



MILITARY SURFACE DEPLOYMENT
& DISTRIBUTION COMMAND

WARFIGHTER DISTRIBUTION SERVICE SURVEY RESULTS 2011

1M1H1P





Overview



- Survey results demonstrated a leveling off of positive scores for overall satisfaction
- No significant increases in dissatisfaction
- Relocation of operations staff impacted service and support scores
- Satisfaction with systems and applications improved significantly
 - Potential factors: purposeful reduction in HHG move respondents and revision of survey instrument



Overview: Warfighter Improvement Priorities



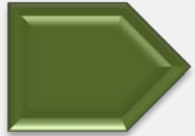
Improvement priorities as defined by the respondents

Warfighter Survey	LOE/Task Alignment
1. Improved use of technology	Web based enhancements 1.1.3 Integrate improved ITV 1.2.1 Develop enhanced decision support toolkit 2.1.1 Merge virtual & physical infrastructure in support of E2E network
2. Improved SDDC website	Web based enhancements 1.1.3 Integrate improved ITV 1.2.1 Develop enhanced decision support toolkit 2.1.1 Merge virtual & physical infrastructure in support of E2E network
3. More efficient work processes	All LOE 1 & 2 Supporting Tasks & Sub-Tasks 2.2.1 Focus: Document SDDC business processes
4. Streamlined policies and procedures	All LOE 1 & 2 Supporting Tasks & Sub-Tasks
5. Improved collaboration between SDDC and stakeholders	1.2 Improve surface deployment and distribution capabilities and business practices (ALL Sub-Tasks) 2.1.2 Positioning SDDC in the Logistics COI

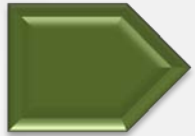
High level alignment to tasks to improve services with additional alignment to LOE 3 for strategies aligned to personnel performance – training and standards



Agenda



Background



Summary Results



Way Ahead



Background



- Conducted annually to assess performance factors and to realize opportunities for improvement and alignment with strategic initiatives
- Two distinct groups are surveyed
 - Warfighter/DOD/DTS (Distribution Service Customers)
 - Industry Partners
 - TEA Customers and Industry/Agency Partners were surveyed independently in the 2011 cycle
- 2011 represents the 7th year of the survey
- Part of SDDC's Metrics Program
 - SNG/ITG contracted to assist with survey tasks



Background

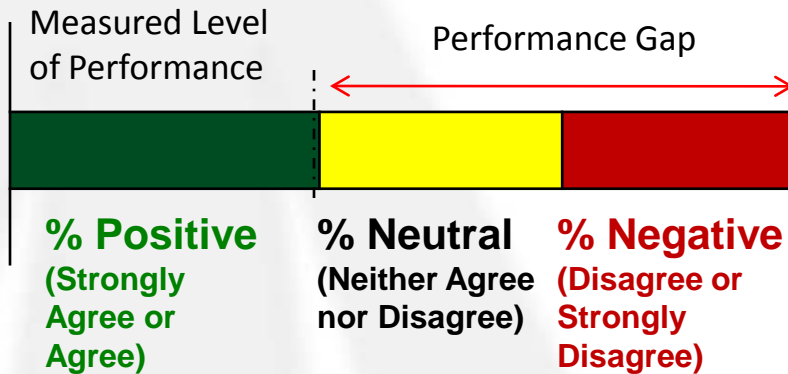


- Survey conducted from 23 May – 24 June 2011
- Analysis conducted from 27 June – 1 August 2011
- Warfighter Survey -1,352 valid responses (30% response rate)
- Potential respondents from ETA users and individual customer lists
- Removed potential respondents with only a personal HHG move



Background: Characterizing Performance

Performance gaps identified graphically (hypothetical graph shown)



In most cases, a neutral response is identified as part of the performance gap – respondent does not feel strongly enough to “pick a side.”

Scale for characterizing performance in Government functions and programs

Percent of Positive Responses	Characterization
90-100	Excellent
80-89	Very Good
70-79	Good
60-69	Average
50-59	Fair
40-49	Marginal
0-39	Poor

Minimum goal*

*Source: American Customer Satisfaction Index for U.S. Federal Government. 2010 aggregated average 65.4



Warfighter Survey: SWOT Analysis



S t r e n g t h s

- Overall satisfaction scores ranged from good to excellent in all areas except PP
- 8 in 10 believe SDDC is committed to providing reliable services
- Improvement in overall satisfaction with systems and applications

W e a k n e s s e s

- Managing expectations to provide 100% ITV
- Staff turnover
- Cross-functional flow of information
- SME directory
- Carrier/contract management
- Risk mitigation planning

