



FORT STEWART/HUNTER ARMY AIRFIELD

**CUSTOMER MANAGEMENT
SERVICES
(CMS)**

Our mission is to provide the Army the installation capabilities and services to support expeditionary operations in a time of persistent conflict, and to provide a quality of life for Soldiers and Families commensurate with their service.

We are the Army's home

Joe Seibert, joe.seibert@us.army.mil, 767-8781 UNCLASSIFIED 01 Nov 2009
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Good morning. My name is Joe Seibert; I am the Customer Service Officer for Fort Stewart/Hunter Army Airfield. The journey of CMS began in August of 2008 and since has been developing a process unique to the installation. CMS was designed to capture and analyze customer feedback, but we're taking it a step further by embedding that feedback and customer requirements into the strategic plan. Let's take a look at the organization of our local Customer Management Services.



Customer Management Services – FORT STEWART/HAAF



CUSTOMER MANAGEMENT SERVICES (CMS)

Would you like to comment on a service you received on the Installation?

Here's how:

1. ICE website: <https://ice.disa.mil>
- 2 - 42 kiosks located on post in high traffic areas, such as the Education Center, Commissary at Ft Stewart and Hunter AAF, Club Stewart, Hunter Club, Rocky's, and the Soldier Service Center (SSC) to name a few.
- 3 - Comment boxes located throughout Ft Stewart and Hunter AAF.
- 4 - Focus groups that meet to discuss customer feedback:

Warriors in Transition Unit (WTU)
 Soldiers (Active, ARNG, & USAR)
 Family Members
 Retirees
 Veterans
 Army Civilians
 Teens

ICE





**DON'T GET HOT,
PUT IT ON ICE!**



CMS at Fort Stewart/Hunter Army Airfield provides several feedback mechanisms for the customers. The goal is to reach all customers by providing a variety of ways for them to identify areas needing improvement. CMS is also anxious to capture what services are working well for the customers. You know the saying, “If it ain’t broke, don’t fix it.” By analyzing ICE comments for each service provider, we can determine which processes work well for the customers and those that require modification to best meet our customers’ needs. Comments/issues can be submitted via the ICE website by personal computer or by using a kiosk like the one shown here. There are currently 42 kiosks on Fort Stewart/Hunter Army Airfield, providing customers a free, convenient way to submit comments straight to the service managers. The kiosks also provide access to AKO, Army myPay, and other services, which promotes the use of ICE. Often, if a customer stops to use the kiosk to access AKO or another service, they will also take a few minutes to submit a comment about a service they used that day. The kiosks are located in high-traffic areas, such as the Education Center, Commissaries at FS and HAAF, Club Stewart, Hunter Club, and the Soldier Service Center.

Customer Management Services – FORT STEWART/HAAF

“How Are We Doing?”



Interactive Customer Evaluation



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In addition to online submission, nearly 200 comment boxes like the one shown have been installed at FS/HAAF to capture feedback from customers who would not usually go online to submit a comment. It’s all about reaching as many customers as possible, and these boxes have helped us reach a market we did not previously.

Customer Management Services – FORT STEWART/HAAF

COMMUNITY ▶ FIRST
 FEEDBACK - ISSUES - RESOLUTIONS - SOLUTIONS - TODAY

Taking Time to FOCUS

Retirees	Single Soldiers	Teens
Family Members	Veterans	Army Civilians
Warriors in Transition Unit (WTU)	Soldiers (Active, ARNG, & USAR)	

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In addition to ICE, CMS houses a program called Community FIRST (Feedback, Issues, Resolutions, Solutions, Today) which partners with AFAP to hold constituent pure focus groups to identify issues that affect a single customer base. Two to three focus groups are held per quarter focusing on Soldiers, Family Members, Army Civilians, Retirees, Veterans, and Teens. CMS held its first focus group in September 2008 for the WTU Soldiers at Fort Stewart. The issues collected from that forum were sent to the directorates for resolution, providing a quicker response to installation issues.

At each of the focus groups, the GC or his deputy takes a few minutes at the beginning of the day to speak with the participants and ensure their efforts are appreciated and will encourage improvement for themselves and fellow Soldiers. At close of the WTU focus group, after much diligence and hard work by the participants, the Garrison Commander attended the out-brief. A WTU Soldier participating in the group delivered the top issues that were developed during the course of the day. After hearing the top issues, the Commander spoke individually with many of the Soldiers, further showing his concern for their issues and his dedication to their resolution. Providing the opportunity to speak with command about what has occurred during the focus group really showed the Soldiers what they were doing was important and command has a truly vested interest. The voice of those customers got straight to the Garrison Commander, providing a greater opportunity for expedient resolution.

Customer Management Services – FORT STEWART/HAAF

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CUSTOMER MANAGEMENT SERVICES OCT. 20 - NOV. 7, 2008 myARMYvoice.org

INSTALLATION MANAGEMENT COMMAND CUSTOMER SERVICE ASSESSMENT

Please click on the position/title that most accurately describes your status/relationship with the military. This will direct you to the appropriate assessment.

