



Voice of the Customer

CUSTOMER MANAGEMENT SERVICES

2009 IMCOM CUSTOMER SERVICE ASSESSMENT RESULTS SUMMARY

Fort Belvoir, VA

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1. BACKGROUND

The 2009 IMCOM Customer Service Assessment was conducted over a four week period, from 21 August through 21 September, 2009.

The survey was fielded as an Open Participation study, targeting all individuals supported by garrisons within IMCOM. Every participant accessed a single URL as an anonymous respondent.

The first part of the survey queried the respondent regarding demographic data, including sponsor's status/relationship with the military and position/title that most accurately describes respondent's status/relationship with the military. Responses to demographic questions identified which of the seven versions of the assessment they would complete: Corporate (or Leadership), Soldier, Family Member, Retiree, Civilian, Veteran and Contractor.

In the second part of the survey, respondents were asked to rate the PERFORMANCE of garrison services on a 5-point Likert scale (5-Excellent to 1-Very Poor) and IMPORTANCE of garrison services on a 5-point Likert scale (5-Very Important to 1-Not Important). In addition, they were asked to provide constructive feedback to be used to continue or improve services to meet their needs.

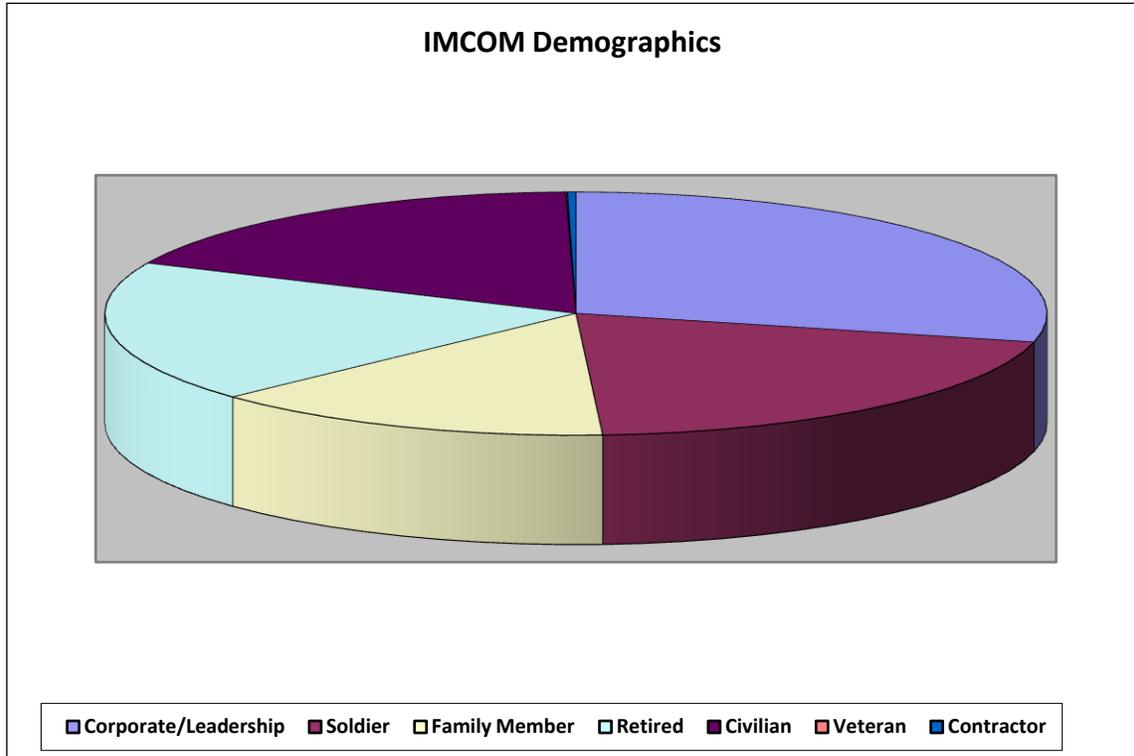
Respondents were also asked to rate the effectiveness of the garrison's communication about services/programs that are available, and to select up to three of the most effective methods of communicating information about services/programs.

On the corporate version of the assessment, which was completed by "leadership" (defined as GS 12 or equivalent and above; NAF 4 or equivalent and above; Majors/O4s and above; Captains/O3s who are in command or have previously held company command; CW3s-CW5s; or Senior NCOs SFCs/E-7s and above), respondents were asked to select up to five of the most important services provided to their organization by the Directorates of Human Resources, Family Morale Welfare and Recreation, Information Management, Plans Training and Mobilization, Logistics and Public Works.

2. IMCOM RESULTS

a. DEMOGRAPHICS:

A total of **35,041** respondents completed the survey across **IMCOM**, within the following demographic breakouts:



Affiliation/Constituent Group	Frequency	Count
Corporate/Leadership	23.9%	8360
Soldier	20.8%	7315
Family Member	14.2%	4963
Retired	19.3%	6749
Civilian	18.3%	6399
Veteran	.05%	206
Contractor	.3%	1049
TOTAL		35041