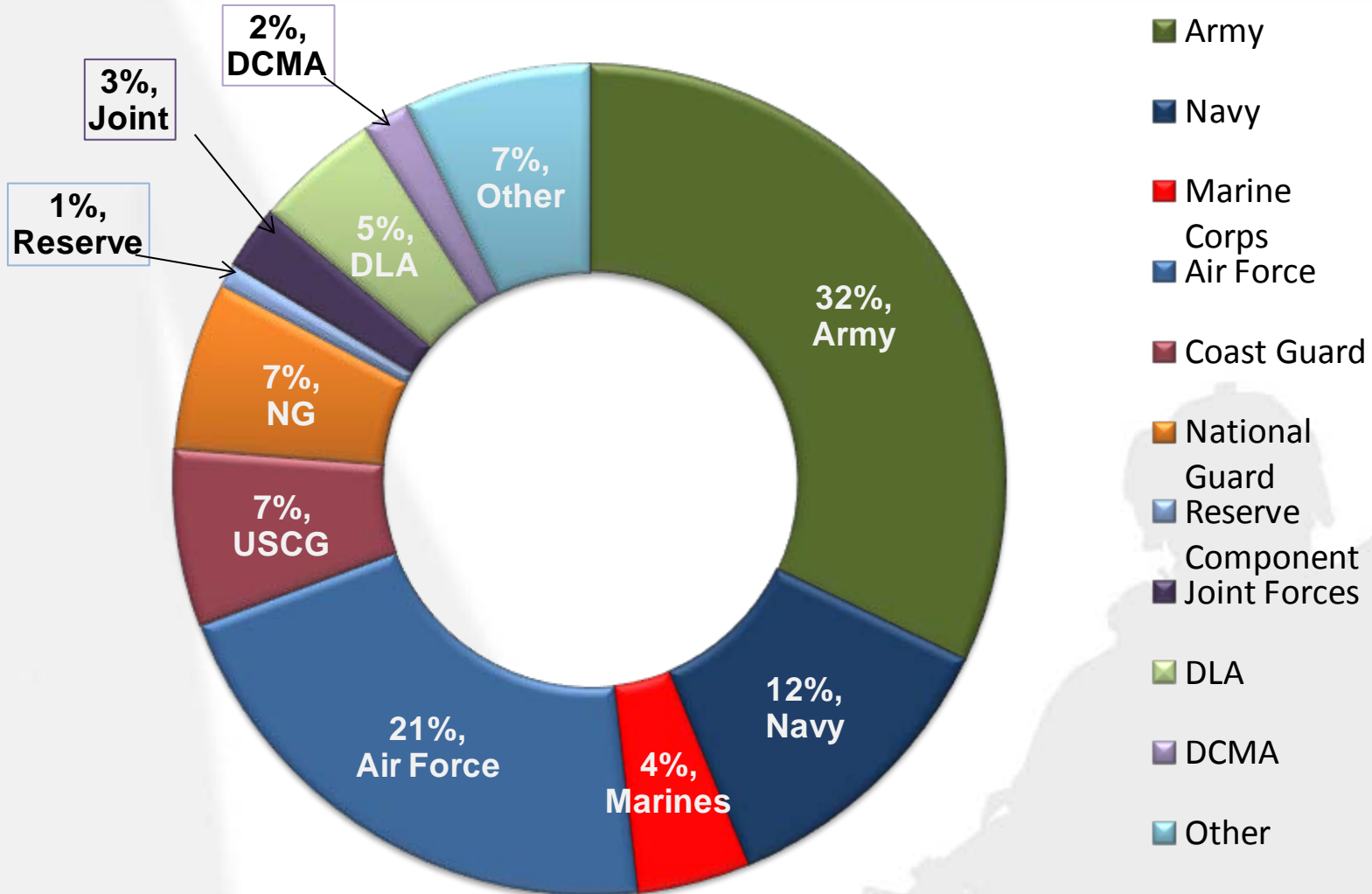
O p p o r t u n i t i e s

- Improve collaboration
- Integrate services and
- Improve ability to reach the correct office
- DPS remains a strong issue with Warfighters
- Continue to improve IT infrastructure
- Offer personnel training opportunities for knowledge and skill enhancement

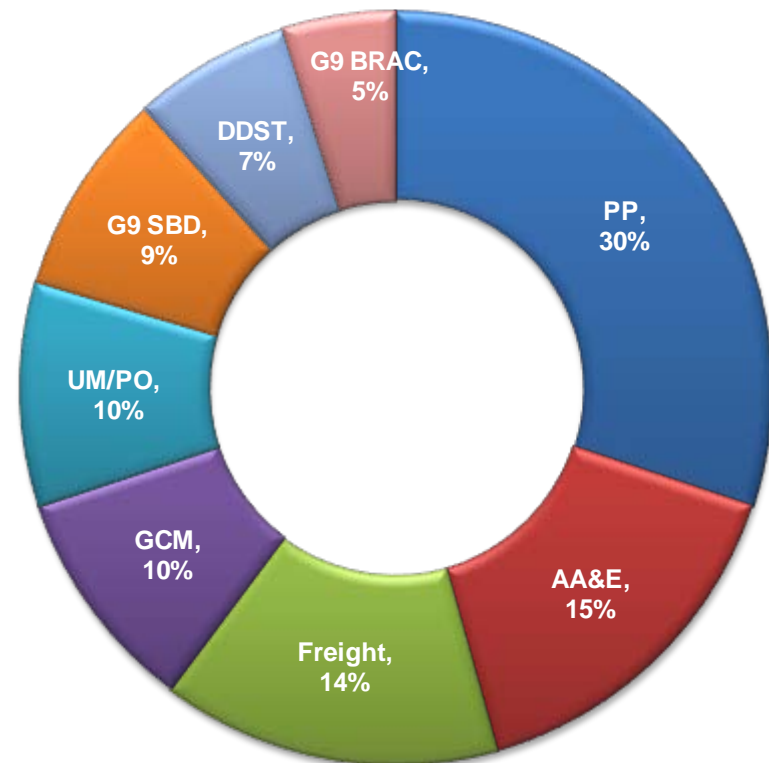
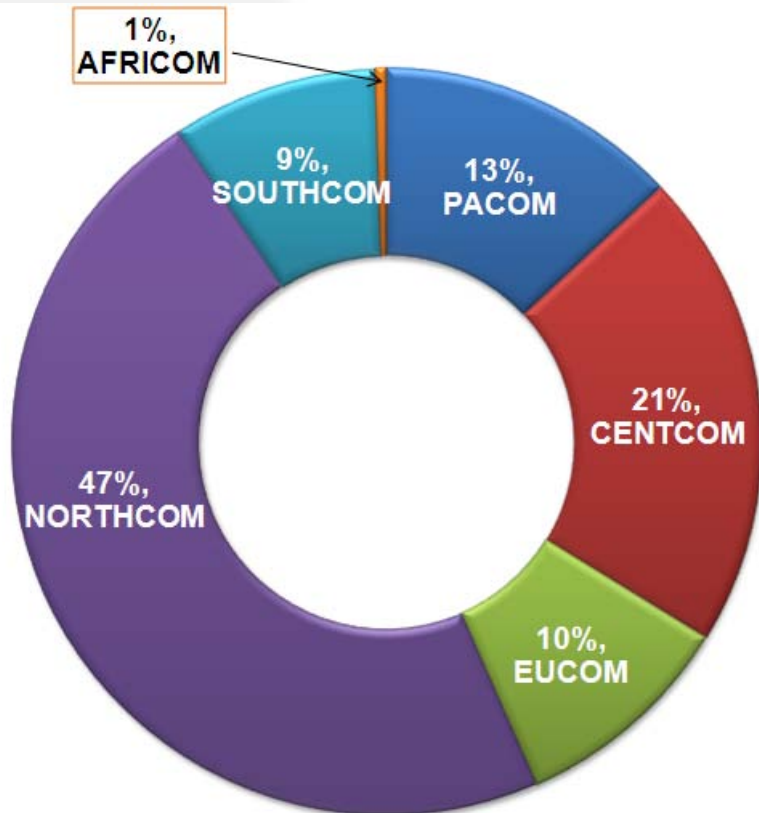
T h r e a t s

- Current environment and resulting operational impact
- Diminishing resources
- Authority commensurate with responsibility – operating with contracts that are managed outside of SDDC

Warfighter Survey: Response by Service or Agency



Warfighter Survey: Response by COCOM and Program Area

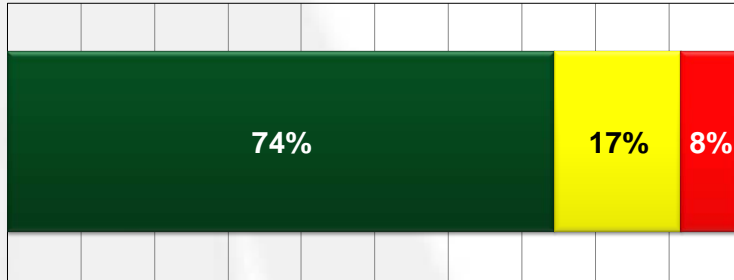




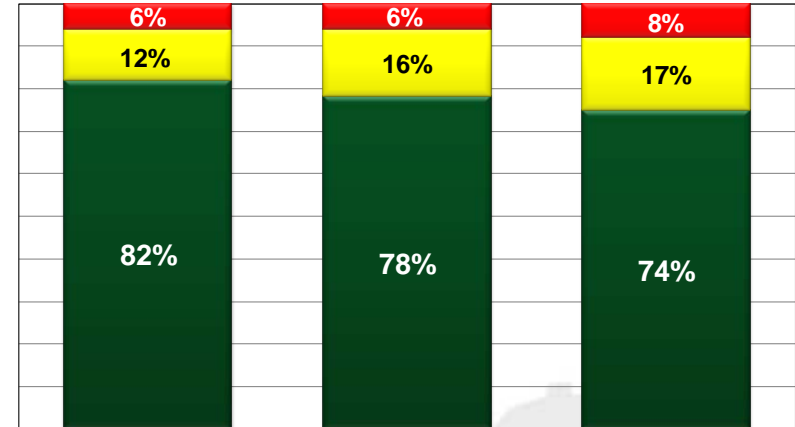
Warfighter Survey: Overall Satisfaction with Support



