

NAVY 311

Providing 24/7/365 customer support to the fleet

NAVY 311 is a single point of customer service entry into the shore infrastructure and network of fleet support providers.

Through NAVY 311 – via phone, email, web, text, chat, and other channels – the fleet, Sailors, military families, and civilians can get on-demand information assistance for non-emergency, non-tactical issues. The NAVY 311 capability is modeled after “3-1-1” non-emergency services in over 300 major cities worldwide and builds upon the existing infrastructure that has supported the Navy’s Global Distance Support Center (GDSC) since 1999.



What is NAVY 311?

Think of NAVY 311 as a gateway to comprehensive customer support. NAVY 311 can assist with the following issues and more:

- Systems and equipment: (e.g., hull, mechanical and electrical, weapon systems, information technology (IT), technical data)
- Quality of life: (e.g., medical and chaplain care)
- Personnel: (e.g., career, manpower, training)
- Supply and logistics: (e.g., requisition follow-ups, ordnance, food service, household goods)
- Installations and facilities: (e.g., environmental, public works, community support).

Contacting NAVY 311

PHONE	1-855-NAVY311 (1-855-628-9311)
DSN	510-NAVY311 (510-628-9311)
EMAIL	Navy311@navy.mil (unclassified) Navy311@navy.smil.mil (classified)
WEB	www.Navy311.navy.mil (unclassified) www.Navy311.navy.smil.mil (classified)
TEXT	type Navy311@navy.mil into the TO line of text message
CHAT	via NAVY 311 website

Why NAVY 311?

NAVY 311 is not a new *service*, but rather a new *name* for the Customer Relationship Management (CRM) component of the Navy’s Distance Support (DS) capability¹ sponsored by OPNAV N4 and managed by the Sea Warrior Program. As such, NAVY 311 simplifies help desk access and easily identifies this assistance from among the many other important fleet DS services.

Many forward-thinking government organizations and municipalities are using centralized “3-1-1” call centers to cost-effectively expand citizen services and streamline operations. In the same manner, NAVY 311 is focused on achieving fleet customer service excellence through modern technology, timely feedback, and increased operational efficiency. The business value of NAVY 311 is to:

- Provide easy-to-access, immediate “reach back” capability from the customer, via dedicated communication channels, to subject matter experts
- Measure response times and customer satisfaction for fleet support performance
- Monitor service requests, route those requests to authorized support providers, and standardize responsiveness for service level consistency
- Track trends to anticipate, plan, and budget for changing Navy and Sailor needs
- Identify key support drivers to reduce total ownership costs and improve readiness.

¹ Distance Support Customer Relationship Management (DS CRM) is the Navy’s customer support solution as directed by the Chief of Naval Operations (CNO), 22 March 2007. The overall capability required by DS CRM was identified in Top Level Requirements (TLRs) from the Warfare Enterprises, DS functional areas, PEO EIS, PEO C4I, and OPNAV resource sponsors.

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The Total NAVY 311 Solution

NAVY 311 is not simply call center support but rather a business solution comprising four key capabilities:

- **Customer Interface:** Customer service representatives, personnel, and the non-technical capabilities that enable a tiered response system. The business rules of each tier ensure consistency of support from initial service request through issue resolution.
- **Shore-based Infrastructure:** Network of authorized service providers and call center professionals as well as the IT assets that support them.
- **Knowledge Management:** Repository of all records to enable data mining to identify trends and thereby enable process improvements and total ownership cost reduction analytics.
- **Program Management:** Business management functions such as information and system assurance, program execution, and financial accountability.

Benefits of NAVY 311

NAVY 311 aims to provide an enterprise framework for proactive service delivery to the fleet and past and predictive analysis to leadership for fact-based resource decisions. Some key benefits of NAVY 311 include:

- **Reactive Service Delivery:** Provides fleet access to authoritative information and assistance in near real-time, in port and at sea, and whenever and wherever afloat units are operating.
- **Proactive Service Delivery:** Allows providers to “push” critical information to fleet customers in anticipation of planned maintenance and/or operations.
- **Predictive Analysis:** Integrates data from transactional support systems across the Navy to give fleet customers and program offices a broader view of recurring systemic issues so they can make improved resource decisions.
- **Metrics:** Enables decision makers to determine effectiveness of support community, identify requirements for resource reallocation, analyze return on investment (ROI), and other analyses.
- **Call Center Optimization:** Supports a collective, modernized approach to data collection and exchange, standards, reporting metrics, and interaction across individual Navy contact centers.



Hands Across the Water

An Electronic Technician (ET3) from the USS MAHAN (DDG 72) identifies two separate circuit card assembly (CCA) faults. The ship's force replaces the CCAs with onboard Maintenance Assistance Modules (MAMs), yet both CCAs continue to fail, and the ship's force is unable to identify the cause.

Via email, the ET3 requests support from NAVY 311, which documents the issue, records customer and problem data, and assigns a service request to Norfolk Ship Support Activity (NSSA) Detachment Naples, Italy.

With NSSA Det Naples' assistance, the ship's force of the USS MAHAN determines that the SA-2112 secure voice switch has a faulty power supply and orders a replacement unit.

The Sea Warrior Program (PMW 240) manages a complex portfolio of information technology (IT) systems to support Navy human resource management, criminal justice, fleet support, afloat business applications, Navy and DoD portfolio management, DON administration, and joint aviation aircraft scheduling. The PMW 240 Program is part of the Navy Program Executive Office for Enterprise Information Systems (PEO EIS) which develops, acquires, fields, and sustains Enterprise Network, Business, and fleet support IT Systems for the warfighters of the Navy and Marine Corps.

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