DEPARTMENT OF THE ARMY
HEADQUARTERS, UNITED STATES ARMY RESERVE COMMAND
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AFRC-PRM (600) 18 June 2025

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Customer Relationship Management (CRM) Guidance for Human Resources (HR) Professionals

1. References:

a. Integrated Personnel and Pay System – Army (IPPS-A) User Manual

b. CRM User Manual

2. The purpose of this policy is to establish guidance for CRM case management.

3. The IPPS-A Customer Relationship Management (CRM) module supports Service Members, HR Professionals, and Army Leaders by providing an auditable system for customer support. Users can access frequently asked questions, solutions, initiate support cases, and monitor case status 24 hours a day through the self-service portal. Organizations are responsible for defining clear procedures for differentiating between CRM case submissions and Personnel Action Requests (PARs). The CRM module is not intended to supersede existing HR processes and should be utilized solely when system functionality is impaired.

4. Company-level units will not maintain an S1 Pool or a Provider Group (PG). The battalion PG constitutes the foundational element of the IPPS-A CRM support structure as the initial point of contact for support requests.

5. Provider Group Administrators (PGAs) must be full-time HR professionals with access to manage the Provider Group and meet the following requirements:

a. Standardize the naming convention for the Provider Group: (Unit Name-Unit Identification Code (UIC).

b. Add or remove members to the PG within 72 hours of their arrival or departure from the organization.

6. Two types of CRM cases exist:

a. HR cases: All cases submitted by military members are triaged through the HR help desk. Cases submitted by or for Persons of Interest (POIs) are exceptions to this process; the information technology (IT) helpdesk triages these cases to Tier One (T1), the first level of IT support.

b. In instances where escalated HR access (Major Subordinate Command (MSC) level and above) is unable to resolve a case, transfer of ownership to the IT department may be necessary. Cases requiring IT intervention should be prioritized as Tier 1 (T1) when software functionality directly impedes normal business operations. This includes, but is not limited to, failed transactions, inability to execute critical business processes, system performance degradation, and inaccurate data retrieval.

7. Case Escalation Guidelines: Cases should be resolved at the lowest possible echelon. If escalation is required, HR Agents must follow the established Golden Path. The Golden Path defines the escalation route through the Member's Home and Host Provider Groups, progressing up the PG hierarchy to the system's top-level PGs. When escalating a case, HR Agents must include all relevant supporting documentation with a descriptive summary and identify any pertinent interested parties to facilitate tracking.

8. The following timelines govern the resolution and escalation of CRM cases:

a. Battalion HR Agents: Cases are to be resolved or escalated to the Brigade level within three business days.

b. Brigade HR Agents: Cases are to be resolved or escalated to the Division level within seven business days. Brigade HR Agents are responsible for proactively monitoring Battalion PG queues for cases exceeding eight days and reassigning as needed.

c. MSC HR Agents: Cases are to be resolved or escalated to the next higher echelon within fifteen business days. MSC HR is responsible for proactively monitoring Brigade PG queues for cases exceeding sixteen days and reassigning as needed.

d. Pay-Impacting Cases: Cases identified as impacting pay must be escalated to the servicing Readiness Division PG queue within one business day by Battalion-level agents and above.

9. For additional information, contact the USARC G-1 IPPS-A CRM Team at usarmy.usarc.usarc-hq.mbx.usarc-ippsa-crm-team@army.mil.

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