Overall, to what extent are you satisfied or dissatisfied with the support you receive from SDDC?



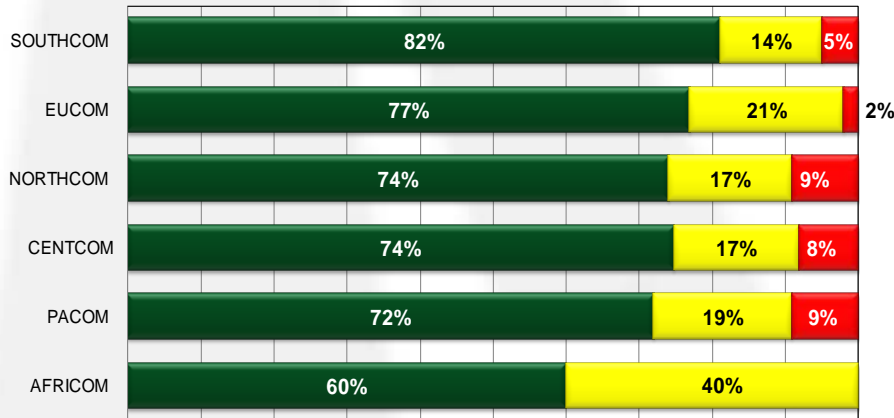
2011



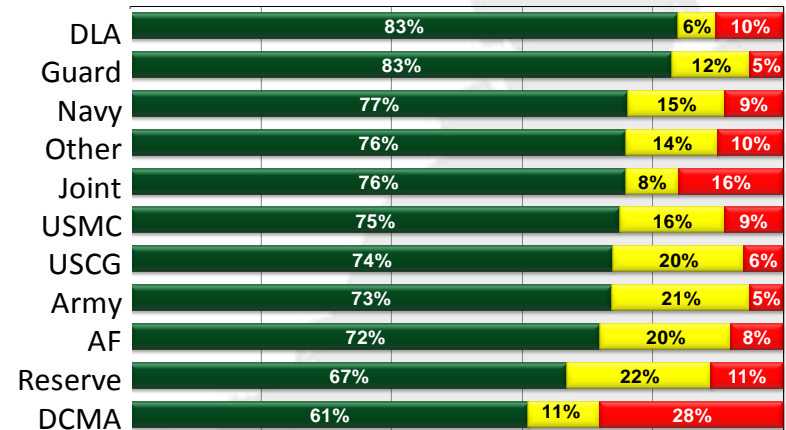
2009

2010

2011



NORTHCOM (47%), CENTCOM (21%)



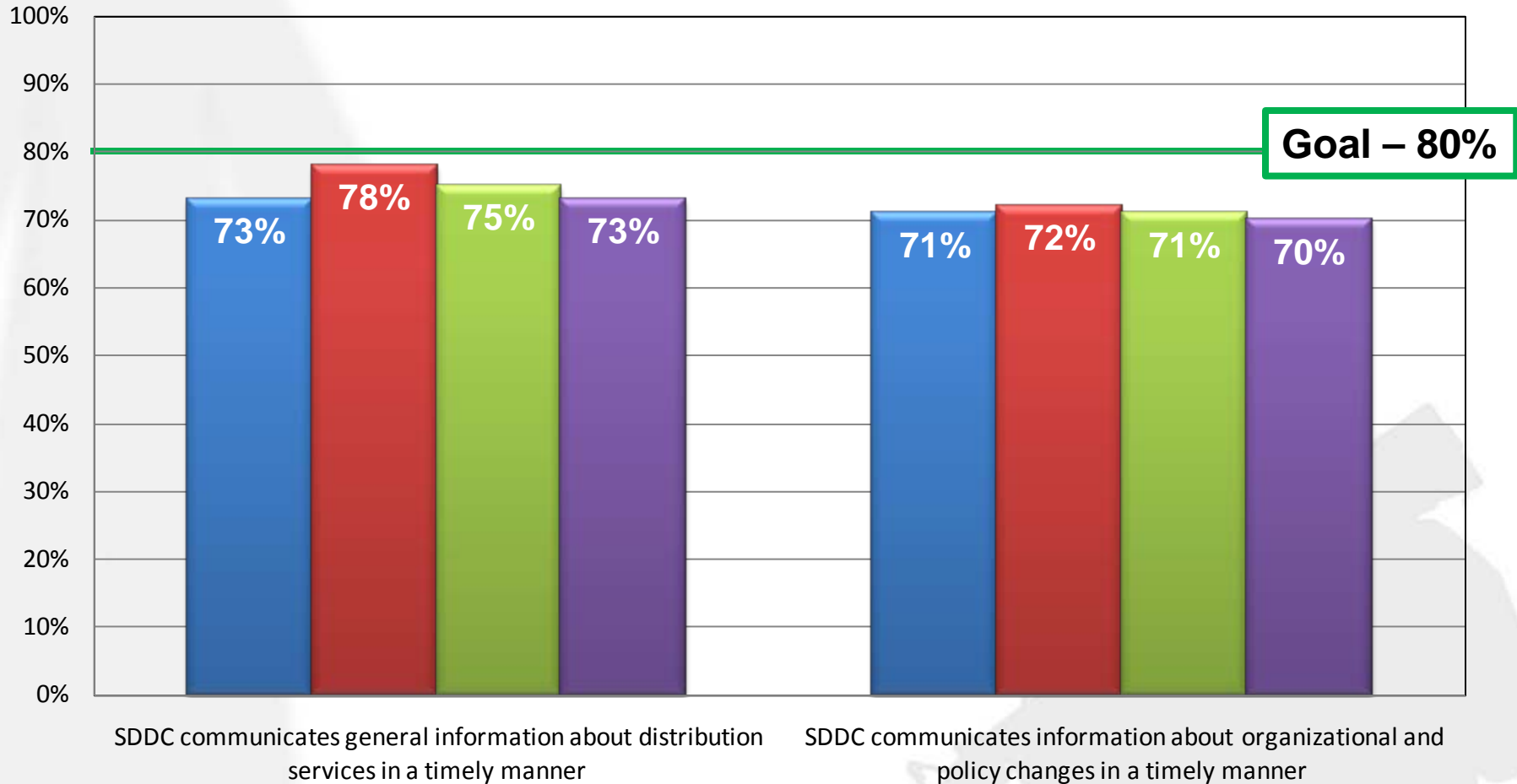
Army (32%), Air Force (21%), Navy (12%)



