



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT SILL
PLANS, ANALYSIS, AND INTEGRATION OFFICE
463 HAMILTON ROAD, SUITE 206
FORT SILL, OKLAHOMA 73503-9004

IMWE-SIL-PAI

7 April 2010

Memorandum of Instruction

SUBJECT: Customer Focus

1. **PURPOSE:** To actively support the USAG Fort Sill strategic objective of fostering a culture of customer focus and engagement.
2. **BACKGROUND:** The Garrison Directorate of Human Resources has led the way in promoting ICE comments and holding employees accountable for customer satisfaction. As a result, customer satisfaction has increased from 65% in 4Q08 to 97% in 4Q09 and 98% in 1Q10. The Garrison performance improvement council recommends Garrison-wide implementation of a customer focus program.
3. **CONCEPT OF OPERATIONS:** This MOI applies to GS, WG, NAF, as well as military employees in all Garrison Directorates and RSO. All direct supervisors of customer service representatives will have a job standard requirement of attaining and maintaining a customer satisfaction level of at least 85% for their AOR. All directors, the post chaplain, and all division chiefs whose division includes direct customer support will have a job standard requirement of increasing customer feedback by 10% from previous year submissions. The methodology of collecting customer feedback is up to the directorates, but experiences and best practices will be shared among directorates. Directorates are to provide PAIO annually and upon request with a status update on completion of requirements. PAIO will develop and provide reporting format.
4. **SUSPENSE DATE:** Collection methodology will be established by 1 August 2010, and requirements are to be included in performance standards / objectives for FY11 rating cycle.

IMWE-SIL-PAI, 7 April 2010
SUBJECT: CUSTOMER FOCUS

5. POC for this memorandum is Mrs. Bea Floor at (580) 442-3671 or
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Raymond P. Lacey
Colonel, US Army
Garrison Commander

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