

Immigration Information

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2.2 The Role of the Adjudicator in Customer Service: The Moment of Truth.

Adjudications Officers play a critical role in the provision of customer service. Unlike an employee of a company, you are not trying to sell applicants anything. However, by interviewing applicants to determine they have met the requirements for immigration benefits, you provide individual attention to their requests and even fears.

Of course, your decisions to approve, continue, or deny a case must always be consistent with the laws, regulations, and policy. However, every applicant should receive excellent service, no matter what the circumstances of the case.

From an applicant's perspective, you are the face of the USCIS, and the applicant's interaction with you forms a "moment of truth." A moment of truth occurs when a customer comes into contact with the organization and forms an impression of its service.

These moments of truth define the customer's perceptions of the organization. "When the customer comes into contact with an employee, . . . or calls on the telephone, or receives something in the mail, or walks into a building, . . . it's a moment of truth." ² During a moment of truth the applicant generally knows little about USCIS as a whole. However, the applicant will form important impressions of the agency overall based on how she is treated during that interaction.

While an applicant may have several moments of truth during his or her interaction with USCIS (filling out an application, speaking with an information officer, waiting for an interview), an interview is one of the most significant. With this thought in mind, applicants will form important impressions about the agency and the U.S. Government based on how you communicate and interact with them. By providing excellent service, you ensure that applicants have positive interactions with the INS that will increase their confidence in the U.S. Government as a whole.

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