Warfighter Survey: Communication Scores



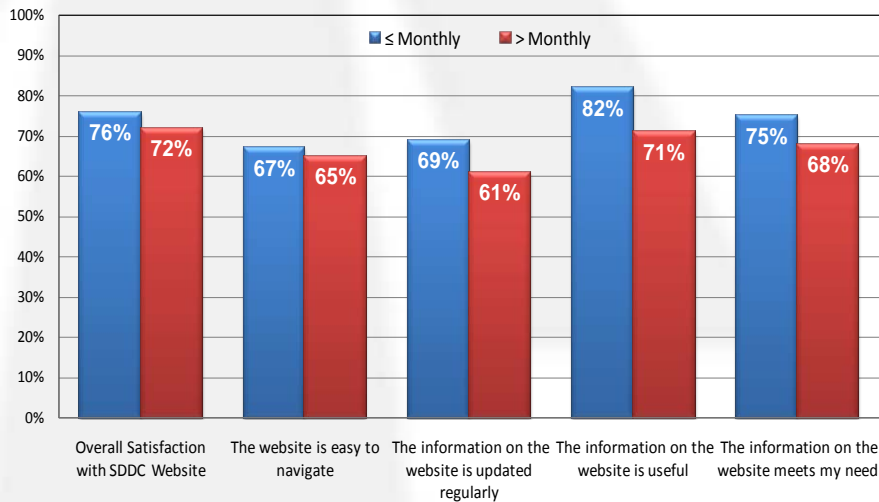
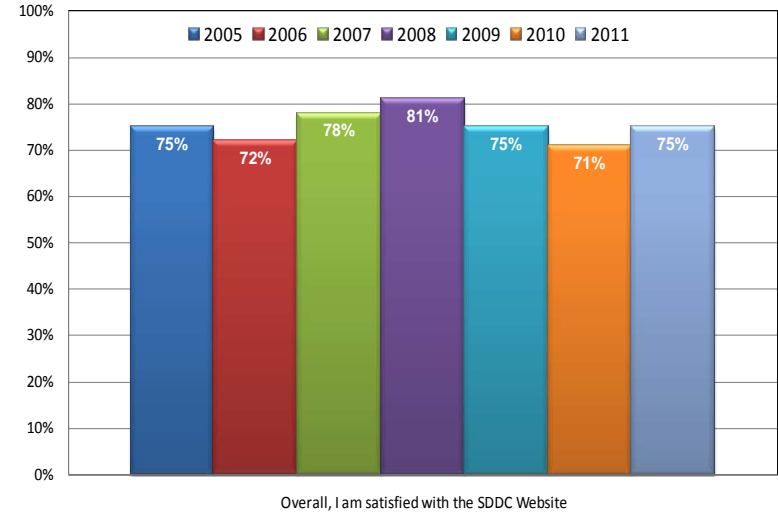
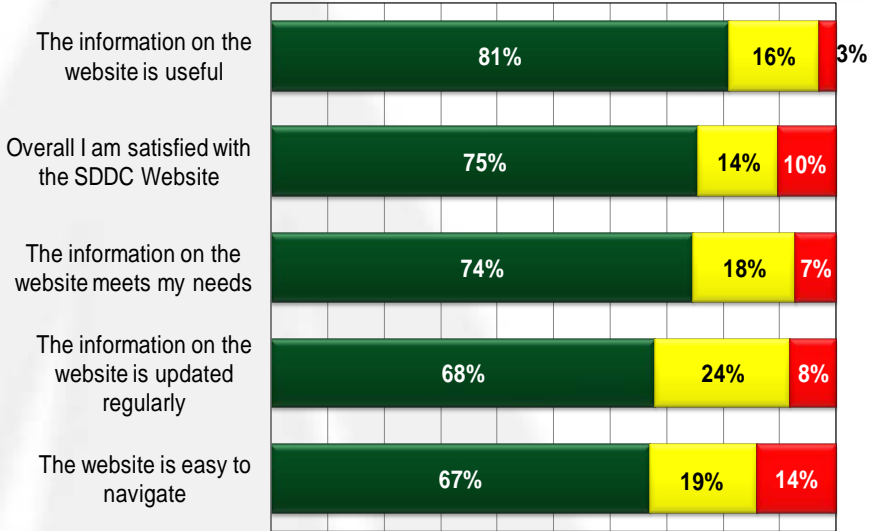
■ 2008 ■ 2009 ■ 2010 ■ 2011



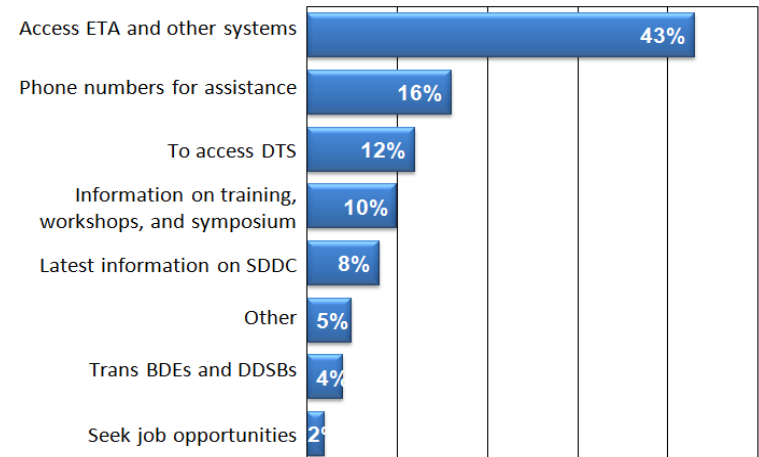
Goal – 80%



Warfighter Survey: Satisfaction with SDDC Public Website



Overall satisfaction based on frequency of use



Reasons given for web site use



Warfighter Survey: Collaboration Scores



SDDC effectively collaborates with stakeholders/customers to meet mission objectives

