

PROCEDURAL GUIDANCE MESSAGE

Name and Grade of Action Officer Maj Tom Houle				Office Symbol RSOA		Series Number 623		Signature of Action Officer			Effective Date 19 Feb 04	
	To	Action	Initials/Date		To	Action	Initials/Date		To	Action	Initials/Date	
1	RSOA	Coord	Completed					9				
2	RSO/ CCU	Coord	Completed					10				
3	RSO	Coord	Completed					11				
4	RSOPA	XMIT	Initiated					12				

FROM: HQ AFRS/RSO

SUBJECT: MEPS-Based Media and Customer Service Survey

TO: All Operations and MEPS Personnel

1. The MEPS-based media and customer service surveys are important tools that allow AFRS to improve our current business practices. The media survey helps the Air Force better understand the media habits of the recruitable population, allowing us to better direct marketing dollars. Likewise, the customer service survey allows RSO to measure AFRS' outstanding level of customer service and recognize the squadrons and MEPS that are going the extra mile.

2. Effective 1 Nov 03, we began administering the subject surveys. At that time we requested all completed survey answer sheets and comment sheets be sent to AFRS/RSOAM at the end of each week. Due to the confusion with the current process, we now require you to administer/collect the surveys and mail the entire month's surveys NLT the second duty day of the next month via Fed Ex, UPS, or U.S. Postal Service certified mail. This should also alleviate the administrative burden of the LNCOs shipping the packages weekly. The packages should contain all completed surveys, comment sheets, and a transmittal letter (Tab 1). This is a change from the original tasking letter.

3. Additionally, there still seems to be some confusion regarding when to administer which survey. Hopefully, the following guidance will clear up any remaining confusion.

- The media survey is to be administered to all initial PROCESSORS, including disqualified applicants.
- The Customer Service Survey is to be administered to all SHIPPERS.
- Give every person (processors and shippers) the opportunity to complete a comments sheet.
- Send all completed documents to:

AFRS/RSOAM
550 D Street West, Suite 1
Randolph AFB, TX 78150-4527

4. POC is RSOAM and can be reached at: DSN 487-2331, Commercial (210) 652-2331.

FOR THE COMMANDER

//Signed//

GARY W. KIRK, Colonel, USAF
Chief, Operations Division

Tab 1
Sample Transmittal Letter