

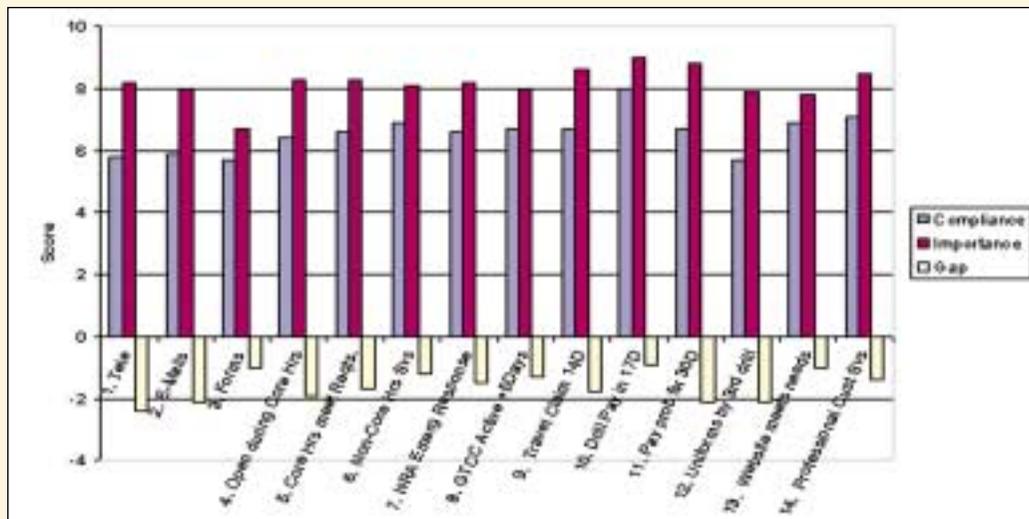
Taking It to the Next Level: Customer Service Survey 2004

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As a result of Commander Naval Reserve Forces Command's continued focus on delivering world-class customer service, the newly formed Customer Service Unit (CSU) has provided detailed analysis on *your* responses to the 2003 Customer Service Surveys. The Survey results demonstrate specifically:

- What is *most important* to you.
- How *compliant* your Reserve Center is to the established Standards of Service (*).

The gap analysis below highlights your reported "pain" in the Naval Reserve and gives leadership an indication of where they need to concentrate improvement efforts (the greater the gap, the greater the need for attention, resources, and training). The chart below highlights the largest gaps.



As a result of *your* feedback and these metrics-driven results, the following changes have occurred:

- Improved communication: toll-free numbers available to NRA's
- Prompt E-mail notification of orders
- Web site Usability Group (WUG) formed to improve layout, content, and functionality of the Naval Reserve Web site (on-line Apr 04)
- Retirement points now linked to pay system (Retroactive to Oct 01)
- Progress towards a consolidated, single Web sign-on
- Customer Service practices are becoming a "daily culture" force-wide
- Uniform supply process is undergoing review

To continue to improve the delivery of customer service *you* deserve in the Naval Reserve, the CSU will bring the baseline analysis to the next level in "**Customer Service Survey 2004.**" Survey 2004 will roll out during the months of May and June. A few of you will be *randomly* chosen (to ensure a statistically significant sample) to participate in this Web-based survey. Remember, your input drives the metrics that drive the change!

Watch for **Survey 2004** . . . and be prepared to "speak-up and be heard"!

*View the 2003 Customer Service Survey Results and NRA Customer Service Standards at <<http://www.navalreserve.navy.mil>> under the "Customer Service" tab (private side).

NOTE: Soft certificates, and eventually, Common Access Cards (CACs) and CAC-readers will be required to access DOD sites in the near future. For further information, refer to the March 2004 issue of *The Naval Reservist*. Our contact information is: UNIT PH (504) 678-6832; Web <<http://www.navalreserve.navy.mil>>; E-mail <customer.service@navy.mil>.

Vietnam Veterans Memorial Visitor Center

On 17 November 2003, President George W. Bush signed a bill to authorize the design and construction of a visitor center at the Vietnam Veterans Memorial. No federal funds will be used.

The Vietnam Veterans Memorial Visitor Center will provide a thought-provoking educational experience with exhibits working in synergy with the Memorial. The center will contain photographs of those who were killed or remain missing, some of the more than 60,000 items that have been left at The Wall, and other engaging displays that will be developed over the next year.

The Vietnam Veterans Memorial is the most visited memorial in the nation's capital with more than four million visitors each year. For information on how to donate by E-mail, fax, or mail, go to <www.vvmf.org>. The Vietnam Veterans Memorial Fund is a nonprofit organization. 