

For: State and County Offices

FSA Customer Service Comment Card Pilot Program

Approved by: Deputy Administrator, Field Operations



1 Overview

A Background

Executive Order 12862 of September 11, 1993, directed Federal agencies to:

- change the way they do business
- reform their management practices
- provide service to the public that matches or exceeds the best service available in the private sector
- establish and implement customer service standards.

FSA is committed to providing efficient, friendly service and improving the service provided to customers.

However, FSA does not have an official mechanism for determining the quality of service received by customers. Therefore, a Customer Service Comment Card has been developed for County Offices to solicit customer comments.

FSA-741, FSA Customer Service Comment Card (Exhibit 1) will provide customers with a convenient method to comment directly to FSA’s National Office on the quality of service they received. Customers may also request a personal response to their comments.

FSA will use information provided by customers to monitor customer satisfaction with FSA customer service, information, procedures, and facilities and as a means to improve on these areas.

The Customer Service Comment Card initially will be evaluated in a pilot program involving several County Offices (Exhibit 2).

Disposal Date

July 1, 2005
6-29-04

Distribution

State Offices; State Offices relay to County Offices

Notice AO-1308

1 Overview (Continued)

B Purpose

This notice identifies County Offices participating in the pilot program and instructs these offices to:

- select the display method (counter top or wall) best suited for the Service Center
- place the display in a prominent area
- advertise and maintain the display
- display both FSA-741 and FSA-741(SP).

2 Action

A State Office Action

State Offices shall ensure:

- that cards and displays are distributed to all pilot County Offices, according to Exhibit 2, and are available to customers by July 19, 2004
- that County Office staff understand the importance of good customer service
- cooperation and assistance from pilot County Offices
- that an additional supply of cards is available for all pilot County Offices
- that they record the number of cards distributed and report to DAFO the number of cards remaining in County Offices by September 30, 2004
- that they review the list of items to be received from the printing company (Exhibit 3).

B County Office Action

County Offices shall review Exhibit 2 to determine if they are a pilot county.