SDDC collaborates with me during execution of distribution/deployment services

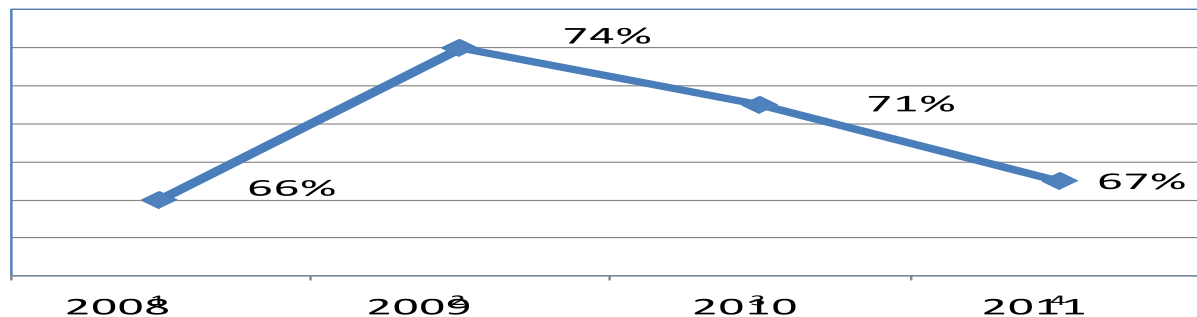
SDDC collaborates with me on distribution/deployment services early in the planning process

SDDC collaborates with me after distribution/deployment services are fulfilled

			67%					23%	10%
			63%					28%	10%
			61%					29%	10%
			60%					29%	11%

Trend

SDDC effectively collaborates with customers/stakeholders to meet mission objectives



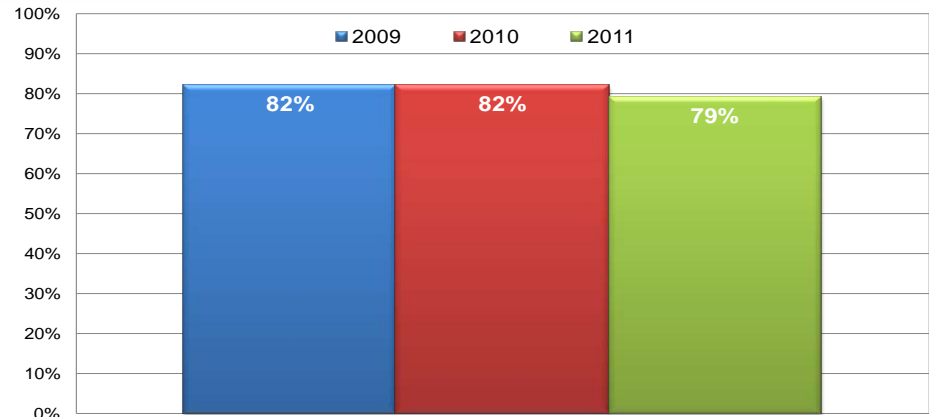


Warfighter Survey: Customer Service Trending

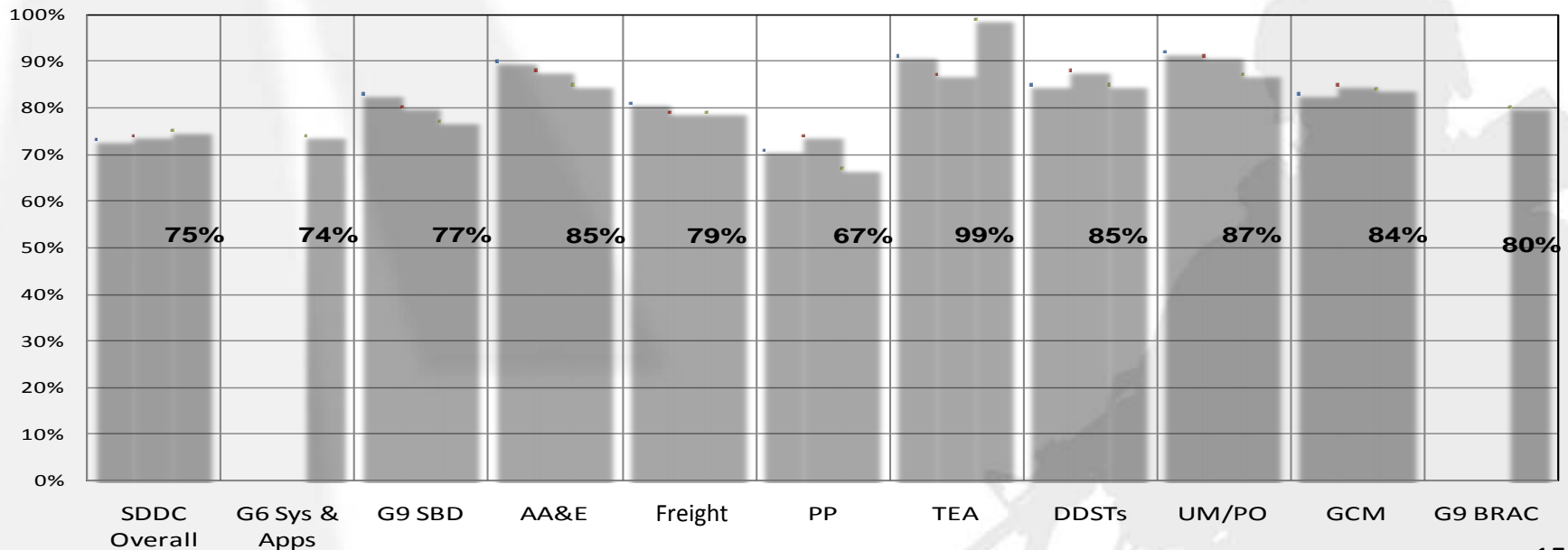


Average of positive responses to service specific questions that are within the control of SDDC personnel (courteous, business-like, timely)

