DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, U.S. ARMY GARRISON FORT WAINWRIGHT
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IMFW-PAI

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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Interactive Customer Evaluation (ICE) Implementation Policy (Garrison Policy #13)

1. REFERENCE: Department of Defense (DoD) Interactive Customer Evaluation (ICE) System 2.24, December 2004.

2. PURPOSE: Provide guidance to all United States Army Garrison (USAG) Fort Wainwright 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 Fort Wainwright.

4. POLICY:

a. The Interactive Customer Evaluation (ICE) system is a web based application used to collect and report customer feedback. The ICE system allows installation stakeholders the opportunity to submit on-line comment cards, and provides managers the ability to collect customer satisfaction data in a timely manner and in a standardized format. Supervisors are provided the tools to take immediate remedial actions if necessary. The ICE system is a convenient and efficient means to express opinions and receive feedback on programs and services. It is available from any computer that has Internet access. The intent of ICE is to facilitate the service provider managers' ability to track customer feedback and improve customer service. ICE data will be used in the Performance Management Review process and the Army Community of Excellence organizational assessment.

b. Electronic ICE comments are preferred; however, hard copy ICE comment cards should also be made available at all service delivery points for those preferring to leave written feedback. 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. The ICE system is one component of USAG Fort Wainwright's Plans, Analysis and Integration Office (PAIO) feedback systems. By determining customer satisfaction levels of services provided by DoD facilities, obtaining suggestions for improvement and identifying issues affecting customers, it enables USAG Fort Wainwright to provide quality services for the Army's Soldiers and their Families.

5. RESPONSIBILITIES:

a. Service Provider Managers will:

(1) Monitor e-mail daily to ensure customer comment responses are completed within three (3) business days for comments requiring responses. Response data must be entered in the Customer Follow-Up section of the system's ICE manager tool.

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

(3) Ensure questions or event comments added to the service provider information areas are sufficient enough in context to obtain the desired results.

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

(5) Ensure service provider data is current.

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

(7) Prepare and submit capability requests to the Network Enterprise Command (NEC) for acquisition of equipment if required.

(8) Prepare and submit Work Orders to NEC for connectivity of equipment to local area networks.

(9) Ensure an ICE box is available and maintain a sufficient quantity of ICE customer comment cards in the service provider areas.

b. Directorate or Organizational Supervisors will:

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

(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) Ensure division heads notify the Customer Evaluation Analyst of manager changes for prompt update of ICE accounts.

(6) Ensure managers observe the three (3) business day working requirement for response to customers and annotate the follow-up in ICE.

(7) Designate an individual in the organization to be responsible for collection and input of comment cards into ICE. Comment cards must be returned to the Customer Evaluation Analyst within seven (7) working days.

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

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

(10) Submit best business practices through the USAG Fort Wainwright Customer Service Excellence team.

(11) Use the template provided by the Customer Service Excellence team to reproduce ICE comment cards, and maintain comment card boxes in areas where kiosks are not cost effective or otherwise impractical.

c. USAG Fort Wainwright ICE Site Administrator will:

(1) Coordinate with NEC to:

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

(b) Be the technical advisor to staff elements on information technology issues.

(2) Monitor ICE sites for errors, out-dated information, and consistency of service provider data.

(3) Add and train new service providers and managers as required.

(4) Trouble-shoot user issues.

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

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

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

(8) Promote the use of installation ICE sites to improve quality of service and timely response to USAG Fort Wainwright customers.

6. This policy supersedes Garrison Policy #13, SAB, dated 7 Apr 14.

7. POC is Plans, Analysis and Integration Office, 907-353-9721/7627.

SEAN C. WILLIAMS
COL, SF
Commanding

DISTRIBUTION:
All Garrison Directorates/Agencies

CF:
PAIO ICE Site Administrator