Notice AO-1308

2 Action (Continued)

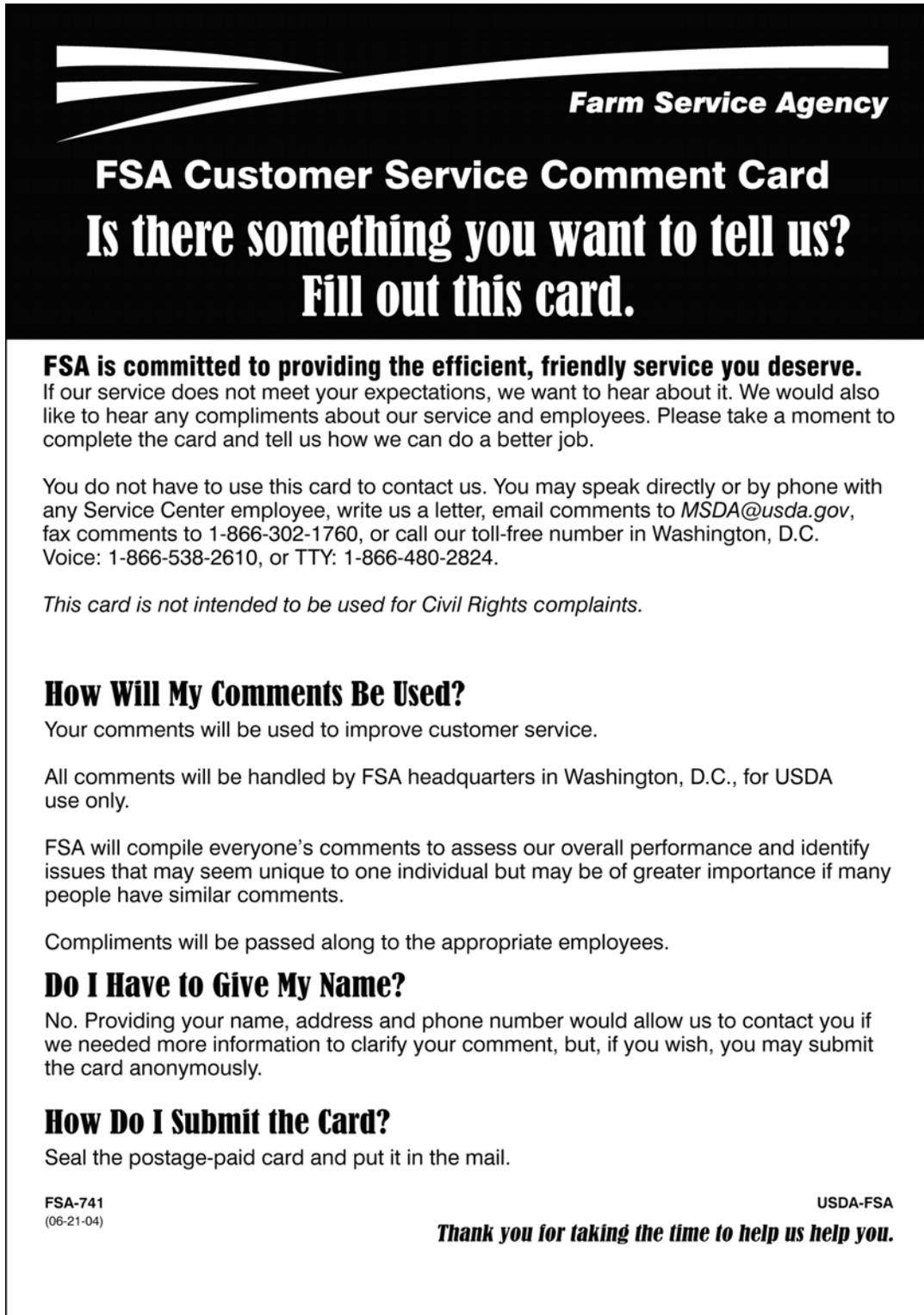
C Pilot County Office Action

Pilot County Offices shall:

- when received, display the customer service comment card in a prominent area in the office to provide customers easy access by July 19, 2004
- encourage all customers to complete a comment card and return the postage-paid card to FSA
- remind customers that all comments will:
 - be received by FSA's National Office in Washington D.C.
 - remain anonymous
- promote and publicize the contents of this notice to all producers
- review the diagram of the display for the comment cards (Exhibit 4).

FSA-741, FSA Customer Service Comment Card

Following is an example of the front of FSA-741.



The image shows the front of a black comment card with white text. At the top left, there is a stylized white graphic of three curved lines. To the right of this graphic, the text 'Farm Service Agency' is written in a white, italicized serif font. Below this, the main title 'FSA Customer Service Comment Card' is in a large, bold, white sans-serif font. Underneath the title, the question 'Is there something you want to tell us?' is followed by the instruction 'Fill out this card.' in the same large, bold font. The body of the card contains several paragraphs of white text, including a commitment statement, contact information, a disclaimer about civil rights complaints, and sections titled 'How Will My Comments Be Used?', 'Do I Have to Give My Name?', and 'How Do I Submit the Card?'. At the bottom left, the card number 'FSA-741 (06-21-04)' is printed. At the bottom right, the text 'USDA-FSA' and a thank-you message are printed.

Farm Service Agency

FSA Customer Service Comment Card
Is there something you want to tell us?
Fill out this card.

FSA is committed to providing the efficient, friendly service you deserve.
 If our service does not meet your expectations, we want to hear about it. We would also like to hear any compliments about our service and employees. Please take a moment to complete the card and tell us how we can do a better job.

You do not have to use this card to contact us. You may speak directly or by phone with any Service Center employee, write us a letter, email comments to *MSDA@usda.gov*, fax comments to 1-866-302-1760, or call our toll-free number in Washington, D.C. Voice: 1-866-538-2610, or TTY: 1-866-480-2824.

