

ADMINISTRATIVE MESSAGE

ROUTINE

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FM COMNAVRESFORCOM NEW ORLEANS LA//N01//

TO NAVRESFORCOM

INFO COMNAVRESFOR NEW ORLEANS LA
COMNAVAIRES NEW ORLEANS LA

UNCLAS PERSONAL FOR COMMANDERS, CO'S, AND CMC'S //NO5380//

MSGID/GENADMIN/COMNAVRESFORCOM//

SUBJ/CUSTOMER SERVICE INITIATIVE NUMBER 3: CUSTOMER SERVICE
/STANDARDS//
POC/J. MONAHAN/CAPT/CNRF N00Q/LOC:NEW ORLEANS LA
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RMKS/1. OUR CUSTOMER SERVICE INITIATIVES ARE BEGINNING TO TAKE HOLD, AND WE ARE RECEIVING OVERWHELMING FEEDBACK FROM THE FIELD THAT WE ARE ON THE RIGHT TRACK. INITIATIVES TO IMPROVE OUR TRAVEL, ORDERS AND PAY PROCESSES HAVE MADE A POSITIVE DIFFERENCE AND INCREASED THE EFFECTIVENESS AND FLEXIBILITY OF THESE PROGRAMS FOR OUR DRILLING RESERVISTS. OUR FULL TIME SUPPORT (FTS) LEADERSHIP AT OUR RESERVE CENTERS AND CUSTOMER SERVICE LOCATIONS NATIONWIDE HAVE WORKED EXTREMELY HARD TO LEARN THE NEW SYSTEMS AND PROCESSES AND I EXTEND MY PERSONAL THANKS TO ALL OF YOU WHO HAVE LEAD THIS SUCCESSFUL TRANSITION.

2. THIS CUSTOMER SERVICE INITIATIVE MESSAGE ANNOUNCES THE RELEASE OF OUR NAVAL RESERVE FORCE CUSTOMER SERVICE STANDARDS. THEY HAVE BEEN SENT HARD COPY AND EMAILED TO ALL ECHELON IV AND V COMMANDS. ADDITIONALLY, THEY ARE PUBLISHED ON OUR WEBSITE IN MY COMMANDERS CORNER. THIS IS A VERY IMPORTANT ONE PAGE DOCUMENT THAT CAPTURES THE ESSENTIAL ELEMENTS OF PROVIDING "WORLD CLASS" CUSTOMER SERVICE TO OUR DRILLING RESERVISTS. IT IS A CONTRACT BETWEEN THE FULL TIME AND PART TIME RESERVISTS IN OUR FORCE. IT LAYS OUT THE EXPECTATIONS OF SERVICE WE ACCEPT IN THE EXECUTION OF OUR MISSION AND IT WILL BECOME THE GOVERNING DOCUMENT FOR ALL OF OUR CUSTOMER SERVICE ACTIONS. READ IT, PUBLISH IT PUBLICLY, AND TRAIN OUR FTS SUPPORT TEAM ON THE METRICS IN EACH CATEGORY. WE ARE ALL NOW ON THE "SAME SHEET OF MUSIC" NATIONALLY AND THE STANDARDIZATION OF THESE PRINCIPLES WILL ENSURE THAT THE CUSTOMER SERVICE CULTURE OF OUR ORGANIZATION CONTINUES TO IMPROVE.

3. AS WE BEGIN 2003, THERE ARE PROBABLY SOME OF YOU OUT THERE WHO ARE WONDERING WHY WE ARE DISCUSSING CUSTOMER SERVICE INSTEAD OF MOBILIZATION, AND THE POTENTIAL WAR WITH IRAQ. MOBILIZATION AND SUPPORT OF OUR NAVY'S MISSION IS PRIORITY ONE FOR THE NAVAL RESERVE FORCE AND WE WILL BE EXPENDING THE MAJORITY OF OUR EFFORTS IN THIS ARENA. THE CUSTOMER SERVICE PROGRAM IS A PARALLEL INITIATIVE AND IS FOCUSED ON IMPROVING THE VERY PROCESSES THAT ARE INVOLVED IN MAINTAINING THE QUALITY FORCE WE NEED AND IN THE EXECUTION OF OUR NATION'S MILITARY OBJECTIVES. THESE ARE COMPLIMENTARY PROGRAMS, NOT MUTUALLY EXCLUSIVE OF ONE ANOTHER AND AS A MATTER OF FACT, WE ARE WORKING VERY HARD ON IMPROVING THE MOB/DEMOB PROCESS TO MAKE IT MORE EFFECTIVE FOR OUR DRILLERS. CUSTOMER SERVICE TO OUR SELRES IS NOTHING MORE THAN IMPROVING OUR ABILITY TO OPERATE WITH THE NAVY SO LET'S PRESS ON AND CONTINUE WITH THESE IMPROVEMENTS WHILE WE PREPARE AND EXECUTE OUR NAVY'S MISSION IN THE MONTHS AHEAD. RADM MCLAUGHLIN SENDS//

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