**TEA scores not included in overall average*



2009 2010 2011



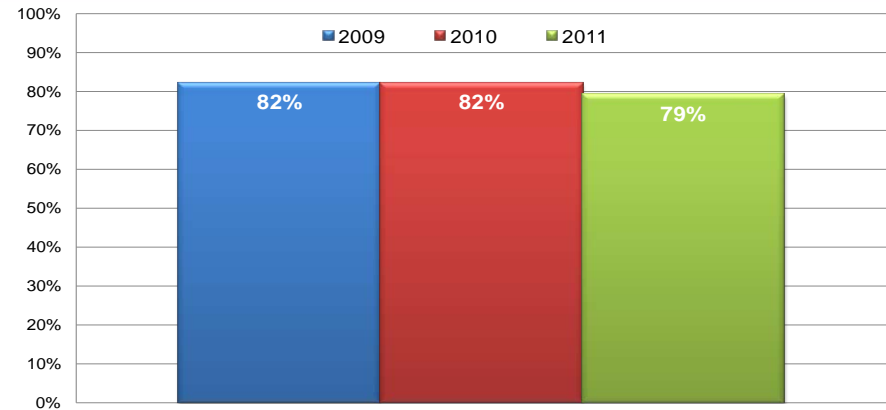


Warfighter Survey: Quality of Support Trending

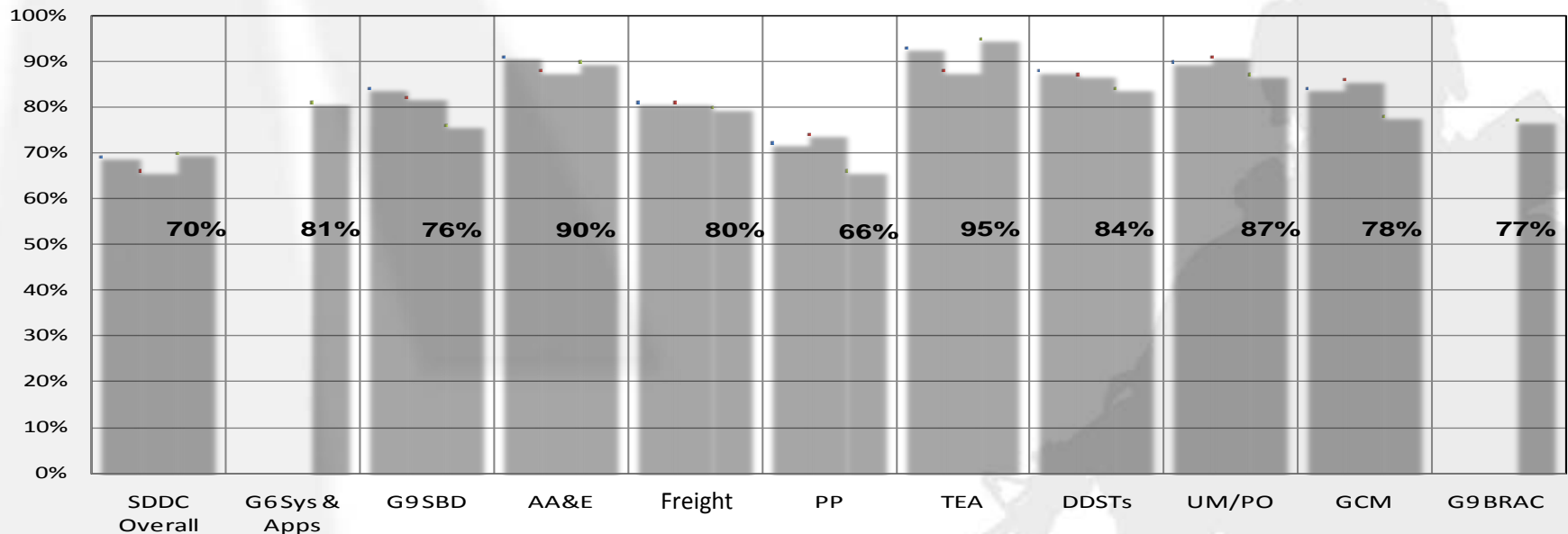


Average of positive responses to quality of support specific questions that are related to support but not personnel/customer service driven

**TEA scores not included in overall average*



• 2009 • 2010 • 2011





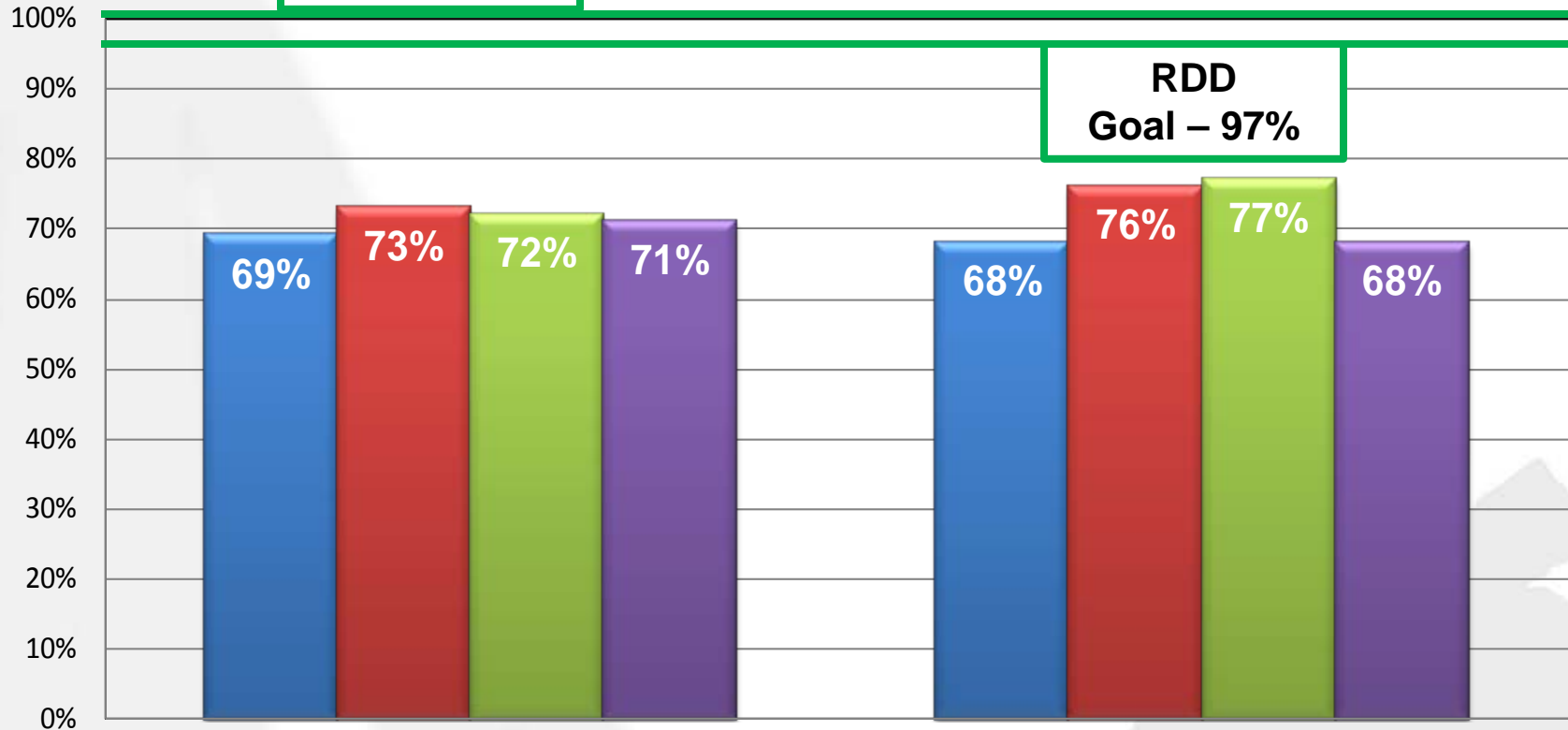
Warfighter Survey: Quality of Support Trending



ITV
Goal – 100%

Goals set by USTRANSCOM

RDD
Goal – 97%



SDDC provides In-transit Visibility (ITV) on the status and location of assets in the distribution system

