

CHAPTER B-410

CUSTOMER SATISFACTION SURVEY

A. INTRODUCTION

This chapter prescribes guidance for completion of Customer Satisfaction Survey (CSS) for Department of Defense (DoD) Service members, DoD civilians, U.S. Coast Guard (USCG) members and their families (collectively referred to herein as “customers”) moving under MilMove.

B. CSS

All Defense Personal Property Program (DP3) Stakeholders, from DPMO, the Service Headquarters, the Transportation Offices (TO) and the Personal Property Offices employees must continually reinforce to the customer the importance of completing a CSS (i.e., counseling, origin services, destination services, and claims (submitted and/or transferred to the Military Claims Office (MCO))). Surveys provide customers a positive opportunity to have their voice heard and impact future moves.

NOTE 1: Information about completing a CSS is available at <https://www.militaryonesource.mil/moving-pcs/moving-personal-property/products/>.

NOTE 2: The survey is intended to be user friendly based on using yes/no or comment style questions impacting CSS scores use a 5-point Likert scale, with the top three scores (Excellent, Good, or Satisfactory) counting towards “satisfaction”. The scale uses smiley faces that correlate to the level of satisfaction:

Excellent (😊), Good (🙂), Satisfactory (☺), Poor (☹), Unsatisfactory (😞).

1. CSS Objectives.

- a. Encourage all customers to complete the survey.
- b. Collect and capture relevant customer feedback on the Prime Contractor and Government performance throughout all stages of a move.
- c. Use the most economical method of obtaining customer feedback to reduce budgetary burdens on the DoD Services and authorized Agencies.

2. CSS Methods.

- a. Customers will receive an initial notification (i.e., Multimedia Message Service (MMS)/ Short Message Service/Messaging Service (SMS) text message and/or emails (primary and secondary)) to provide feedback on each service stage of their shipment. The customers are provided notifications, access to the CSS and instructions to complete their CSS for each shipment. The CSS contains validation messages to ensure customers respond to questions that are relevant to their unique moving experience. The CSS also warns customers that survey changes cannot be made after their CSS has been submitted.
- b. After the initial survey notification, additional MMS/SMS and/or e-mail reminders are sent as deemed appropriate to facilitate and encourage customer responses. USTRANSCOM will cease accepting each CSS no later than 120 days from the initial MMS, text and/or e-mail notification.
- c. The CSS notification indicates the shipment on which the survey is to be completed by identifying shipment-unique indicators (e.g., shipment origin/destination services, or move task order number).

- (1) Customers will be provided a CSS per personal property shipment type (e.g., PPM, UB, HHG, NTS, etc.). This enables customers with the ability to assess and capture their overall move experiences for each shipment via the CSS process.
- (2) Customers should protect their feedback by not forwarding MMS, text and/or emails that contain the survey link to questions. This will ensure CSS results accurately reflect their actual move experience.

3. CSS Parameters.

- a. Each CSS is counted independently to help the DoD account for the services being provided. However, it is still encouraged to complete all CSS's based on services provided during a customer's move to accurately reflect the move experience from start of counseling to final delivery at destination and, if applicable, any claims experience.
- b. Customers will receive a notification (i.e., Multimedia Message Service (MMS) text message or email) from the CSS contractor to provide feedback on each stage of their shipment (i.e., counseling, origin services, destination services, and claims (submitted and/or transferred to the Military Claims Office (MCO))). Customers will be sent their first MMS and email notification within 12 hours of the CSS Contractor receiving an order to survey. Customers will then have 120 days from initial notification to complete each survey.

NOTE: Additional MMS and e-mail reminders are sent as deemed appropriate to ensure sufficient responses from customers.

4. Customers Comments.

The CSS contain comment questions (free text) to offer customers an opportunity to provide additional service feedback about their moving experience. While this feedback is optional, it does not factor into the CSS score, customers are encouraged to complete the CSS comments if they desire to provide additional details that may not be covered in another question.

NOTE: Customers are requested to avoid inputting personally identifiable information (PII) in the comment questions (free text).

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