



U.S. Department  
of Transportation  
**Federal Aviation  
Administration**

# Memorandum

Subject: **ACTION:** Customer Service Initiative Meetings  
with Industry

Date: FEB 12 2004

From: Director, Flight Standards Service, AFS-1

Reply to  
Attn. of:

To: All Flight Standards Managers, Supervisors, and  
Employees

In 2003, Mr. Nicholas Sabatini, Associate Administrator for Regulation and Certification, AVR-1, announced AVR's commitment to the Administrator's call for improved customer service in the Federal Aviation Administration (FAA). AVR developed and issued a set of customer service principles, along with the promise that AVR employees would respond to customers' needs with "service, integrity, competence, accountability, and partnership." You may obtain more information on AVR's Customer Service Initiative (CSI) at this Intranet site: <http://intranet.faa.gov/avr/index.cfm?nav=CS>.

The AVR CSI emphasizes the use of specific marketing tools—posters, stickers, wallet cards, and pocket cards—which identify for our customers points of contact within the offices they may deal with. Instructions for ordering these materials are included on the Web site at the URL above.

AVR-1 required all organizations within AVR to develop their own, unique process for their customers to address issues that could arise during interaction. We in Flight Standards have developed *CSI: Flight Standards*, a process for our customers to raise issues through our "chain of command" with the goal of resolving those issues at the lowest possible level. As of February 13, 2004, our customers can find *CSI: Flight Standards* through AVR's Customer Service Internet site, <http://www.faa.gov/avr/afs/csi/opguide.doc>, and Flight Standards personnel will find it either on the AVR CSI Intranet site, <http://intranet.faa.gov/avr/afs/csi/opguide.doc>, or on Flight Standards Communications Central: <http://intranet.faa.gov/avr/afs/>.

When AVR-1 announced CSI last year, I indicated at that time that field offices should contact their operators, provide them with the marketing tools, and discuss CSI with them. I have since learned that few of these meetings have occurred, and the purpose of this memorandum is to rectify that.

First, all Flight Standards District Offices (FSDO) and Certificate Management Offices (CMO) shall order a sufficient amount of the AVR CSI marketing tools by contacting the TASC Publications Helpline during the hours of 7:30 a.m. to 5:00 p.m., Monday through Friday, except for Federal holidays, at 301-322-4961. You may also fax an order to TASC at 301-386-5394. Use the following descriptions for the CSI marketing tools when ordering:

- AVR Customer Service Principles Round Stickers
- AVR Customer Service Principles Wallet Cards (2 x 3 1/2 inches folded)
- AVR Customer Service Principles Pocket Brochures (3 1/2 x 6 inches folded)
- AVR Customer Service Principles Small Posters (8 1/2 x 11 inches)

Next, within 60 days of the receipt of this memorandum, FSDOs and CMOs shall conduct meetings with, at a minimum, their Title 14 Code of Federal Regulations (14 CFR) parts 121, 135, 141, 142, and 145 operators to discuss CSI. The attendees at these meetings shall be an appropriate representative of the operator's management, the FSDO or CMO management, and the principal inspectors assigned to that operator. The objectives of this meeting will be to:

1. Decide how the office and the operator will work in an interdependent manner to resolve issues.
2. Provide the operator with a copy of *CSI: Flight Standards*, either a printed copy or URL information.
3. Provide the operator with copies of the AVR CSI marketing tools, filled out with the appropriate contact information.
4. Commit to following the process outlined in *CSI: Flight Standards* and make every attempt to resolve issues at the lowest possible level.

After offices have conducted these meetings, they shall record in the Program Tracking and Reporting Subsystem (PTRS) the following information for each meeting held with each operator:

- Date of the meeting
- Who attended from the operator
- FAA participants

In the National Use block, enter the letters CSI and use the following PTRS codes:

- Operations : 1380 Tech/Admin/Special Emph Prog
- Airworthiness: 3390 Tech/Admin/Special Emph Prog
- Avionics: 5390 Tech/Admin/Special Emph Prog

Document these meetings in Labor Distribution Reporting, using the following codes:

12XXFACORPSV  
CP1000

Offices should also make every effort to extend CSI to all its customers. For example, other general aviation operators (14 CFR parts 61, 91, 133, 137, etc.) and individual airmen could receive their CSI materials and briefings at Aviation Safety Program seminars within the 60 days prescribed in this memorandum.

If you have any questions on the AVR CSI or CSI: *Flight Standards*, please contact Ms. Phyllis A. Duncan, of my staff, at (202) 267-8017.



James J. Ballough