise unfavorable performance file for the current rating period.

2. Via digitally-signed email, provide names and position titles of nominee to PAIO.

Note: By your digitally-signed email, you are validating/certifying that all nominees satisfy the criteria in paragraph 1.

3. If you wish to highlight any of your contracted employees' outstanding customer service contributions, include their names in your e-mail – ensuring they are identified as contracted employees – and include the appropriate employer contact information (name, title, address, etc.).

4. POC contact information is: [*enter POC name, phone number, email address*].

Annex B

Annex B  
Customer Service Award Nominee List

Nominee's Name	Position Title	Directorate/Agency	C1	C2	C3	Email Validation R'cd

Service Excellence!

**Annex C**  
Garrisons Commander Letter – Contractor Recognition



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FORT GORDON, GEORGIA 30905-5730

(date)

Office of the Garrison Commander

Mr./Ms.  
General Manager, XYZ Company  
123 Service Avenue  
Fort Gordon, Georgia 30905

Dear Mr./Ms. :

It is our objective to foster, encourage, and sustain a responsive and active customer service climate throughout the US Army Garrison – Fort Gordon. I am pleased to advise you that outstanding employee customer service attitude and effort have been demonstrated by the following member(s) of your organization:

The efforts of this (these) individual(s) help(s) preserve and enhance the "Customer-First" focus of the Installation Management Command and the US Army Garrison – Fort Gordon. I am honored to highlight their service to the Soldiers, Civilians, Family Members, and others of the Fort Gordon Community.

Sincerely,

(GARRISON COMMANDER  
SIGNATURE BLOCK)

**ANNEX D**  
Time-Off Award Memorandum



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Office of the Garrison Commander

Mr. / Ms. ABC Recipient  
Directorate of Customer Service  
Fort Gordon, Georgia 30905

Dear Mr. Recipient:

It is my pleasure to award you a four-hour Time-Off Award for customer satisfaction. Your attitude, responsiveness and professionalism have been noted by your customers, your co-workers and the leaders of your organization.

Each day we strive to deliver the right service at the right cost for those who live, work or play on Fort Gordon, and you have helped to take that service delivery to the next level. It is evident that you value our customers and they appreciate what you do for them. Your performance is a credit to the US Army Garrison – Fort Gordon and a welcomed contribution to its customer service efforts.

Sincerely,

(GARRISON COMMANDER  
SIGNATURE BLOCK)