



DEPARTMENT OF THE NAVY

NAVY RECRUITING DISTRICT NEW YORK
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1 April 14

MEMORANDUM

From: Commanding Officer, Navy Recruiting District New York
To: All Hands

Subj: CUSTOMER SERVICE STANDARDS AND EXPECTATIONS

1. Purpose. The purpose of this memo is to provide specific guidance and standards of customer service for all prospects, applicants, selects, collegiates, shippers and all district communication.
2. Discussion. Professional Customer service is a mission-essential priority. In dealing with our external customers, each member of the recruiting team must be courteous, friendly, attentive, responsive and knowledgeable. Each applicant, whether qualified and competitive or not, shall be treated with dignity and respect and leave each encounter with their Navy Recruiter feeling their issues were resolved or a path to resolution was established.
3. Guidance. All NRD New York personnel shall adhere to the following:
 - a. There is one standard for responsiveness at NRD New York. **Personnel shall respond to each and every communication (message, voicemail, email, etc) the same day or within one (1) business day.**
 - b. If the workload prohibits a response within the same business day or if the information requested requires preparation, then a short response stating so is acceptable. Meeting this standard requires aggressive time and email/voicemail management.
 - c. Each individual has the responsibility to meticulously maintain their e-mail and voicemail so the accounts are never "full", rendering them incapable of receiving messages.
 - d. A short personal message shall be recorded at one's desk phone and command cell phone with name, title and position. Desk phones should use title, vice name. For example, "EACR vice Senior Chief Ellis" or "NRS Tribeca LPO" vice "ET1 Nguyen".
 - e. When on leave, temporary duty or otherwise away from duties for longer than a full workday, Recruiters should establish an appropriate "Out-of-Office" reply setting stating when they will return and the contact information of an NRD New York representative reachable during their absence.

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f. E-mail correspondence must always be professional in tone and format. Specifically:

(1) Each e-mail must include a proper opening, such as, "Mr. Smith," or "Future Sailor Smith," and a proper closing such as, "Sincerely," or "Regards,". When corresponding with another military member, the standard closing for a junior-to-senior communication is "Very respectfully," or "V/r," for short. The standard closing for a senior-to-junior or peer is "Respectfully," or "R/" for short.

(2) All command members shall maintain a standard signature block set up through Outlook email. See template below:

Rank, Full Name, USN(R)
Title
Navy Recruiting District New York or Navy
Recruiting Station XXXXXX
Address
Office Number
Cell Number
Fax Number
E-mail Address
<http://www.cnrc.navy.mil/newyork/>

(3) Spell-check all emails. Incorrect spelling and improper grammar detracts from our credibility and professional reputation.

(4) Each applicant should have only one point of contact with the Navy - his/her Recruiter. All information should be passed from the applicant directly to the Recruiter and not to a processor, liaison, MEPS, NRC or other member of the recruiting team. This minimizes confusion builds credibility between the applicant and Recruiter.

4. Top-notch customer service shall be the standard for NRD New York. It will make our jobs easier by providing us with the best referrals and the most satisfied applicants. All communication should end with a clear mutual understanding of the next expected action and when that next communication will occur.

C. M. YOUNG