This card is not intended to be used for Civil Rights complaints.

How Will My Comments Be Used?
 Your comments will be used to improve customer service.

All comments will be handled by FSA headquarters in Washington, D.C., for USDA use only.

FSA will compile everyone's comments to assess our overall performance and identify issues that may seem unique to one individual but may be of greater importance if many people have similar comments.

Compliments will be passed along to the appropriate employees.

Do I Have to Give My Name?
 No. Providing your name, address and phone number would allow us to contact you if we needed more information to clarify your comment, but, if you wish, you may submit the card anonymously.

How Do I Submit the Card?
 Seal the postage-paid card and put it in the mail.

FSA-741
 (06-21-04)

USDA-FSA

Thank you for taking the time to help us help you.

FSA-741, FSA Customer Service Comment Card (Continued)

Following is an example of the comment area of FSA-741.

Form Approved-OMB No. 0560-0242

If it matters to you, it matters to us.  **Farm Service Agency**

Please feel free to take this opportunity to tell us how we can better serve you. It is not necessary to provide your name and address. Please complete those items as appropriate, and mail the postage-paid card.

See the reverse side of cover sheet for Privacy Act, Paperwork Reduction Act, and Non-Discrimination Statements.

Please identify your FSA Office:

County: _____ State: _____

Date(s) of Visit(s)/Call(s) _____

Purpose of Visit _____

Tell us:

The service I received today was:

5	4	3	2	1
Outstanding				Poor

The response time to my request was:

5	4	3	2	1
Fast				Slow

The employee who assisted me was:

5	4	3	2	1
Courteous				Discourteous
5	4	3	2	1
Informed				Uninformed
5	4	3	2	1
Helpful				Not Helpful

Overall the quality of service I normally receive is:

5	4	3	2	1
Outstanding				Poor

Optional:

Customer Name and Mailing Address
(Include City or Town, State and Zip Code)

Optional:

Customer Telephone No.

Home: (____) _____

Work: (____) _____

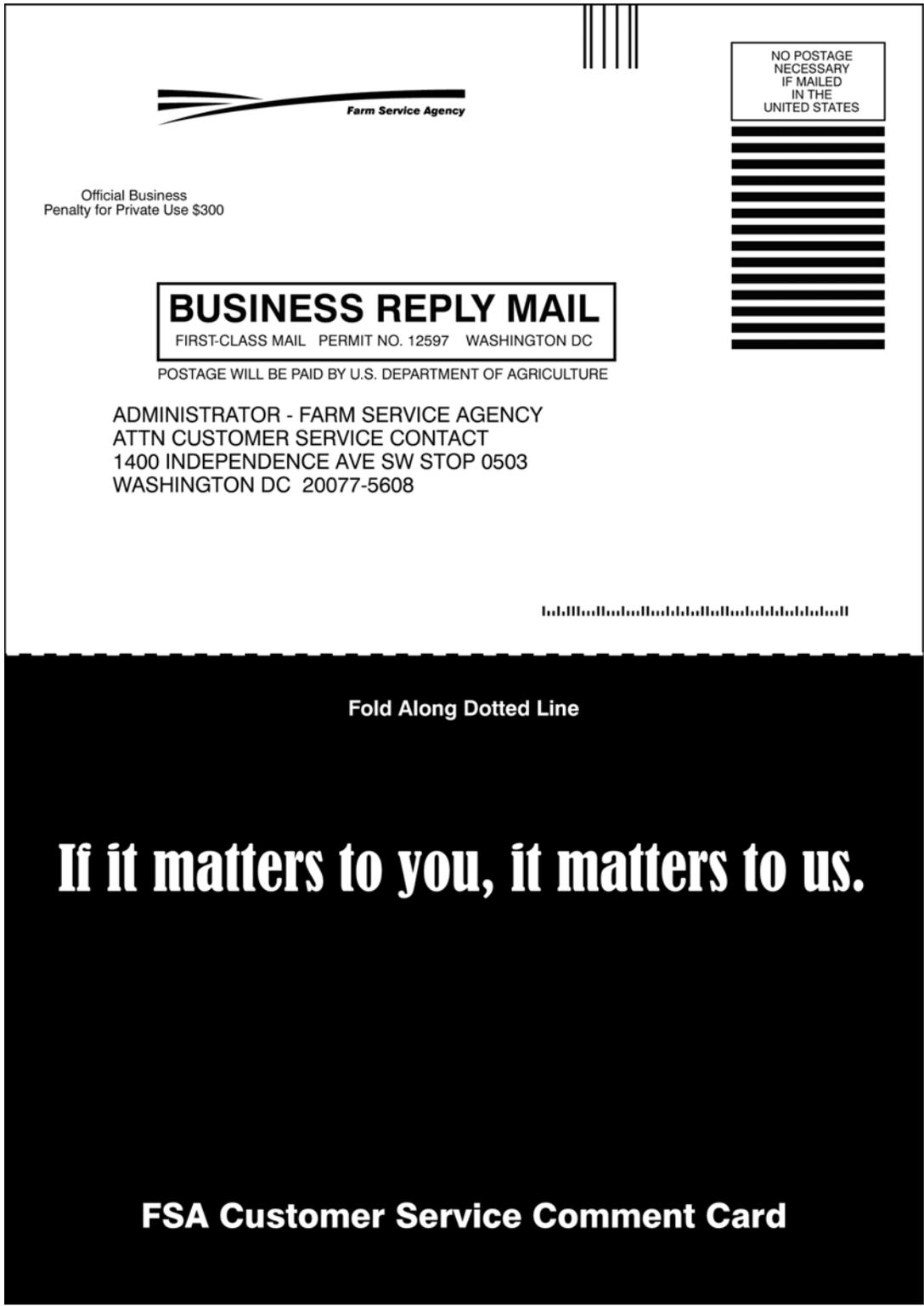
Comments:

FSA-741 (06-21-04) USDA-FSA

REMOVE LINER TO EXPOSE ADHESIVE

FSA-741, FSA Customer Service Comment Card (Continued)

Following is an example of the outside of FSA-741.



County Offices Participating in Pilot for Customer Service Comment Card

The following table shows the County Offices that will be participating in the pilot program and the number of English and Spanish cards each office will receive. County Offices shall follow the instructions in subparagraph 2 C when the comment cards have been received from the State Office.

State	County	Number of English Cards	Number of Spanish Cards
Alabama	Greene/Sumter	250	100
Arizona	Pima-Santa Cruz	50	50
	Pinal	150	100
Arkansas	St. Francis	400	200
California	Monterey/San Mateo/ Santa Cruz	850	400
	Sutter/Yuba	300	150
	Santa Barbara/Ventura	200	100
Colorado	Alamosa	50	50
	Las Animas/Huerfano	50	50
Georgia	Burke	250	100
Hawaii	Maui	50	50
Idaho	Idaho	150	50
Iowa	Bremer	250	100
Kansas	Meade	150	50
Louisiana	Caddo	150	100
Maryland	Washington	150	50
Massachusetts	Berkshire	100	50
Mississippi	Amite/Wilkinson	150	50
	Holmes	400	100
Montana	Blaine	200	100
	Glacier	550	200
Nevada	Elko/Eureka	50	50
New Hampshire	Grafton	100	50
New Mexico	Santa Fe	100	50
	Torrance	50	50
New York	Erie	100	50
North Carolina	Bertie	500	200
North Dakota	Rolette	150	50
Oklahoma	Choctaw	100	50
	Delaware	150	50
Oregon	Clackamas/Multnomah	300	100
Pennsylvania	Washington	200	100
South Carolina	Clarendon	250	100
	Calhoun/Richland	450	200
South Dakota	Dewey	100	50
Tennessee	Fayette	300	100
	Haywood	200	100
Texas	Duval	500	300
	Nueces	350	150
	Webb	150	100
Vermont	Windsor/Orange	150	50
Virginia	Halifax	600	200
	Lunenburg	200	100