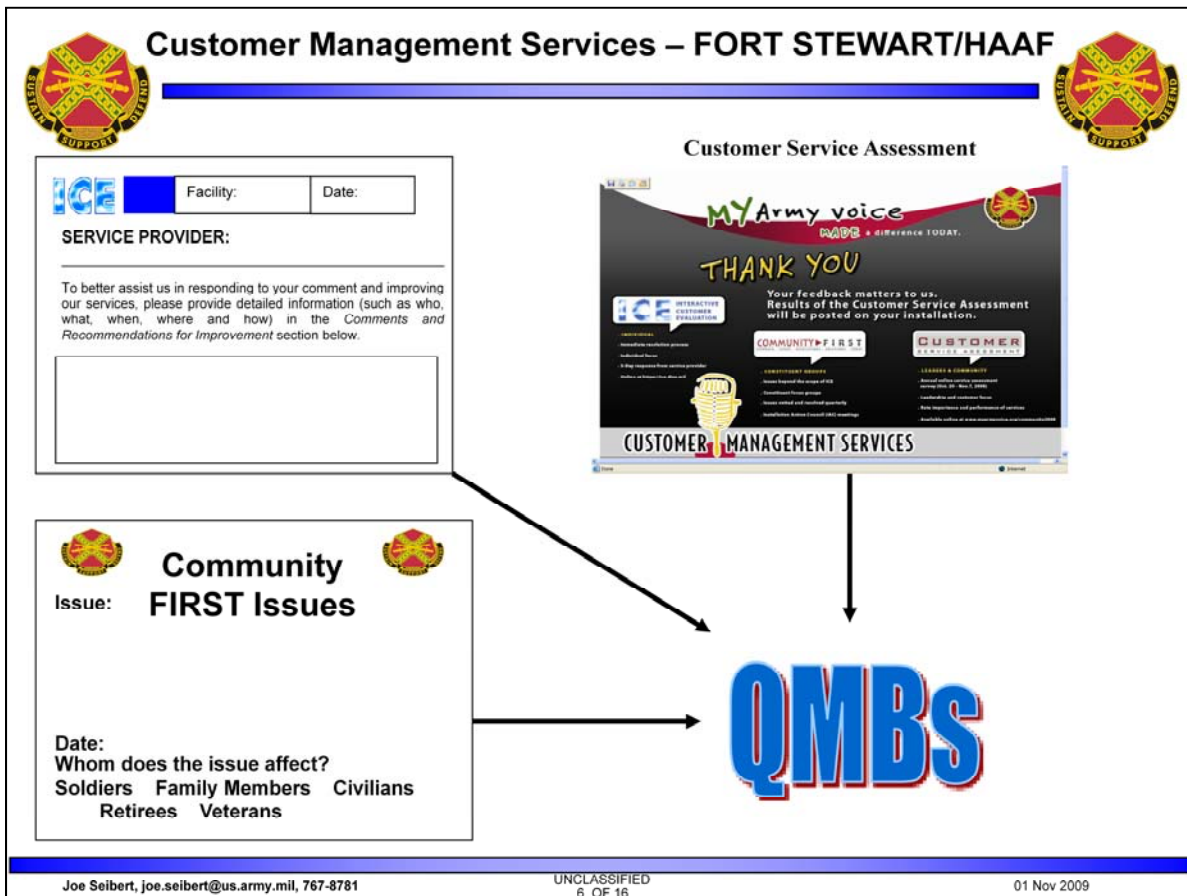
If you select None of the Above you will end the survey. Please select what is closest to your paygrade/position. If you believe you reached this question in error, please go back using the back button and change your response to Military Retiree, Veteran, Contractor or Family Member.

- GS 12 (or equivalent) and above, NAF 4 (or equivalent) and above
- GS 11 (or equivalent) and below, NAF 3 (or equivalent) and below
- Field Grade Officer (MAJ/O4 and above) ; CPT/O3 who is/has held Company Command; CW3-CW5
- Company Grade Officer (W01-CW2, 2LT/O1-1LT/O2, and CPT/O3 who has not held Company Command)
- Senior Noncommissioned Officer (SFC/E7 and above)
- Enlisted Military (PVT/E1 to SSG/E6)
- None of the Above

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The last piece of CMS is the annual customer service assessment. The assessment allows customers of all types, even contractors, to rate the performance and importance of services provided by the garrison. The results provide garrison leadership a tool to prioritize customer service needs.



So, we've talked about the three tiers of feedback that CMS offers, but what happens with all those comments? Feedback from each mechanism is managed in the Quality Management Boards. If an issue at the installation cannot be resolved immediately and requires a short-term, mid-term or long-term plan, the issue/requirement is often times placed in a Key Process, with the development of a performance objective and a measure along with actions established to meet the customers needs. The performance measurements are managed in the Garrison Enterprise Management System (GEMS) and its status is monitored on a regular basis. Embedding the local issues in the QMBs ensures the process owners for those actions have the issue(s) on their radar and are actively working toward a solution. Having those issues in the spotlight through the QMB process allows projects that are needed to resolve issues a better opportunity to compete for funding. Additionally, the information in the GEMS database is available for use by the SC/GC/DGC at any time to make decisions and determine the health of the organization.



As you can see, Fort Stewart/HAAF CMS offers many ways for customers to provide feedback. Whether you use ICE to get a comment straight to the service provider manager, participate in a focus group held by Community FIRST or take time to fill out the annual customer service assessment, you are getting your voice, the Voice of the Customer, heard by those who can implement changes to ensure the needs of the customers are met.