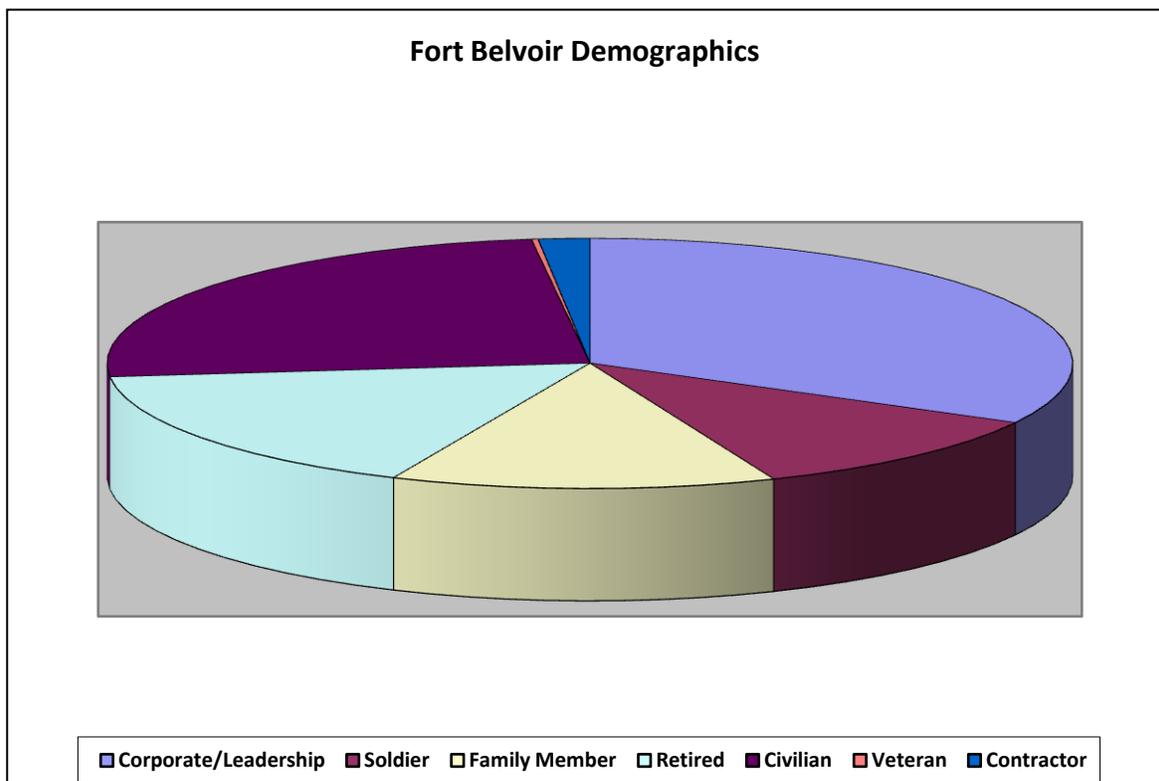
The distribution of Leaders and Constituents is 23.9% and 76.1%, respectively.

Service Type / Level	Leadership	Soldiers	Civilians
GS 12 (or equivalent) & above; NAF 4 (or equivalent) & above	3462(15.7%)		
GS 11 (or equivalent) & above; NAF 3 (or equivalent) & above			4431(20.1%)
Field Grade Officer (04 & above); 03 who is/has held Company Command; CW3-CW5		2050 (9.3%)	
Company Grade Officer (W01-CW2; 2LT/01- 1LT/02; CPT/03 who has not held Company Command		1305 (5.9%)	
Senior NCO (SFC & above)		2848 (12.9%)	
Enlisted Military (PVT/E1-SSG/E6)		6010 (27.2%)	
None of the above			1968 (8.9%)
TOTAL	3462 (15.7%)	12213(55.3%)	6399 (29%)

3. FORT BELVOIR RESULTS

a. DEMOGRAPHICS:

A total of **343 respondents** completed the survey at Fort Belvoir, within the following demographic breakouts:



Constituent Group	Frequency	Count
Corporate/Leadership	10.2%	35
Civilian	33.2%	114
Family Member	17.2%	59
Soldier	14.6%	50
Retired	22.2%	76
Contractor	2.3%	8
Veteran	0.3%	1
TOTAL		343

The distribution of Leaders and Constituents is 10.2% and 89.8%, respectively.

Service Type / Level	Leadership	Soldiers	Civilians
GS 12 (or equivalent) & above; NAF 4 (or equivalent) & above			59 (51.8%)
GS 11 (or equivalent) & above; NAF 3 (or equivalent) & above			39 (34.2%)
Field Grade Officer (O4 & above); O3 who is/has held Company Command; CW3-CW5	19 (54.3%)		
Company Grade Officer (W01-CW2; 2LT/01- 1LT/02; CPT/03 who has not held Company Command		4 (8%)	
Senior NCO (SFC/E7 & above)	16 (45.7%)		
Enlisted Military (PVT/E1-SSG/E6)		46 (92%)	
None of the above			16 (14%)
TOTAL	35 (10.2%)	50 (14.6%)	114 (33.2%)

b. COMMUNICATION EFFECTIVENESS / METHODS:

Effectiveness: Do you believe your garrison does an effective job of communicating to you the services/programs that are available? (*Respondents could only choose a **single** response*):

Response	Frequency
Effective	35.28%
Somewhat Effective	30.61%
Very Effective	20.99%
Most Effective	4.66%
Not Effective at all	8.45%