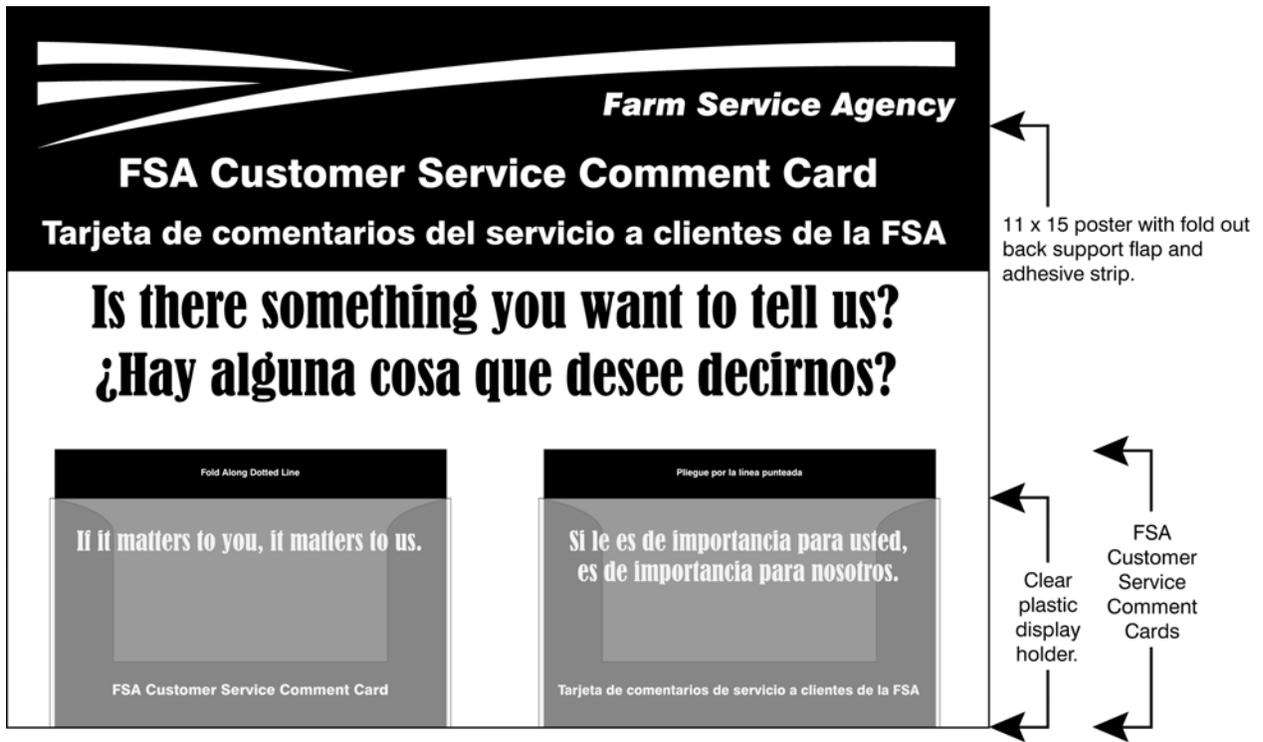
Items Included in Package From Printer

State Offices shall ensure that all of the following items are included in the FSA-741 package received from the printer.

- Large Display Poster (11 x 15) with both fold out back support flap (**for displaying on counter**) and adhesive strip (**for optional wall display**). See Exhibit 4.
- Two clear plastic display holders. These holders should be attached to the large display poster.
- FSA-741 (06-21-04) English version of FSA Customer Service Comment Card. These cards will be inserted on the left side of the large display poster.
- FSA-741SP (06-21-04) Spanish version of FSA Customer Service Comment Card. These cards will be inserted on the right side of the large display poster.

Displaying FSA-741's, FSA Customer Service Comment Card

County Offices shall display FSA-741's according to the following diagram.



Large Display Poster - to be displayed on counter or on wall.