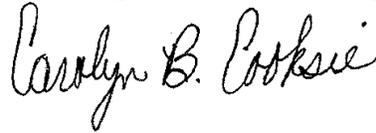


For: FFAS Employees

HRD Customer Service Advocate Program

Approved by: Associate Administrator for Operations and Management



1 Overview

A Background

HRD was 1 of the 10 primary study areas involved in the comprehensive 2008 Organization Assessment. One of the key recommendations from the 2008 Organization Assessment focused on embracing an effective customer relationship management culture. A primary goal of HRD’s overall transformation has been to embed that formal and comprehensive customer service culture. To this end, HRD is implementing a mission area Customer Service Advocate Program.

Before moving to the stage of functional realignment, HRD conducted an extensive survey to measure customers’ satisfaction with the quality and timeliness of human resources (HR) services. This survey provided HRD with:

- actionable feedback by identifying areas for HRD to further improve
- information about how important those services/products are to customers.

The survey results permitted HRD to prioritize improvement efforts in those areas that are most important to their customers.

Disposal Date	Distribution
March 1, 2012	All FAS, FSA, and RMA employees; State Offices relay to County Offices

1 Overview (Continued)

A Background (Continued)

Since the survey was conducted and analyzed, HRD has completely realigned its organizational structure, service delivery, and strategic functions to provide optimal service to customers as follows:

- Office of the Director
- Administrative Hearings and Conflict Management Staff
- Executive Services Staff
- Office of the Associate Director
- Foreign Agricultural Services Branch
- Human Capital Strategic Planning and Initiatives Branch
- Human Resources Information Systems Branch
- Leadership and Employee Development Branch
- Policy and Accountability Branch
- Office of Operations
- Employee/Labor Relations and Benefits Branch
- Talent Acquisition Branch.

B Purpose

This notice informs FFAS employees that the HRD Customer Service Advocates participate and serve as advisors by providing a comprehensive customer service program that includes evaluating strategies, identifying problem areas, examining deficiencies, or other similar factors that can affect customer service satisfaction. Responsibilities of the Customer Service Advocate position include the following:

- referring HR services, customer issues and concerns to the proper HR functional area
- personally resolving customer service inquiries and relevant issues for the servicing organizations.

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1 Overview (Continued)

C Quality, Communication, Attitude, Accountability, and Timeliness (QCAAT) Model

HRD is embracing an entirely new customer relationship management model, known as QCAAT. HRD is aiming to excel in these areas. The model is defined by the following themes.

Theme	Definition
Quality	Information provided is accurate, reliable, and comprehensive.
Communication	Communication is timely, professional, and proactive.
Attitude	Attitude is everything and leaves a lasting footprint.
Accountability	Includes ethical, administrative, technical, and customer relations accountability.
Timeliness	Commitment fulfilled in a timely manner.

2 Customer Service Survey

A New Survey

To assess the current level of satisfaction with HRD services, a voluntary customer service survey is being deployed. The survey will assist HRD in continuously improving its products and services. The responses will remain confidential. The estimated time to complete this survey is less than 5 minutes and contains the following questions.

- What is your agency?
- Who assisted you today?
- What subject matter was your inquiry based on?
- What is your overall satisfaction with the Human Resources Division?
- What is the overall satisfaction with the Quality of Service you received?
- What is your overall satisfaction with the Quality of the Product you received?
- How satisfied are you with HRDs various mechanisms of communication to increase awareness of their products and services?
- How satisfied are you with the HRD Professional returning your call(s)?
- Was the HRD Professional responsive to your request?
- How satisfied are you with the knowledge of the HR Professional?

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2 Customer Service Survey (Continued)

A New Survey (Continued)

- Was your inquiry or request addressed in full?
- How would you rate the professionalism and customer service of the HRD professional?
- How satisfied are you with the product/service delivery time?
- Do you have suggestions for improvements or additional comments to add?

The survey will be added to the signature block for all HRD employees and accessible from the HRD web site at

<http://www.fsa.usda.gov/FSA/hrdapp?area=offices&subject=landing&topic=landing>.

B Survey Analysis

The survey results will assist HRD leadership to ensure that every HRD employee is providing excellent customer service. Significant trends will be identified and the results analyzed and evaluated on a quarterly basis. From this, comprehensive strategies will be developed to facilitate effective and efficient resolution of issues identified.

3 Additional Guidance

A Contacts

The customer service advocates for the FFAS mission area are as follows.

IF employed by...	THEN contact...
FAS	Audrey Armstrong by either of the following: <ul style="list-style-type: none">• e-mail to audrey.armstrong@wdc.usda.gov• telephone at 202-401-0167.
<ul style="list-style-type: none">• FSA• RMA	Ranay Brady by either of the following: <ul style="list-style-type: none">• e-mail to ranay.brady@kcc.usda.gov• telephone at 816-926-6118.

B Labor/Management Obligations

Where contract language addresses these policies and procedures for bargaining unit employees, contract language prevails.