

GIVING CUSTOMERS A VOICE

Air Force Reserve Dining Facility Puts Comments to Work

Reservists training at the 155th Air Refueling Wing are encouraged to share their opinions and suggestions regarding any aspect of the dining facility from food to service, and those submissions are taken seriously.

“We have prided ourselves in the past of our 100 percent feedback policy. If a member puts their name on the comment card, it is our policy to contact 100 percent of those who submit comment cards by phone or e-mail,” explained Master Sgt. Aaron Aulner, prime ribs manager, 155th Air Refueling Wing.

Defeated in its first attempt to win the Disney Award, the dining facility implemented customer surveys in 2005 in an effort to improve performance with the goal of rais-

ing its evaluation score to win that competition.

That goal was reached in 2008 when the 155th dining facility became a Disney winner.

Comment cards on each table are the first way feedback is received. The cards utilize a standard questionnaire format that does not change; customers fill out the spaces and either can place the completed form in a box as they exit the facility or submit answers online.

Comment cards have spaces to fill in the date and time of the visit; identify if the meal was short order, main line or other; and ask for the name, grade, unit organization and duty phone.

In the middle, customers are asked to rate seven categories by checking off as excellent, satisfactory or unsatisfactory: food variety; food taste; temperature of food; employee appearance; cleanliness; courtesy of servers; and overall dining experience.

A comments section on the lower third of the card asks two questions: Is there anything we can do to improve your experience? and Are there any new items you would like us to serve?



“We average about 10 to 15 comment cards each day,” Aulner said.

Average customer traffic through the dining facility reaches between 400 and 425 when all personnel are home-stationed and falls to about 350 during deployments.

Meals are served twice a day; but as a reserve base, the dining facility is only open on Saturday and Sunday for unit training assembly. Cost per meal is set at \$4.25, which includes anything served as well as seconds. Customers sign in and the dining facility is reimbursed by the Guard.

COMMENT CARDS AT WORK

To further encourage feedback, a program called “Comment Cards at Work” identifies the individual who made the suggestion that is being used.

“If a suggestion by a customer is implemented, we place a little sign that says ‘Comment Cards at Work: thank you, ___’ to the individual who made the suggestion. We have a few customers who have been fierce participants in this program and have made several suggestions that have been implemented,” Aulner said. “People enjoy seeing recognition of their ideas.