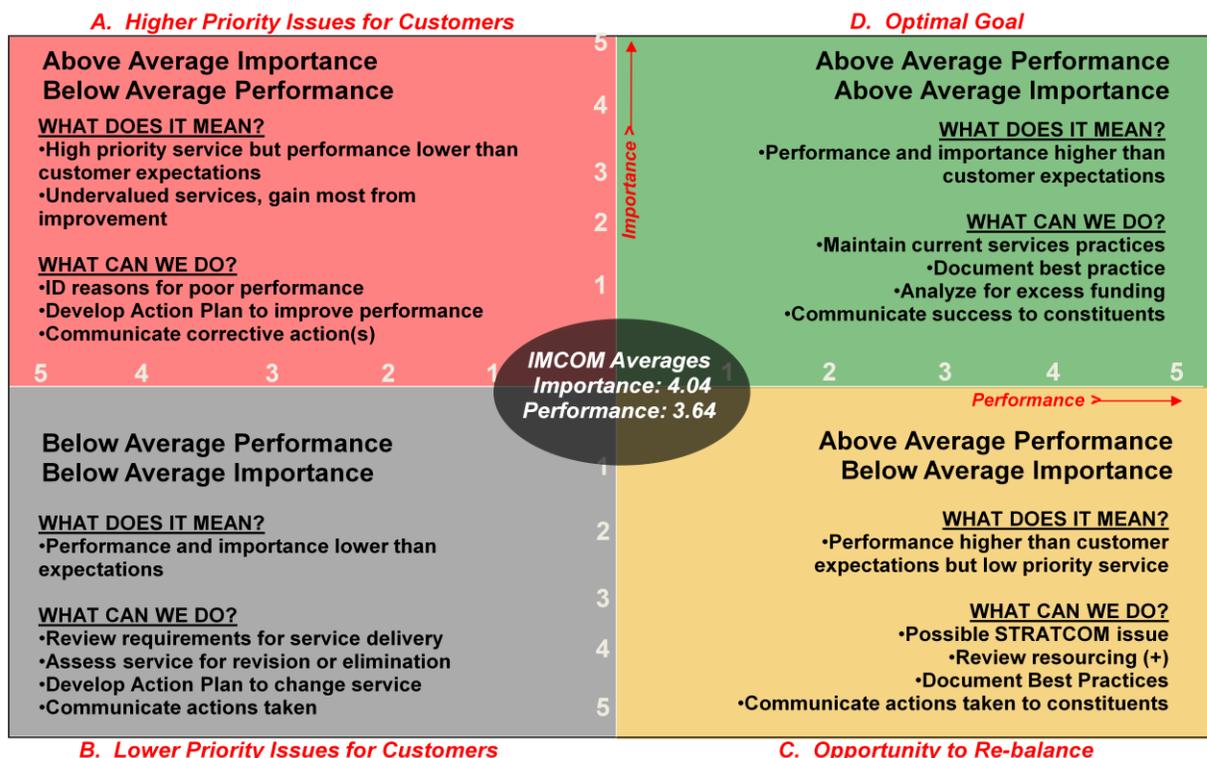
Methods: Select up to three of the most effective methods to communicate information to you about available services/programs. (Respondents were allowed to choose **multiple** responses):

Response	Frequency
Email (Newsletters, Community Updates, Phantom Distribution, etc.)	29.53%
Installation Website	21.03%
Installation Newspaper	20.47%
Electronic Signs (Marquees) at Service Locations	7.27%
Briefings (Newcomer's Orientation, Community Updates, etc.)	6.38%
Paper Signs/Posters at Service Locations	5.70%
Town Hall/Public Forum	5.26%
Flyers/Handouts at Service Locations	4.36%

