



CUSTOMER EXPERIENCE OFFICE

SPONSOR: Brig Gen Harold W. Linnean III (CC)

OWNER: Mr. Dan Schwendeman (AFRC/A1M)

While ARPC is a customer service organization, there is currently no formal focus on understanding and managing the customer journey. The Customer Experience (CX) office would be the focal point for ARPC's new focus on customer centric delivery of services. As the ARPC focal point, the CX office would be the ARPC enterprise lead, working with the appropriate lines of production (LOP), lines of business (LOB) and other line leaders to improve the customer satisfaction and simultaneously reduce the technician time to accomplish a task. In addition to leveraging CX tools like Voice of the Customer, the CX office would proactively work with the OCM and Chief Operating Officer (COO) offices to support LOP's, LOB's and 3/4/5 letter leaders to document and execute their feedback loop processes. As in other Air Force organizations, ARPC would like to establish a formal customer experience office with oversight of the customer experience.

ARPC PRIORITY

Optimize Operations

MAJOR MILESTONES

- Determine initial operational capability requirements (September 2025)
- Draft a civilian position description for a customer experience manager (September 2025)
- Draft a customer experience execution plan (September 2025)

DELIVERABLES

- Civilian position description
- Customer experience execution plan
- Customer experience requirements for silver certification of LOPs
- Customer experience requirements for gold certification of LOPs

RISKS/DEPENDENCIES

- Research customer feedback collection mechanisms across ARPC
- Identify HR IT system limitations for collecting customer feedback
- Directorates must incorporate feedback loop into process improvements
- Directorates must develop a mechanism to respond to customer feedback (if they haven't already done so)