SDDC ensures cargo is delivered by agreed upon delivery dates

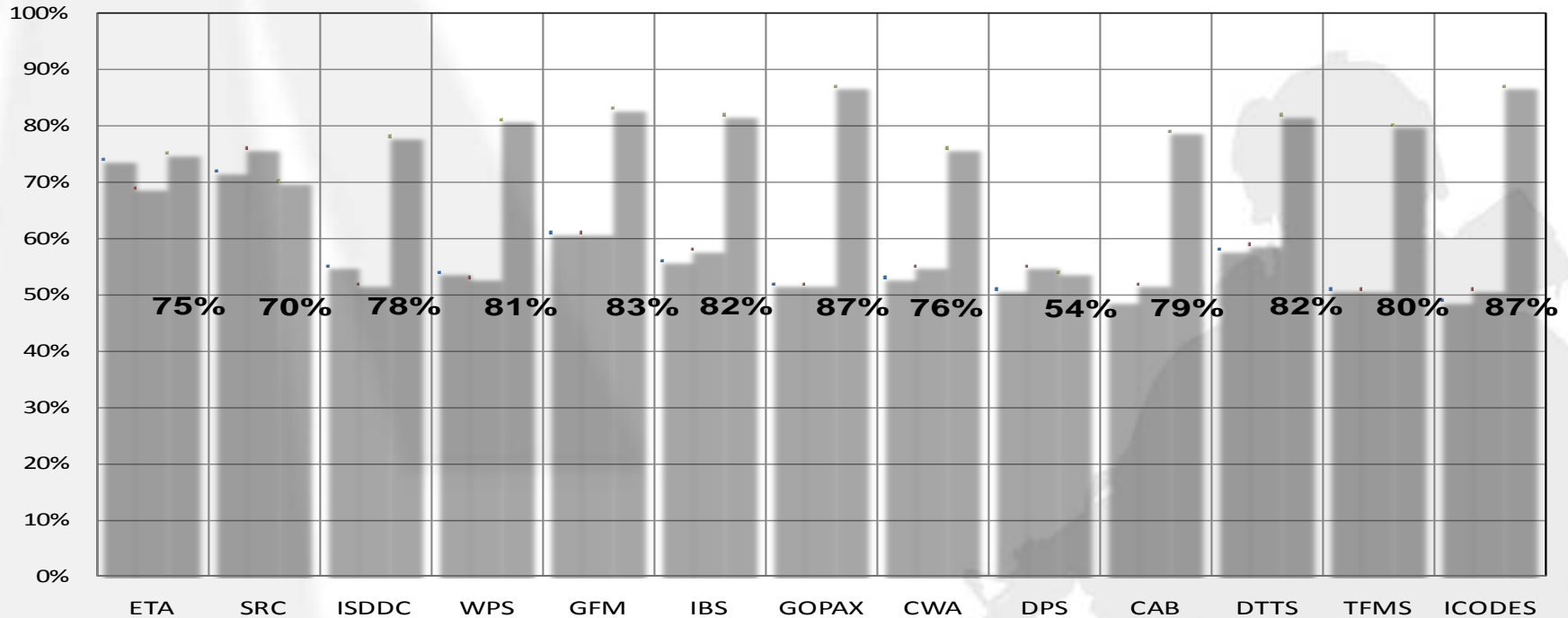
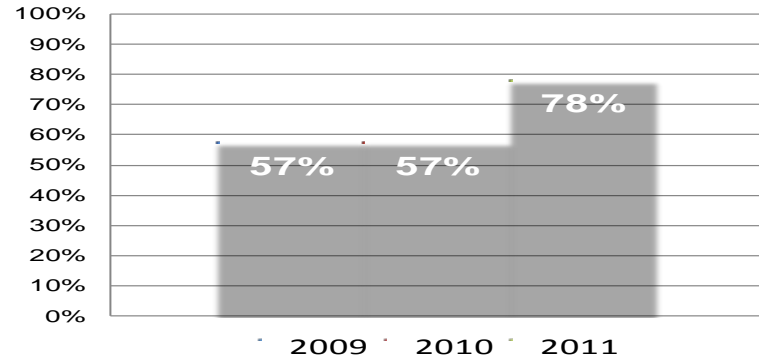
■ 2008 ■ 2009 ■ 2010 ■ 2011



Warfighter Survey: Systems and Applications



Average positive scores for all system or application questions

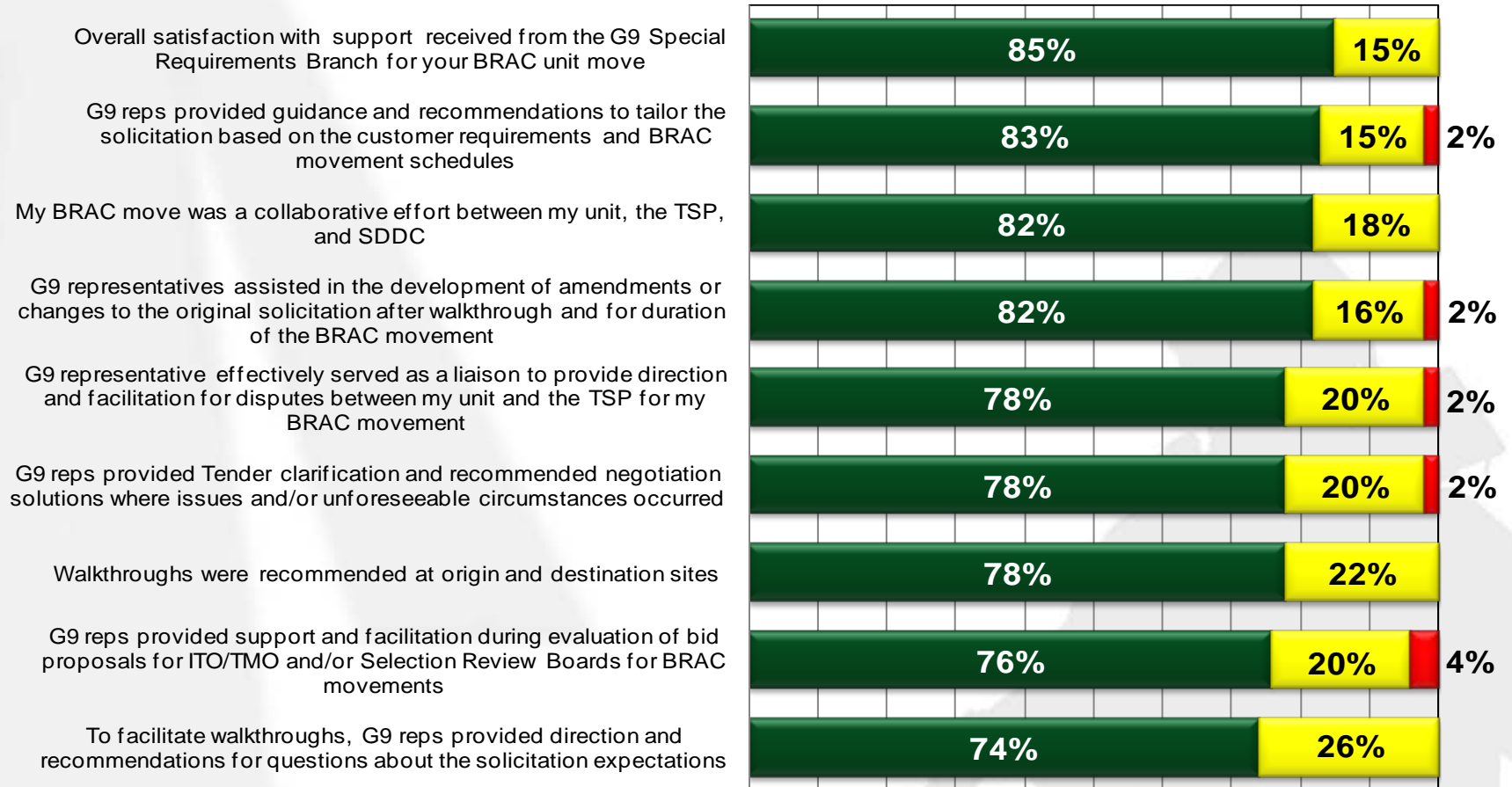




Warfighter Survey: G9 BRAC Unit Moves Scores



New section to assess G9 performance relative to BRAC Unit Moves – Average Score 80% Positive