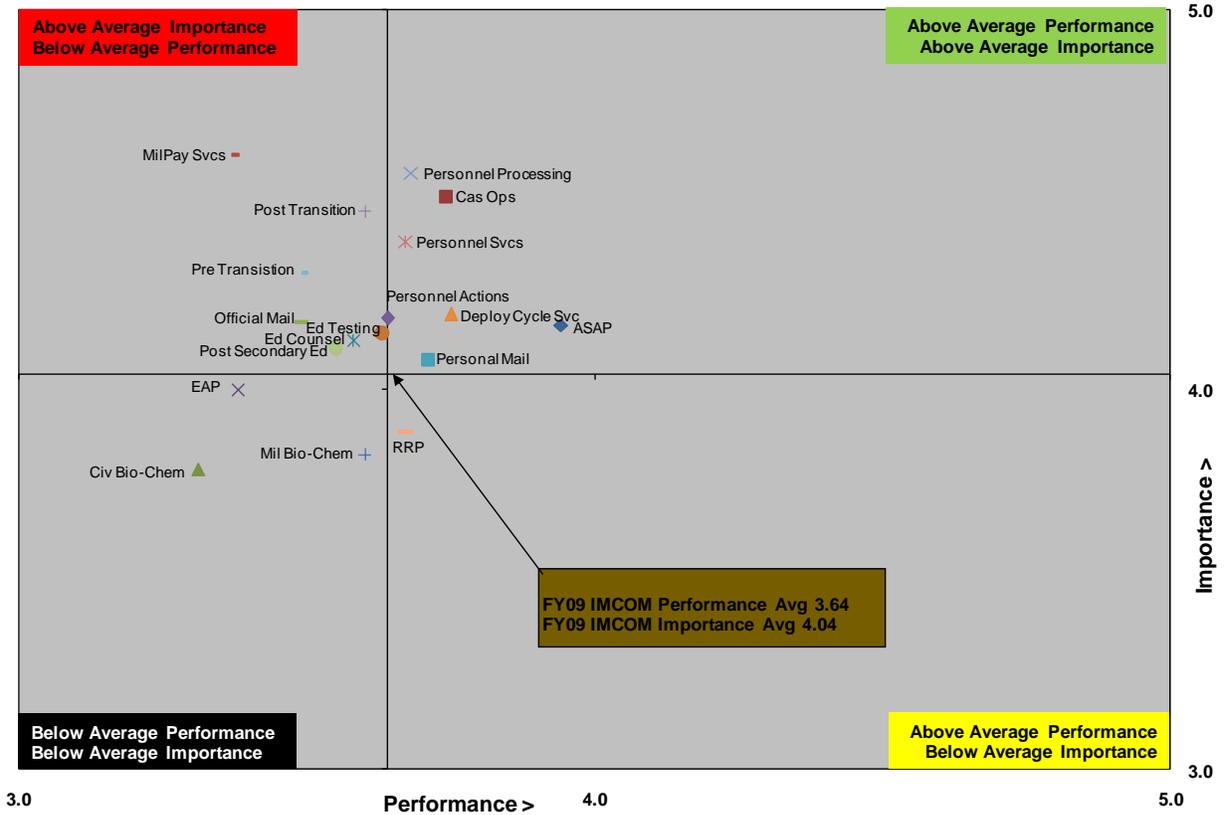
c. SERVICE PERFORMANCE AND IMPORTANCE RATINGS / QUADRANT ANALYSIS

Respondents rated Common Levels of Support (CLS) or Service Support Program (SSP) areas provided by garrison staff with regard to performance and importance:

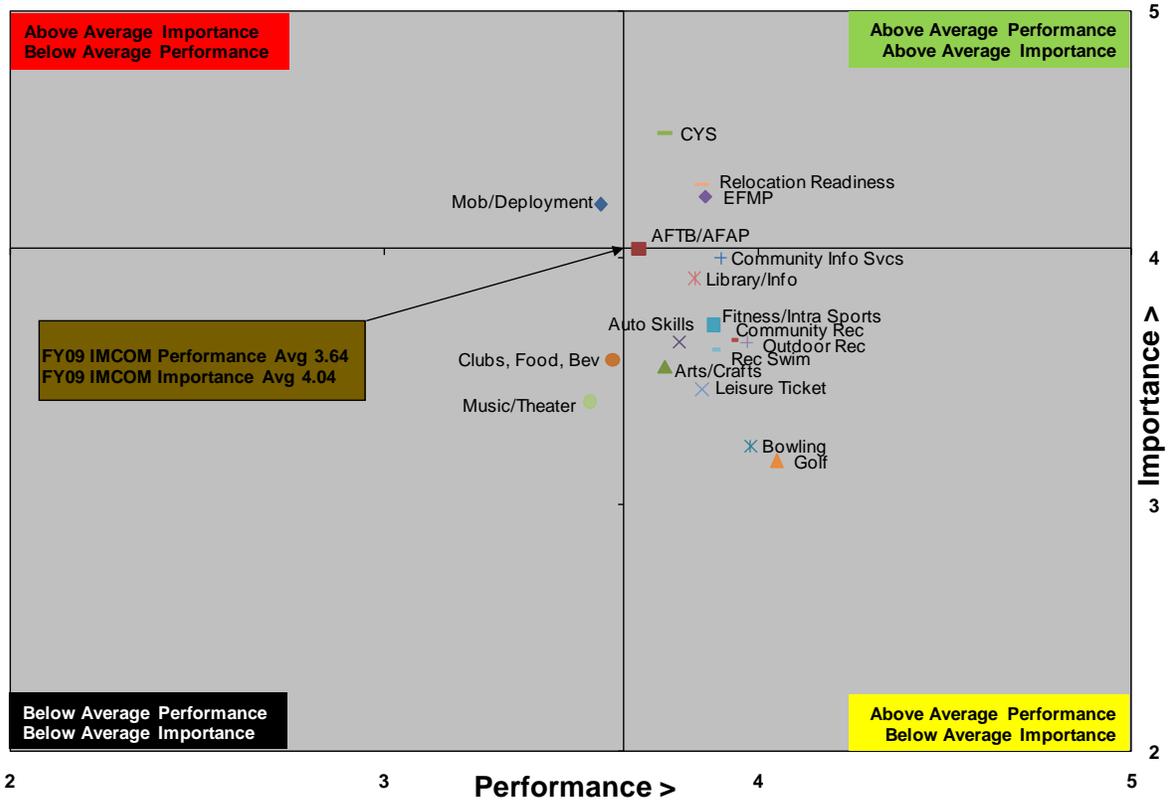
- **PERFORMANCE RATINGS** were based upon a 5-point Likert scale, where 1 = Very Poor, 2 = Poor, 3 = OK, 4 = Good and 5 = Excellent.
- **IMPORTANCE RATINGS** were based upon a 5-point Likert scale, where 1 = Not important, 2 = Not as important, 3 = Important, 4 = More important, and 5 = Very Important.



