

**BY ORDER OF THE SECRETARY OF
THE AIR FORCE**

AIR FORCE INSTRUCTION 34-103

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Services



**AIR FORCE CONSUMER
AFFAIRS PROGRAM**

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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SUMMARY OF CHANGES

This revision updates guidance from DoDI 5030.56 and office symbols throughout. Tier waiver authorities as approved by the Inspector General Advisory Board have been included per AFI 33-360, *Publications and Forms Management*.

Section A—Program Purpose

1. Purpose of the Program. This program covers all consumers eligible for goods and services offered by DoD and those who are affected by DoD consumer-related activities, i.e., Morale, Welfare and Recreation (MWR), Army and Air Force Exchange Service (AAFES) and Commissary Retail. The purpose of the program is to:

- 1.1. Provide a forum for consumer input to improve consumer-related programs.
- 1.2. Ensure consumers have the opportunity to present their views, and that these views are considered in the decision-making process.
- 1.3. Consolidate feedback of consumers' views in consumer surveys.

2. Definition of a Consumer. A consumer is any individual who uses, purchases, acquires, attempts to purchase or acquire or is offered or furnished any real or personal property, tangible or intangible goods, services, or credit for personal, family or household purposes.

Section B—Roles and Responsibilities

3. Air Force Responsibilities. Consumer Affairs representatives will ensure their organizations:

- 3.1. Consider consumer concerns in the course of decision making.
- 3.2. Coordinate with the Public Affairs office on matters significantly affecting consumers of Air Force products and services, or of interest to a large number of Air Force personnel or any information provided to the general public.
- 3.3. Ensure their organizations are responsive to the needs and concerns of the consumers. Subjects will include, but not be limited to, advising management on product selection; adequacy of service; hours of operation; consumer education programs; responsiveness to consumer requirements, suggestions or complaints; and consumer oversight and evaluation.

4. Air Force Services (AF/A1S). AF/A1S has primary responsibility for Consumer Affairs, and selects a Consumer Affairs representative.

- 4.1. The AF/A1S Consumer Affairs representative obtains information requested by the Office of the Secretary of Defense Consumer Affairs Advisor regarding the DoD Consumer Affairs Program. Such information addresses:
 - 4.1.1. The organization and staffing structure within the Air Force Consumer Affairs Program, highlighting any changes.
 - 4.1.2. Chief accomplishments in consumer-related programs.
 - 4.1.3. Examples of consumer benefits from regulatory relief activities.
 - 4.1.4. Primary areas of consumer complaints and actions taken to resolve these.
 - 4.1.5. Major meetings, activities or contacts with consumers and consumer-related organizations.
- 4.2. Other Air Staff offices responsible for the consumer activities in their functional areas will provide information for the Consumer Affairs Program to AF/A1S.

4.3. Other staff agencies within the Air Force that will be contacted for Consumer Affairs-related information when gathering information for the Secretary of Defense are:

- 4.3.1. Secretary of the Air Force, Office of Public Affairs.
- 4.3.2. Secretary of the Air Force, Office of Legislative Liaison.
- 4.3.3. Air Force Directorate of Manpower, Organization and Resources.
- 4.3.4. Air Force Personnel Center Services Directorate.
- 4.3.5. Air Force Legal Operations Agency Community Legal Services Directorate.
- 4.3.6. Air Force Inspection Agency.
- 4.3.7. Air Force Safety Center.
- 4.3.8. Air Force Surgeon General.
- 4.3.9. Air Force Transportation.
- 4.3.10. Air Force Chief of Chaplains.
- 4.3.11. Defense Commissary Agency.
- 4.3.12. AAFES.
- 4.3.13. Air Force Civil Engineer Center.
- 4.3.14. Air National Guard Readiness Center (ANGRC).

5. Major Command (MAJCOM), ANGRC, Air Force Reserve Command (AFRC), and United States Air Force Academy (USAFA) Responsibilities. MAJCOMs, AFRC, ANGRC and USAFA ensure consumer-related activities at installations have a program for consumers to voice their needs or complaints, obtain referral assistance and receive responsive action.

- 5.1. MAJCOMs, AFRC, ANGRC and USAFA will designate a consumer affairs representative to help plan and monitor installation programs.
- 5.2. Analyses of inputs received from installations on entitlements, benefits and changes should be considered for inclusion into policy development.

6. Installation Commander Responsibilities.

- 6.1. Through their consumer affairs program, installation commanders will:
 - 6.1.1. Let consumers know how to propose changes. (T-3).
 - 6.1.2. Respond to valid consumer requirements and concerns. (T-3).
 - 6.1.3. Identify gaps in services provided and recommend new/revised services to meet consumer needs. (T-3).
 - 6.1.4. Convey concern about entitlements, benefits, and changes to the proper installation agency or the next higher headquarters. (T-3).
 - 6.1.5. Establish a liaison with the off-base community in concert with the installation community relations program to keep personnel advised of consumer-related programs and opportunities. (T-3).

6.1.6. Educate consumers through commanders' calls, installation introduction, installation newspapers, "hotlines", books, pamphlets, fact sheets, films and American Forces Network Services programs overseas. (T-3).

6.2. Inform consumers about issues and pending final decisions that significantly affect them by means of publication in the Federal Register, internally disseminated information, service press, local press and legislature releases, as appropriate. (T-3).