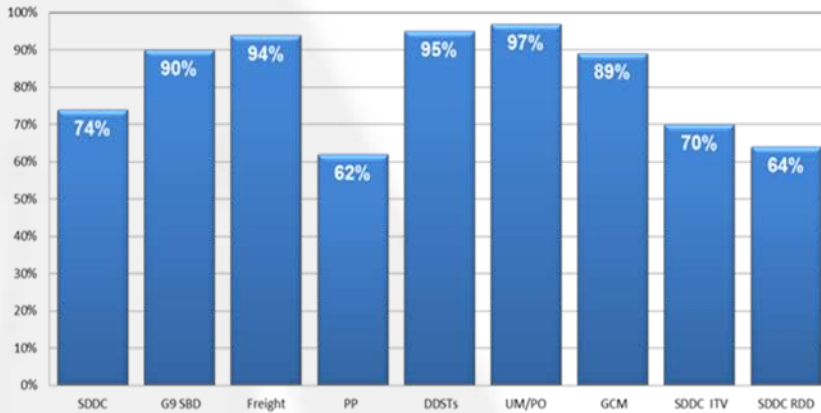




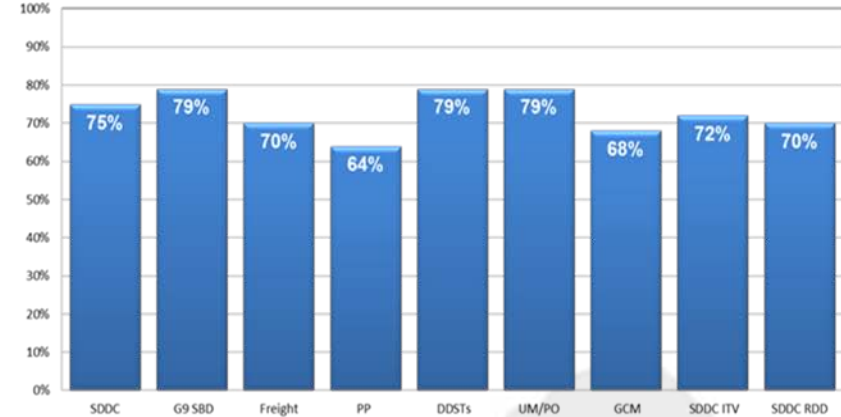
Warfighter Survey: Satisfaction By COCOM



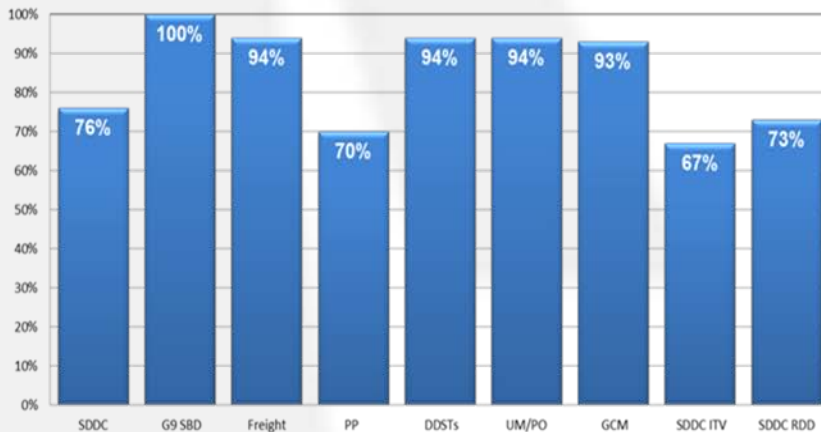
CENTCOM
Overall Satisfaction with Support by Selected Program Areas



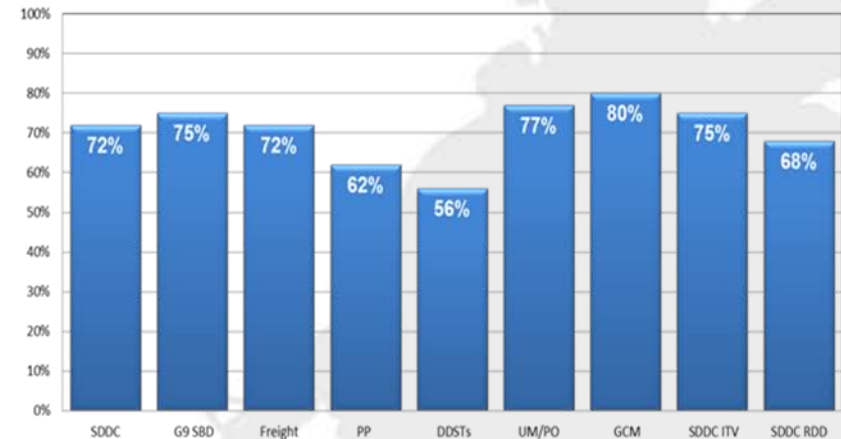
NORTHCOM and SOUTHCOM
Overall Satisfaction with Support by Selected Program Areas



EUCOM and AFRICOM
Overall Satisfaction with Support by Selected Program Areas



PACOM
Overall Satisfaction with Support by Selected Program Areas



*reflects average of all scores in program area by COCOM as chosen by respondents



Recap: Warfighter Improvement Priorities



Improvement priorities as defined by the respondents

Warfighter Survey	Associated Score
1. Improved use of technology	Average Systems & Applications scores - 78% positive DPS – 54% positive
2. Improved SDDC website	Overall Satisfaction with website – 75% positive
3. More efficient work processes	Not Scored. Representative Comment: - <i>Systems require too much dual entry</i> - <i>DPS slows us our work process due to delays and time-outs</i>
4. Streamlined policies and procedures	Not Scored. Representative Comment: - <i>OTO regulations too complex and time consuming</i>
5. Improved collaboration between SDDC and stakeholders	Overall satisfaction with collaboration – 67% positive



Action Items: Way Ahead



- Develop action plans tied to LOEs
- Establish qualitative goals for program areas
- Communicate results, action plans, and goals to SDDC personnel and stakeholders
- Suggestions for next survey cycle:
 - Conduct reach-out with directorates to ensure questions are targeting the desired information