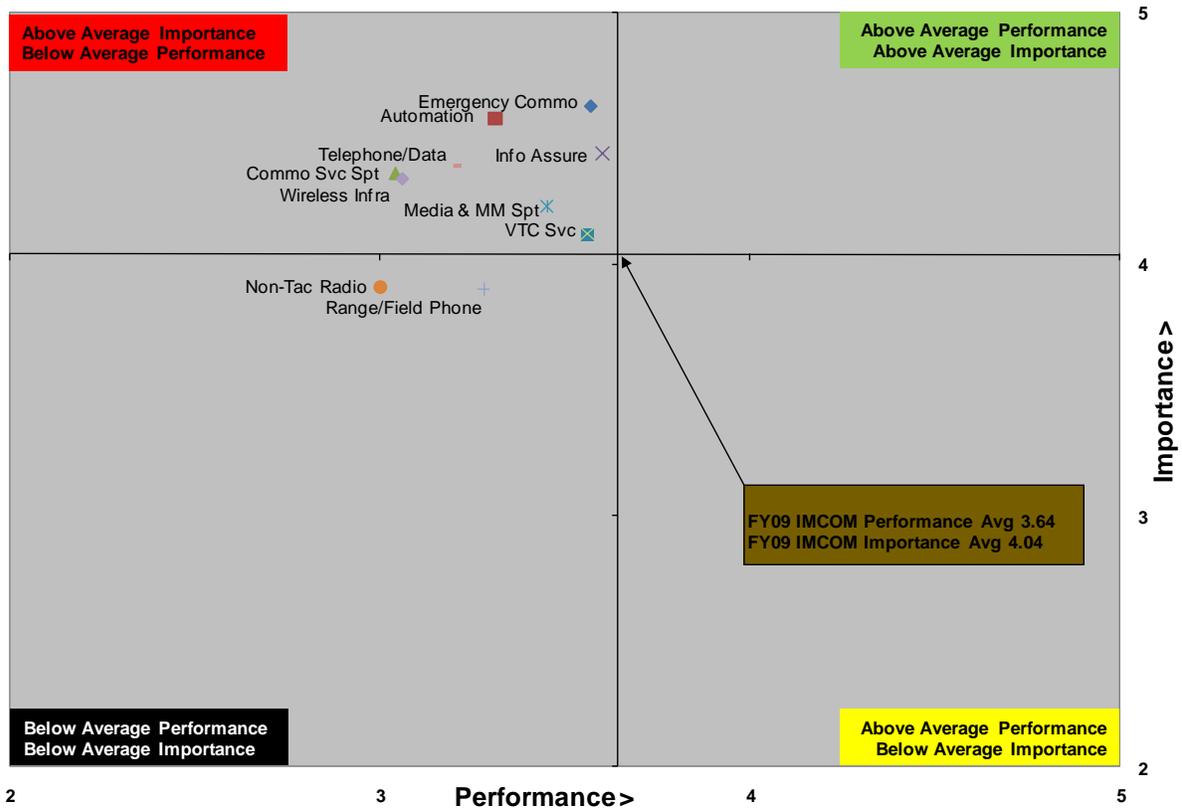
1) DIRECTORATE OF HUMAN RESOURCES:



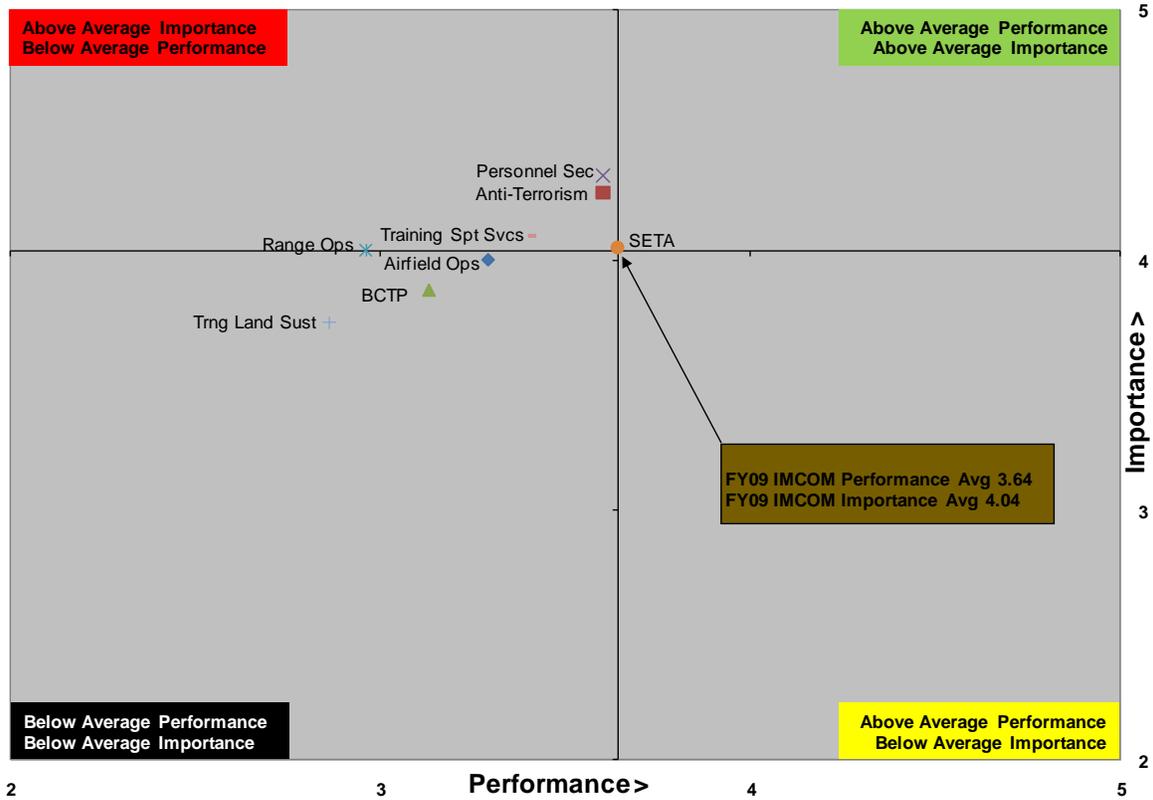
2) DIRECTORATE OF FAMILY, MORALE, WELFARE AND RECREATION:



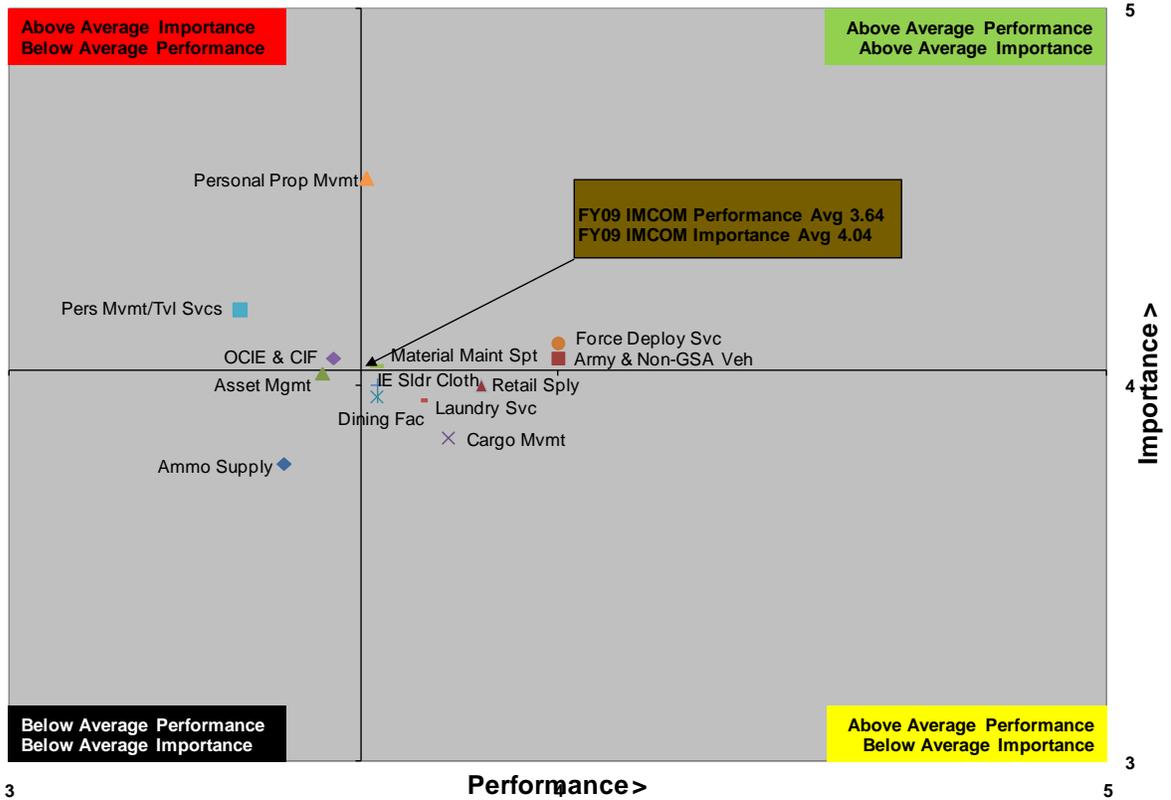
3) DIRECTORATE OF INFORMATION MANAGEMENT:



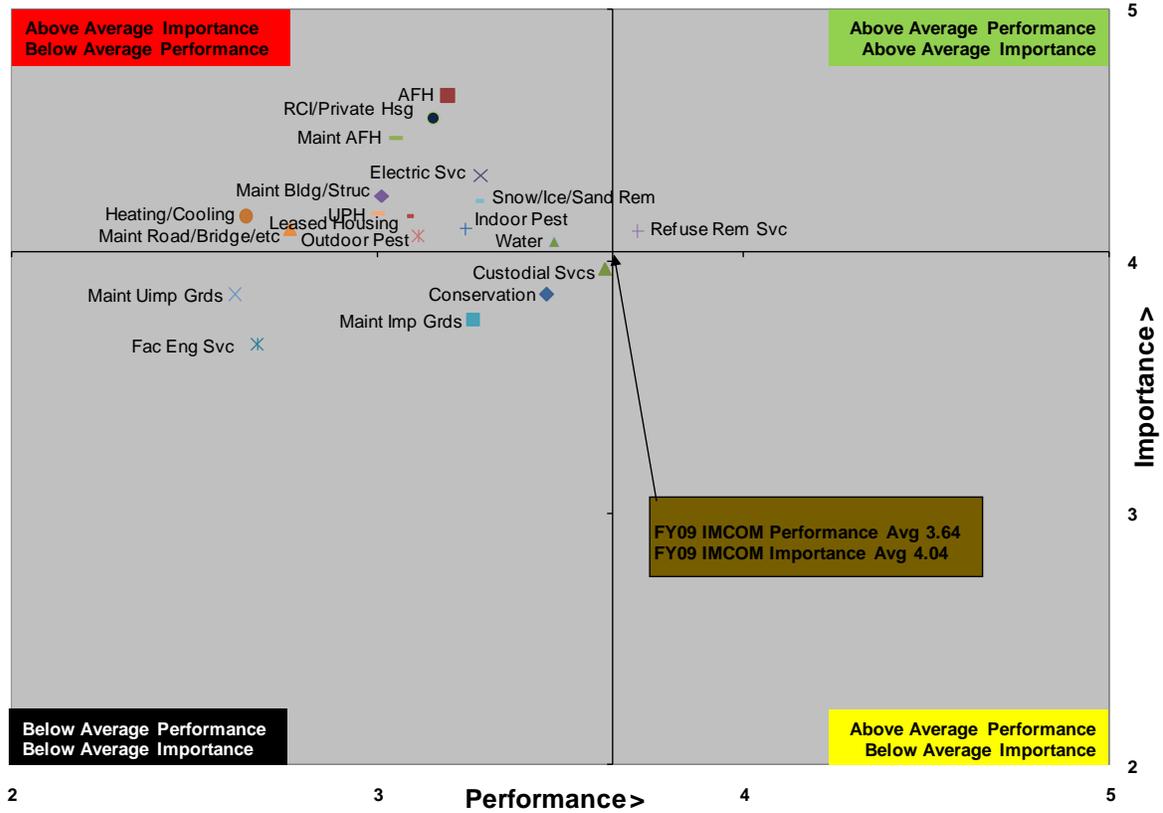
4) DIRECTORATE OF PLANS, TRAINING, MOBILIZATION AND SECURITY:



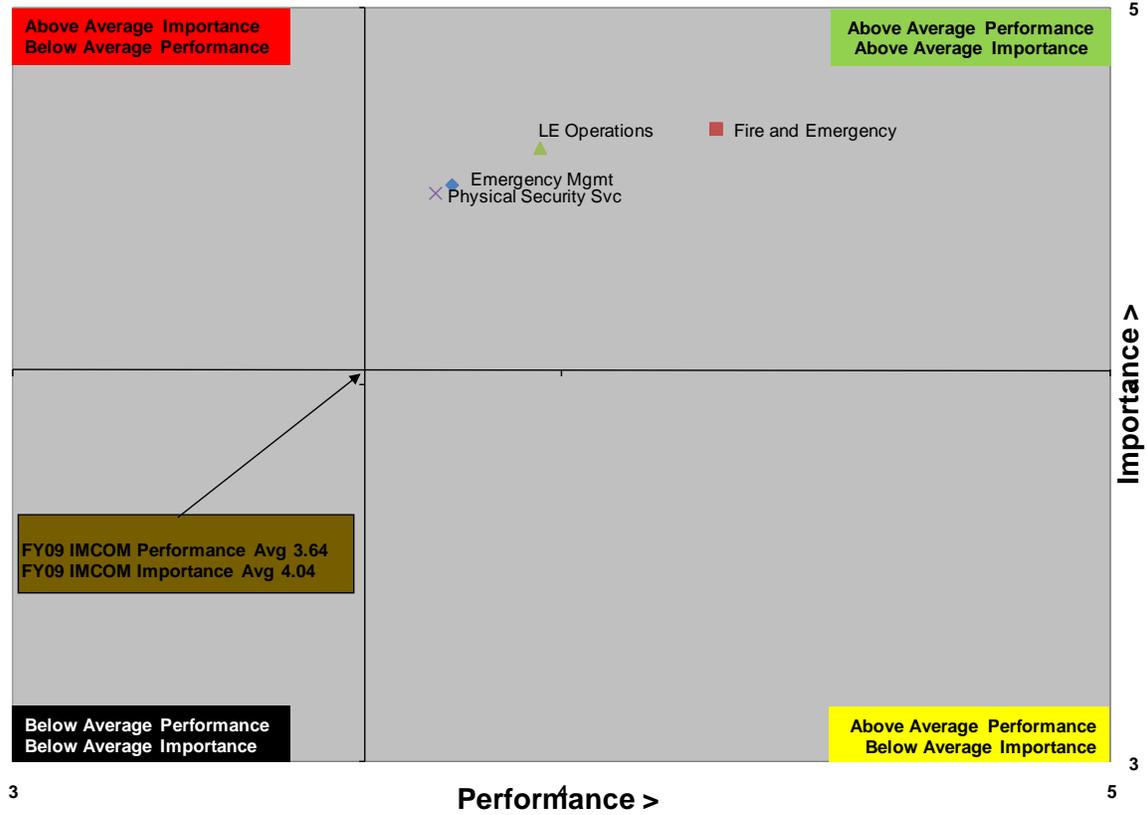
5) DIRECTORATE OF LOGISTICS:



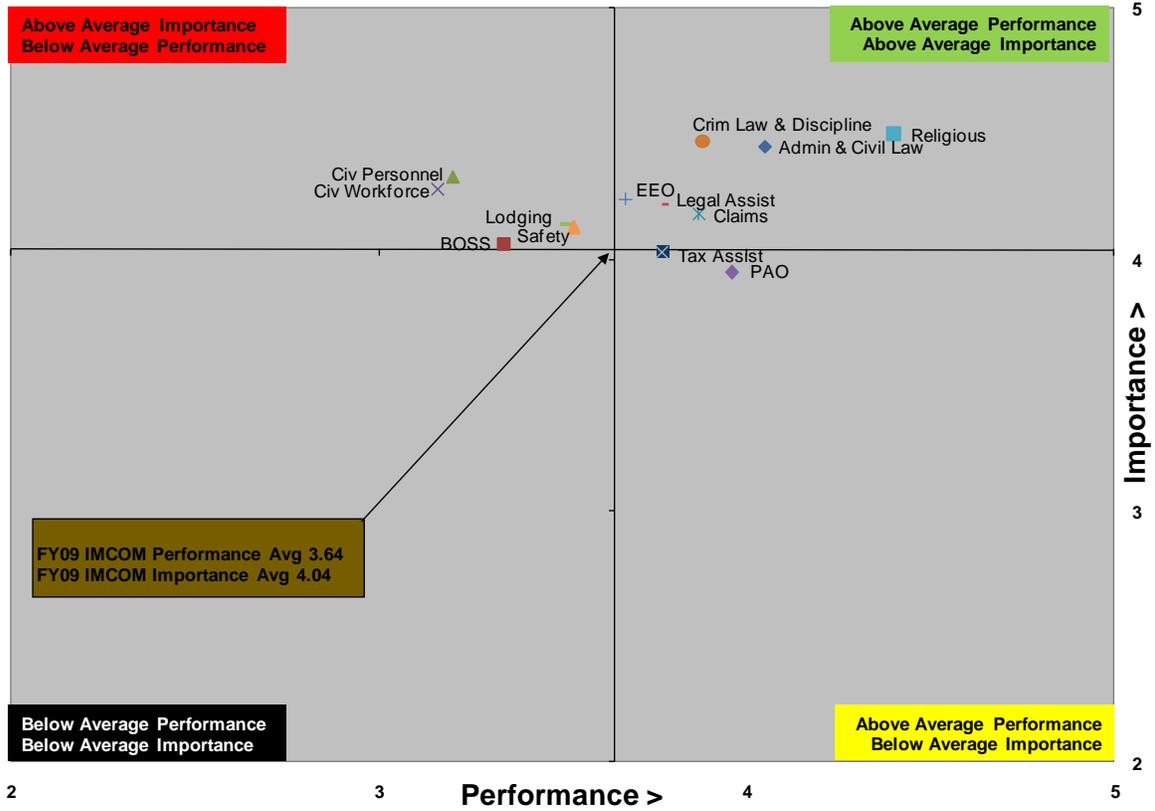
6) DIRECTORATE OF PUBLIC WORKS:



7) DIRECTORATE OF EMERGENCY SERVICES (DES):



8) SPECIAL STAFF AND OTHER SERVICES:



d. CORPORATE/LEADERSHIP RESULTS

Of the 343 respondents that completed the survey at Fort Belvoir, **35 respondents were characterized as corporate/leadership:**

Service Type / Level	Leadership
GS 12 (or equivalent) & above; NAF 4 (or equivalent) & above	0
Field Grade Officer (O4 & above); O3 who is/has held Company Command; CW3-CW5	19 (54.3%)
Senior NCO (SFC/E7 & above)	16 (45.7%)
TOTAL	35

These respondents were asked to select up to five of the most important services to the success of their mission provided by the Directorates of Human Resources, Family Morale Welfare and Recreation, Information Management, Plans Training and Mobilization, Logistics and Public Works.

1) DIRECTORATE OF HUMAN RESOURCES:

Response
Personnel Services (e.g. DEERS/ID/CAC, Soldier Boards, In/Out Processing)
Military Pay Services
Personnel Processing Services (e.g. Records, Awards, Reassignments)
Pre-Transition Services (e.g. ACAP, SBP, Transition Assistance)
Post-Transition Services (Separation, Retirement)
Education Counseling
Individual Personnel Actions
Casualty Operations Services
Deployment Cycle Services
Official Mail Distribution
Employee Assistance Program
Education Testing
Military Bio-chemical Testing Services
Personal Mail Services
Post Secondary Programs and Classes
Substance Abuse Prevention and Education (military)

2) DIRECTORATE OF FAMILY, MORALE, WELFARE AND RECREATION:

Response
Child, Youth and School Services
Personal and Family Life Readiness (EFMP, FAP, Sexual Assault Response Coordinator, etc.)

Transition Support Services (AER, Family Member Employee Assistance, Relocation Readiness)
Community Information Services
Mobilization & Deployment Support
Clubs, Food, Beverage and Entertainment Programs
Volunteer Programs (e.g. AFTB, AFAP, and Volunteer Coordinator)
Library Information Services
Golf
Bowling

3) DIRECTORATE OF INFORMATION MANAGEMENT:

Response
Automation (Desktop, Software, Email, Network Server Support)
Telephone and Data Infrastructure
Information Assurance
Communications Service Support (Telephone Workorders)
Emergency Communications Telephone (e.g. 911)
Wireless Infrastructure
Media and Multimedia Support
Video Teleconferencing Services (VTC)
Non-Tactical Radios and Spectrum Management Services
Range/Field Telephone Services

4) DIRECTORATE OF PLANNING, TRAINING, MOBILIZATION AND SECURITY:

Response
Personnel Security
Anti-Terrorism
Security Education, Training and Awareness (SETA)
Training Support Services
Battle Command Training Center
Range Operations
Airfield Operations
Training Land Sustainment

5) DIRECTORATE OF LOGISTICS:

Response
Personal Property Moves
Dining Facility Services
OCIE & Central Issue Facility
Asset Management
Personnel Movements and Travel Services
Non-Tactical Vehicles (manage & provide general use)
Material Maintenance Support

Clothing to Initial Entry Training Soldiers
Laundry Services (OCIE & Linens)
Installation Force Deployment Service
Retail Supply
Ammunition Supply
Cargo Movement Services

6) DIRECTORATE OF PUBLIC WORKS:

Response
Service Order and Maintenance for Buildings & Structures
Privatized Housing Services [Residential Communities Initiative (RCI)]
Central Heating and Cooling Plants
Army Family Housing
Custodial Services
Electrical Services
Maintenance of Improved Grounds
Refuse Removal Services
Snow, Ice and Sand Removal
Unaccompanied Personnel Housing
Provide Water for Mission Uses
Service Order and Maintenance for Army Family Housing (Non-privitized/Non-RCI)
Indoor Pest Control
Surfaced and Un-surfaced Areas, Railroads and Bridges
Maintenance of Unimproved Grounds
Facilities Engineering Services
Outdoor Pest Control