



U.S. AIR FORCE

Air Force Installation Contracting Agency

Integrity - Service - Excellence



772 ESS: Customer Service 101

***Naomi Alvarado
Scott Earle
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(1 CLP)***

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772 ESS Strategic Initiative Customer Service



Project Name	Develop a customer service culture in order to manage and improve customers' expectations.
Outcome / Project Lead	Strategic Outcome Lead: Lt Col Marsh Initiative Lead: Naomi Alvarado
Problem / Opportunity Statement	Lacking a culture of customer loyalty resulting in communication breakdown and lost productivity. Development of a marketing plan will ensure that AFCEC is retained as the major customer for the 772 ESS as displayed in their mission statement. In addition, it will ensure AFCEC and 772 ESS will work successfully together to execute the mission.
Impact Statement	772 ESS will be expert communicators, masters of customer service, and a flexible contracting unit. Through excellent communication a sustained message of customer loyalty will be ever present. Our proficiency in customer service will be demonstrated daily through our apparent motivation to be involved with the project manager.
Exit Criteria	Satisfied Customer; repeat business.
Scope	All personnel in the 772 ESS while also affecting AFCEC employees directly involved in the contract process.
Team Members	Naomi Alvarado, Scott Earle, SrA Steven Hedgepeth, additional members TBD
Potentially Effected Users / Stakeholders	772 ESS, AFCEC, AFICA, and other customers
Timeline	Program will be in place NLT July 2014

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DEFINITION



■ Definition of customer service

- An organization's ability to supply their customers' wants and needs.
 - Our goal is to exceed the 'wants and needs' of our customer, and express our ability to provide excellent service.

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Overview



- **FAR 1.102 Statement of guiding principles for the Federal Acquisition System**
- **Executive Order 12862 of September 11, 1993**
- **Customer Service and Your Career**
- **Harvard Business School**
- **The Golden Rule**
- **Summary**
- **Questions?**

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FAR 1.102



- **FAR 1.102 Statement of guiding principles for the Federal Acquisition System**
 - **The vision for the Federal Acquisition System is to deliver on a timely basis the best value product or service to the customer, while maintaining the public's trust and fulfilling public policy objectives. Participants in the acquisition process should work together as a team and should be empowered to make decisions within their area of responsibility.**

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FAR 1.102



- **FAR 1.102 Statement of guiding principles for the Federal Acquisition System**
 - **Satisfy the customer in terms of cost, quality, and timeliness of the delivered product or service by, for example--**
 - **(i) Maximizing the use of commercial products and services;**
 - **(ii) Using contractors who have a track record of successful past performance or who demonstrate a current superior ability to perform; and**
 - **(iii) Promoting competition;**

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FAR 1.102



■ **FAR 1.102 – 2 Performance standards**

■ **(a) Satisfy the customer in terms of cost, quality, and timeliness of the delivered product or service.**

- (1) The principal customers for the product or service provided by the System are the users and line managers, acting on behalf of the American taxpayer.
- (2) The System must be responsive and adaptive to customer needs, concerns, and feedback. Implementation of acquisition policies and procedures, as well as consideration of timeliness, quality, and cost throughout the process, must take into account the perspective of the user of the product or service.

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FAR 1.102



- **FAR 1.102 – 2 Performance standards**
 - **Fairness and openness require open communication among team members, internal and external customers, and the public.**

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Executive Order



■ **Executive Order 12862 of September 11, 1993**

■ **Setting Customer Service Standards**

- Putting people first means ensuring that the Federal Government provides the highest quality service possible to the American people. Public officials must embark upon a revolution within the Federal Government to change the way it does business. This will require continual reform of the executive branch's management practices and operations to provide service to the public that matches or exceeds the best service available in the private sector. – President Clinton

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Executive Order



- **Executive Order 12862 of September 11, 1993**
 - **Identify the customers who are, or should be, served by the agency**
 - **Survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services**
 - **Post service standards and measure results against them**
 - **Benchmark customer service performance against the best in business**



