



**DEPARTMENT OF DEFENSE
WASHINGTON HEADQUARTERS SERVICES**
1155 DEFENSE PENTAGON
WASHINGTON, DC 20301-1155



**MEMORANDUM FOR SENIOR PENTAGON LEADERSHIP (SEE DISTRIBUTION)
DEFENSE AGENCY AND DOD FIELD ACTIVITY DIRECTORS**

SUBJECT: Survey – Customer Experience for DoD Annual Performance Plan

I ask for your participation in the upcoming Washington Headquarters Services (WHS) Customer Experience (CX) survey, to be conducted each quarter of each fiscal year (FY). WHS is committed to delivering an exceptional CX while delivering value that matches our customers' expectations. Your organizations provide critical missions that contribute to the Department's goals and objectives. WHS takes its role in supporting you as you carry out your missions very seriously. Your organization's feedback on WHS services is critical to how we improve our delivery of services.

The WHS CX Office is conducting the surveys at <https://ice.disa.mil/svy.cfm?customer>, which will be opened at specific times during the year. The first survey was conducted in Quarter 3 of FY 2020. I commit to acting on your feedback and identifying your organization's priorities. To emphasize my commitment, I included CX in WHS's submission to the DoD Annual Performance Plan (APP). The APP identifies a number of DoD-wide performance goal priorities and implementing strategies for the current and budget year, plus five years of actual performance trend data that are aligned by the Department's strategic goals and objectives. The report also identifies management corrective actions for prior year performance results not met.

Please participate in the survey and share with your staff who use WHS services. Participation from every customer is essential for a reliable representation of CX with WHS and for identifying what actions WHS must undertake to ensure a better experience. I will share survey results and related follow-on actions with you.

Thank you in advance for your willingness to provide your feedback. It is with your help that we will be able to strategically focus on how to best move forward. We hope that you and your families remain safe. Questions about this memorandum and the survey should be directed to the WHS CX Office at whs.dodcx@mail.mil.

Thomas M. Muir
Director

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