



December 18, 2018

FOR: Ms. Teresa Schreurs, Army and Air Force Exchange Service (AAFES)

FROM: Mike DiNicolantonio, DoD Survey Coordinator/Reviewer, Office of People Analytics (OPA)

SUBJECT: Army and Air Force Exchange Service (AAFES) Customer Satisfaction Survey

As requested, the Office of People Analytics (OPA) has reviewed the Army and Air Force Exchange Service (AAFES) Customer Satisfaction Survey and supporting materials being submitted for approval to the Office of Management and Budget (OMB) as a public collection via the Washington Headquarters Services (WHS) Office of Information Management (OIM).

This customer satisfaction survey will be used as a basis for enhancing the respondent's shopping experience, as well as supporting the efficiency and effectiveness of the Exchange's marketing programs, by soliciting feedback on the Exchange's services and performance.

OPA recommends the AAFES Customer Satisfaction Survey be submitted to OMB via WHS/OIM for extension of the current approval/clearance as a public information collection. The point of contact for this review is Mr. Mike DiNicolantonio, 571.372.1123, Michael.T.Dinicolantonio.civ@mail.mil.

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