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Executive Order



- **Executive Order 12862 of September 11, 1993**
 - **Survey front-line employees on barriers to, and ideas for, matching the best in business**
 - **Provide customers with choices in both the sources of service and the means of delivery**
 - **Make information, services, and complaint systems easily accessible; and provide means to address customer complaints**



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Customer Service



- **Once customer service goals or standards are determined, employees need frequent feedback on their performance so that they know if they are reaching their goal.**
- **Further, to ensure that customer service goals will be met, managers should recognize and reward teams and individuals who demonstrate outstanding customer service or who meet or exceed their customer service goals.**

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- **Customer Service and your Career**
 - **There are Ten (10) competencies listed in the OPM Guidelines for Federal supervisory work. Candidates should possess proficiency or the potential to develop proficiency in these competencies prior to entry into a supervisory position.**
 - **The next slide highlights the competency of customer service.**



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■ Customer Service and your Career

■ # 2 OF 10 Competencies Most Important For Supervisory Work

- Customer Service - Anticipates and meets the needs of both internal and external customers. Delivers high-quality products and services; is committed to continuous improvement.

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Customer Service



- **DAU cares about customer service**
 - **Partnered with Harvard Business School DAU offers 52 courses FREE**
 - **2 to 3 CLP points per course – Target audience for courses - All DoD acquisition workforce members**
 - **Business courses with topics ranging from Writing Skills - Feedback Essentials to Customer Focus**

<http://icatalog.dau.mil/onlinecatalog/tabnavcl.aspx?tab=HBS>



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Harvard business school



■ HBS 408 Customer Focus – 2 CLP

- Customer Focus is a vital orientation tool with value for every employee. This module covers the critical components of servicing internal or external customers, with a compelling overview of the importance of customer service, its relationship to customer satisfaction, and its link to company profitability.

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■ HBS 408 Customer Focus – 2 CLP

■ Leaders taking Customer Service – From dream to reality

- Genuine Commitment to customer service
- Change must come from the top down
- Ensure Employees know the importance and give employees “power” to change a customers experience
- Organization must show commitment
- Training and forums reinforcing Organizational stance is paramount
- Employee must know how their performance affects customers

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- **HBS 408 Customer Focus – 2 CLP**
 - **Rewards employees for positive customer service**
 - Formal and Informal awards
 - Share customer success throughout organization

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■ HBS 408 Customer Focus (2 CLP)

■ Customer Service success starts at the top

- Constant communication
- Managers at all levels must show employees the importance of customer service
- Employees must be proactive and given autonomy to exercise customer service initiatives
- Training and rewards are KEY to success

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The 772d Enterprise Sourcing Squadron

Proudly Presents
Customer Service Star
To
XXXXXXXXXXXX



Date

Signature Block

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■ HBS 301 Managing Difficult Conversations (3 CLP)

- The goal of this CLP is to immerse managers in dialogue-based situations that foster learning by doing where they make key decisions that drive the dialogue and ensuing results. The module helps managers identify and adjust thought patterns before approaching the difficult conversations that arise in business. The module provides firsthand experiences in a safe environment and gives managers the opportunity to use interactive tools and apply follow-up action plans.

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■ HBS 301 Managing Difficult Conversations (3 CLP)

■ Students will be able to:

- Understand that avoiding difficult conversations or mishandling them often results in the suppression of critical information and leads to bad business decisions.
- Discover how people use "mental models" to make sense of the world and how these models influence how people select and interpret information and reach conclusions.
- Identify five non-productive thinking habits, and shift toward five alternatives for productive thinking.

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■ HBS 301 Managing Difficult Conversations (3 CLP)

■ Students will be able to:

- Provide effective interventions for employees not meeting professional standards.
- Improve cooperation and collaboration among work groups, departments, and the executive team.
- Head off and diminish conflicts that can negatively impact the bottom line.

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The Golden Rule



- **One should treat others as one would like others to treat oneself**

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Summary



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Questions?

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