

**NON-TRADITIONAL CUSTOMER/PARTNER SURVEY COVER LETTER**

**U.S. Army RDECOM  
ARDEC, Picatinny, NJ 07806-5000**

**Business Interface Office**

**Date**

Name  
Company  
Address Line #1  
Address Line #2  
City, State, Zip

Dear \_\_\_\_\_:

Feedback is an important aspect in maintaining strong communications with our non-traditional customers and partners. To that end, we have taken the liberty of enclosing a customer/partner satisfaction survey and anticipating your participation. Your responses will enable us to continue to improve the quality of the legal services we provide for you.

This survey will only take a few minutes of your time. However, please feel free to expand upon your answers. The more information we have, the better we will be able to evaluate the responses.

We plan to tally the survey results by (ten days after letter is dated.) Once our tally is complete, we will send you a summary of the results.

Please do not hesitate to call me with any questions or concerns you may have. Thank you for your participation.

Sincerely,

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U.S. Army ARDEC ORTA  
Business Interface Office  
ESIC

# *Rating Categories & Rating Scale Definitions*

The following are the definitions we use for our Customer Survey rating **CATEGORIES**:

**QUALITY:** Primarily a measure of the level of expertise provided by the supporting organization. This could include such factors as knowledge in functional area, accuracy, thoroughness, effectiveness, technical judgment, and professionalism. For engineering organizations, measures the adequacy of programmatic and engineering documentation expected as a deliverable and engineering support, such as testing at proving grounds, generation of specs and Technical Data Packages (TDPs), etc. A similar measure of expertise is provided for other types of supporting organizations.

**MANAGEMENT INVOLVEMENT:** Evidence that the management of the organization takes an interest in the execution of the agreed program. Take initiative to determine needs of customer, helps to overcome internal barriers, and provides regular feedback.

**TIMELINESS:** Responsive to requests by customer; deliverables are provided on time. Usually refers to documentation such as plans, TDPs, specifications, procurement packages, and the processing of documents for review. Demonstrate ability to focus on most relevant issues.

**FISCAL DISCIPLINE:** Display sound judgment in managing and controlling expenses. Execution of the program funded by the customer is within the constraints of the agreed baseline. No overruns are incurred, and resources are expended only on the agreed program elements. This applies only to those organizations funded by the customer on a reimbursable basis.

**TEAMWORK:** Team activities are conducted in an effective, efficient manner by all team members actively participating. Taskers are distributed equally and fairly and each team member works to form a cohesive unit to support the customer and the soldier. Conflicts are handled quickly and resolved with the best interest of the customer in mind. As a Team member, work well in a partnered team environment where consensus is sought. A team leader will encourage open thinking and constructive contradictions as an acceptable alternative to traditional ways of doing business.

The following are the definitions we use for our Customer Survey rating **SCALE**:

**1** - Problems are systemic and have not been resolved over time. Problem requires top ARDEC management attention; or, the customer is really angry due to continuing unresolved issues. Customer will not do business with this supplier again unless service level dramatically improves.

**2** - Problems arose during the reporting period that can most likely be solved by senior functional element management; or, the customer has a specific issue. Problem(s) have been untimely in resolution or remain open. Customer might not do business with this supplier again unless service level improves.

**2.5** - Problems/issues arose during the reporting period and are in process to resolution, however full resolution has not yet been accomplished. Customer might not do business with this supplier again.

**3** - Performance is acceptable, meeting basic expectations of the customer. Met agreed to thresholds. Customer will likely do business with this supplier again.

**3.5** - Supplier has exceeded the basic expectations of the customer and has performed better than agreed to thresholds. Customer will do business with this supplier again if performance level remains the same.

**3.75** - Supplier has exceeded the expectations of the customer and has performed better than agreed to thresholds. Supplier seeks ways to improve service and carries through with these improvements. Customer will do business with this supplier again.

**4** - Performance is outstanding, exceeding the expectations of the customer. Exceeded agreed to thresholds. Continually improving service is a priority for the supplier. Customer will definitely do business with this supplier again and recommend them to others.

## *Non-Traditional Customer/Partner Survey*

Thank you for taking a few minutes to complete this survey. The information you provide will help us provide better service to our customers/partners.

1. Summarize the work accomplished under this CRADA and the benefits to both parties.

2. Did this CRADA transition to a funded program?

Yes \_\_\_ No \_\_\_ Describe:

3. Did this CRADA transition a product to the soldier in the field?

Yes \_\_\_ No \_\_\_ Describe:

Please circle the number that most closely fits your opinion with (1) being "very satisfied" and (5) "very unsatisfied." Your comments are also appreciated and please feel free to attach additional pages.

1. How satisfied were you with the turn-around time on the work we performed for you?

1      2      3      4      5

Comments:

2. How satisfied were you with the amount and timeliness of information given you regarding the status of your matter?

1      2      3      4      5

Comments:

3. How satisfied were you with the amount of attention your matter was given?

1      2      3      4      5

Comments:

4. How satisfied were you with the timeliness in responding to your telephone calls/letters?

1      2      3      4      5

Comments:

5. How satisfied were you that the attorney was accessible on short notice?

1      2      3      4      5

Comments:

6. How satisfied were you with how we listened to your concerns?

1      2      3      4      5

Comments:

7. How satisfied were you that we understood your business and/or personal goals?

1      2      3      4      5

Comments:

8. How satisfied were you that your matter was appropriately staffed with respect to the work performed by the lawyer and worked performed by a paralegal or legal assistant?

1      2      3      4      5

Comments:

9. How satisfied were you that our written communications were clear and concise?

1      2      3      4      5

Comments:

10. How satisfied were you with the amount of information provided on our billing statement?

1      2      3      4      5

Comments:

11. How satisfied were you with our responsiveness to any billing comments that you made?

1      2      3      4      5

Comments:

12. How satisfied were you that we were cost-conscious in handling your work?

1      2      3      4      5

Comments:

13. How satisfied were you with the amount of your legal fees and costs given the quality of the services we provided?

1      2      3      4      5

Comments:

14. How satisfied were you with the ability of this office to meet your legal needs?

1      2      3      4      5

Comments:

15. How satisfied are you that we keep you informed of legal changes that might impact your business?

1      2      3      4      5

Comments:

16. Please tell us what we should keep doing for you.
  
17. Please tell us what we should stop doing.
  
18. Please tell us any suggestions you may have to improve our ability to serve you.
  
19. Please tell us about any instance of anyone from our office not relating well to you and your staff.
  
20. Would you recommend us to others? \_\_\_\_ YES \_\_\_\_ NO  
If not, why?
  
23. May we use our partnership with you as a reference?