



Our Service Philosophy



In support of the Wisconsin National Guard's Vision, Mission, Values and strategic initiatives, the Service Member Support Division (SMSD) will consistently provide high quality services in support of all Service Members, military families and employers.

We are committed to continuous, long-term improvement to meet the needs of our customers in an exceptional way.

- Our primary measure of success is customer satisfaction.
- Our goal is to provide service that promptly meets customer needs and exceeds expectations.
- Our intent is to earn and maintain the respect of our customers, stakeholders and staff; promote trust in the Service Member Support Division, and establish collaborative working relationships with our federal, state and local communities.



Military Family Assistance Centers



In striving to consistently deliver the best service possible and to treat others as we would like to be treated, all SMSD Staff will exert every effort to:

- Think of the customer first, making prompt service to the customer a priority over other work;
- Take personal responsibility for providing service that is convenient, prompt, and efficient;
- Live up to our commitments, keeping our promises and admitting our mistakes;
- Build long-term customer relationships by anticipating, listening to, understanding, and meeting or exceeding our customers' needs;
- Bring energy to everything we do - if a task needs to be done, it needs to be done well;
- Tailor service to meet individual needs, paying particular attention to people from diverse cultures and those with special needs;
- Provide service in a thoughtful and proactive manner, collaborating to meet customer needs, solve problems, and implement effective solutions.



A copy of this document is available upon request.