6.3. Ensure that written comments from consumers receive a direct response. Local officials should respond to individual or group consumer suggestions. Moreover, local commanders or their representatives will participate in installation consumer group activities, such as advisory councils and clubs, to discuss the development and status of consumer suggestions of general interest. (T-3).

6.4. Ensure personnel who deal with consumers receive training on proper complaint handling and other consumer affairs responsibilities. The training should be provided by the functional activity and cover courtesy and attitude in dealing with customers, proper procedures for responding to inquiries and complaints, and disclosure of policies regarding pending DoD or functional matters. (T-3).

7. How the Air Force Will Execute the Program.

7.1. Any formal groups or committees created under the Consumer Affairs Program will be established according to the provisions of this instruction, which implements Public Law 92-463, *The Federal Advisory Committee Act*. (T-3). Suggested information sources include:

- 7.1.1. Installation Advisory Council.
- 7.1.2. Consumer Advisory Groups.
- 7.1.3. Installation Exchange Council (where established).
- 7.1.4. Consumer Participation Conferences.
- 7.1.5. Patron Purchase Panels.
- 7.1.6. Military Community Service Organizations.
- 7.1.7. Direct contact by consumers with local responsible officials.
- 7.1.8. Written correspondence.
- 7.1.9. Suggestion boxes.
- 7.1.10. Consumer "want" slips.
- 7.1.11. Inspector General's interview and complaint systems.
- 7.1.12. Commissary Advisory Council (where established).
- 7.1.13. Interactive Customer Evaluation.

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DCS, Manpower, Personnel, and Services

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

References

DoDI 5030.56, *DoD Consumer Affairs Program*, 17 July 2012

AFPD 34-1, *Air Force Services*, 2 November 2012

AFI 33-360, *Publications and Forms Management*, 7 February 2013

AFMAN 33-363, *Management of Records*, 1 March 2008

Public Law 92-463, *The Federal Advisory Committee Act*, 6 October 1972

Adopted Form

AF Form 847, *Recommendation for Change of Publication*

Abbreviations and Acronyms

AAFES—Army and Air Force Exchange Service

AF/AIS—Air Force Services

AFI—Air Force Instruction

AFMAN—Air Force Manual

AFRC—Air Force Reserve Command

ANGRC—Air National Guard Readiness Center

DoD—Department of Defense

DoDI—Department of Defense Instruction

IAW—In Accordance With

MAJCOM—Major Command

MWR—Morale, Welfare & Recreation

PA—Privacy Act

USAF A—United States Air Force Academy

Attachment 2**EXAMPLES OF CONSUMER-RELATED ACTIVITIES****A2.1. DoD Products and Services Provided to the Defense Community:**

- A2.1.1. Accounting and Finance
- A2.1.2. Dormitories
- A2.1.3. Military Family Housing
- A2.1.4. Adult Continuing Education Programs
- A2.1.5. Educational Services
- A2.1.6. Passenger and Dependent Travel
- A2.1.7. Base Exchanges
- A2.1.8. Family Services
- A2.1.9. Personnel Customer Assistance
- A2.1.10. Bus and Taxi Service
- A2.1.11. Family Support
- A2.1.12. Refuse and Trash Collection
- A2.1.13. Casualty Affairs
- A2.1.14. AAFES Specialty Stores
- A2.1.15. Restaurants and Cafeterias
- A2.1.16. Chaplain Services
- A2.1.17. Gas Stations
- A2.1.18. Force Support Activities and Facilities
- A2.1.19. Civil Engineer Service Call Desks
- A2.1.20. Housing Referral Service
- A2.1.21. Shoe Repair
- A2.1.22. Combined Federal Campaign
- A2.1.23. Legal Office Services
- A2.1.24. Snack Bars
- A2.1.25. Commissaries
- A2.1.26. Laundry and Dry Cleaning Services
- A2.1.27. Social Counseling Services
- A2.1.28. Clothing Sales Stores
- A2.1.29. Linen Exchanges

- A2.1.30. Space “A” Travel Program
- A2.1.31. Concessionaires
- A2.1.32. Locator Services
- A2.1.33. Supply Consumer Support
- A2.1.34. Convenience Stores
- A2.1.35. Medical and Dental Services
- A2.1.36. Transportation of Household Goods and Automobiles

A2.2. DoD Products, Services, and Facilities Provided to All or Part of the General Public:

- A2.2.1. Activities in Buildings and Facilities to Which the General Public Has Access
- A2.2.2. Agricultural Outleases
- A2.2.3. Air Shows and Open Houses
- A2.2.4. Cemeteries and Interment Services Programs
- A2.2.5. Comprehensive Educational Training Act Programs
- A2.2.6. Contracting Services
- A2.2.7. Emergency Use of Military Airfields
- A2.2.8. Grazing Leases
- A2.2.9. Military Assistance to Safety and Traffic Program
- A2.2.10. National Historic Properties and Landmark Programs
- A2.2.11. Natural Resources Educational Programs
- A2.2.12. Non-military Use of Ranges, Firing and Other Public Transit through Military Danger Zones
- A2.2.13. Public Access to Military Installations, Properties, and Facilities
- A2.2.14. Sale of Utility Services
- A2.2.15. Timber and Timber Product Sales
- A2.2.16. Use of Material Recycling Centers
- A2.2.17. Use of Military Medical Facilities for Emergency Care