



REPLY TO  
ATTENTION OF:

DEPARTMENT OF THE ARMY  
INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, U.S. ARMY GARRISON FORT RICHARDSON (PROV)  
724 POSTAL SERVICE LOOP #6000  
FORT RICHARDSON, ALASKA 99505-6000

IMPC-FRA-ZA

1-20-09

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: United States Army Garrison Fort Richardson Alaska (USAG FRA)  
Interactive Customer Evaluation (ICE) System, Updated Implementation Policy (USAG-FRA-22)

1. REFERENCES

- a. US Army Installation Management Command Policy Memorandum #47, Implementation of the Interactive Customer Evaluation (ICE) System, September 2006.
- b. Department of Defense, Interactive Customer Evaluation (ICE) System 2.2.4, Dec 04.
- c. US Army Garrison Alaska Interactive Customer Evaluation (ICE) Implementation Policy (USAG-AK #01-06)

2. PURPOSE: Provide guidance to all USAG FRA installation personnel on the implementation, responsibilities and maintenance of ICE.

3. APPLICABILITY: These procedures are applicable to all personnel assigned to and/or under the operational control of USAG FRA.

4. POLICY

a. The ICE system is a web-based application used to collect and report customer feedback. By determining customer satisfaction levels of service provided by DoD facilities, obtaining suggestions for improvement, and identifying issues affecting customer service, this interactive comment card system enables USAG FRA to facilitate relationships with their customer base. The ICE system allows installation stakeholders the opportunity to submit online comment cards and enables managers to collect customer satisfaction data in a timely, standardized manner. Supervisors are also provided tools to take immediate remedial action, if necessary. The ICE system is a convenient and efficient means to express opinions and receive feedback on program and service improvements. It is also available on any computer that has internet access.

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b. Electronic ICE cards are preferred; however, hard copy ICE cards should be available at all service delivery points. Hard copy cards should mirror automated versions. Directors/heads of organizations may add additional questions at their discretion, but should keep the number of questions to a minimum, focusing on key organizational measures.

c. ICE is a component of the USAG FRA Customer Management Services (CMS) feedback system. It is instrumental in communicating perceptions and achieving continuous improvement in support of USAG FRAs corporate management strategies, and the Secretary of the Army's priority of providing quality services for the Army's Soldiers, civilians and their families. The intent of ICE is to facilitate the service provider managers' ability to track customer feedback and improve customer service.

## 5. RESPONSIBILITIES

a. Service Provider Managers will:

(1) Monitor e-mail daily to ensure customer comment responses are completed within the required policy timeframe of three business days from submission. Response data must be entered in the Customer Follow-Up section of the ICE manager's tool.

(2) Address comments that may not require a response, but may affect customer satisfaction if not resolved.

(3) Ensure questions, contacts or event comments added to the service provider information areas are sufficient enough in context to meet customer needs.

(4) Ensure additional questions are kept to a minimum, allowing customers to submit feedback in a timely manner.

(5) Ensure that service provider data is current.

(6) Promote the ICE program to provide a better quality of service.

(7) Prepare and submit capability requests to the Directorate of Information Management (DOIM) for work orders and or internet connectivity.

(8) Ensure an ICE box is available and maintain a sufficient quantity of comment cards in each service provider area.

b. Directorate or Organizational Supervisors will:

(1) Ensure that all service areas have an identified ICE box with comment cards for customer use.

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(2) Ensure managers are using ICE.

(3) Ensure all managers attend ICE training.

(4) Make ICE activity an item of discussion during regular staff meetings.

(5) Explore the feasibility of establishing an ICE incentive/award program.

(6) Ensure division heads notify the Customer Service Officer (CSO) of any changes for prompt updating of ICE accounts.

(7) Ensure managers observe the three business day working requirement for customer responses and annotate the follow-up in ICE.

(8) Designate an individual in the organization to be responsible for collection and input of comment cards in to ICE. Comment cards must be returned to the CSO within seven working days after entry.

(9) Amend service contracts to state that ICE is the official comment system to be utilized.

(10) Use ICE reports to identify necessary changes in customer service and/or operational processes.

(11) Submit better business practices to the USAG FRA CMS office.

(12) Use the template provided by the CMS office to reproduce ICE comment cards and maintain comment card boxes in areas where kiosks are not cost effective or otherwise impractical.

c. Directorate of Information Management:

(1) Provide network connectivity and customer access to the ICE site.

(2) Be the technical advisor to staff on Information Technology issues.

d. USAG FRA Site Administrator and Manager (CSO, CMS office):

(1) Monitor ICE sites for errors, outdated information and consistency of service provider data.

(2) Add and train new service providers as needed.

(3) Troubleshoot user issues.

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(4) Forward unresolved issues to the Office of the Secretary of Defense, Quality Management Office, ATTN: ICE Site Administrator, for resolution.

(5) Prepare reports on installation/community service providers as needed to assist in maintaining quality levels of service.

(6) Utilize ICE information as an additional tool to assess delivery and quality of services.

(7) Promote the use of installation ICE sites to improve quality of service and timely response to USAG FRA customers.

6. POC is the USAG FRA CMS, CSO – DSN 384-3430

  
DAVID L. SHUTT  
COL, AR  
Commanding

DISTRIBUTION:

All ICE Service Provider Managers

DENTAC

DES

DFMWR

DHR

DMPO

DOIM

DOL

DPTMS

DPW

EEO

ILO

ISO

PAO

RSO

SJA

TMC